18TH TASVEER FESTIVAL

OCTOBER 11TH- 22ND, 2023
About Tasveer Festival: The festival, now in its 18th year, will feature over 100 films and filmmakers and aims to foster a lively, stimulating, and focused environment for conversation, education, and exploration of issues that are faced by the South Asian Diaspora. Through a series of film screenings, panels, Q&A, and networking opportunities, we aim to engage audiences not only with the films presented but to create a prolonged space for the social, political, personal, and global issues which are the central themes of these works. We hope to provide a sustained platform for meaningful discussion and understanding of these important topics.

About Tasveer: Tasveer was founded 21 years ago in March 2002, to create a platform for underrepresented voices to promote diversity, inclusion, and representation through the art of filmmaking.
The Tasveer Film Summit will take place on **Oct 11th-12th, 2023**, on the first two days of the Tasveer Festival that will bring together filmmakers, industry professionals, and filmmakers to engage in discussions, workshops, and networking opportunities.

**HIGHLIGHTS**

1. **Tasveer Film Fund ($50,000):** Filmmakers will pitch their script ideas to a judging panel in-person. Tasveer Film Fund is one of the partners of the Netflix.

2. **The Creator’s Matchmaking:** Projects with directors and producers attached will pitch their ideas to Executive Producers.

3. **Networking Sessions**
The 18th Tasveer South Asian Film Festival will take place from Oct 12 – 22, 2023.

Over 10 days, the Festival will showcase 100+ films, and host a series of Q&A and networking sessions with visiting filmmakers and guests in Seattle.

Festival Highlights

- Opening Night Film + Red Carpet Gala Experience
- Centerpiece Film
- Closing Night + Award Ceremony
- 7 days of unlimited streaming of award-winning films
- Post Film QnA with filmmakers
- Networking Opportunities
- Family Programs
- Youth Moderated QnAs
Our virtual reach to South Asian diaspora audiences ensures that your brand will be seen by a vibrant and engaged community. In 2020, we expanded our audience exponentially by reaching 45,000 virtual viewers by embracing the virtual world of film exhibitions.

In addition to supporting the arts, sponsorship revenue will cover festival operations, venue rental, staffing, marketing, and publicity. This will ensure maximum exposure for your brand to our diverse and engaged audience. Join us in celebrating diversity through independent films and promoting the art of filmmaking.

WHY SPONSOR?

We offer a unique opportunity to connect with a community of film-savvy individuals across North America. By supporting Tasveer Festival as a sponsor, your brand will gain exposure to a diverse and inclusive audience that includes filmmakers, industry experts, and film enthusiasts from around the globe.
TASVEER DEMOGRAPHICS
Based on Tasveer audience survey

GENDER
- Male identified: 45%
- Female identified: 55%
- Non-Binary: 2%

AGE
- <25: 8%
- 26-35 yrs: 22%
- 36-45 yrs: 30%
- 46-55 yrs: 22%
- 55+yrs: 17%

AUDEANCE
- IN-PERSON: 5000
- ONLINE: 10,000

DIGITAL COMMUNITY
- 45K+ digital views through online festival
- 9K+ social media followers
- 6K+ total newsletter recipients

COMMERCIAL SAVVY
- 95% of festival attendees could identify at least one or more major Festival Sponsors
- 58% of festival attendees would be inclined to buy the product of a festival sponsor

INCOME
- Over 50% of festival attendees have an average household income of $100K, with a concentrated 13% with $200K+
TASVEER MEDIA OUTREACH

Media OUTREACH

32,000 email opens

125 cities

TSAFF media partners include The Stranger, Seattle Times etc. Ads this year will be featured on King County Buses and Lightrail

Inclusions in daily e-blasts in 26 emails during the festival that were opened 32,000 times

Audiences in 125 cities, 53 States/provinces and 18 countries

180 UNITS METRO BUSES & LIGHT RAILS MEDIA DISPLAYS AT TSAFF 2022
<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>TITLE $100k</th>
<th>PLATINUM $50k</th>
<th>DIAMOND $35k</th>
<th>GOLD $15k</th>
<th>SILVER $5k</th>
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<tbody>
<tr>
<td>Prominent logo placement on top of the festival title next to Tasveer Logo- ‘Presented By’</td>
<td>Prominent logo placement below the festival Logo</td>
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<td>Speaking Opportunity at keynote, Opening Night, Closing Night and Film Program (FP)</td>
<td>Speaking Opportunity before keynote, on Opening Night, Closing Night and a Film Program</td>
<td>Speaking Opportunity on Opening Night, Closing Night and a Film Program</td>
<td>Speaking Opportunity at the Centerpiece Program</td>
<td>Speaking Opportunity at two Film Programs</td>
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<td>60 secs video before All Programs</td>
<td>30 sec video ad before all Programs</td>
<td>PPT Before all Programs</td>
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<td>Included in a joint Social Media Post</td>
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<td>Logo on the bottom of the Festival Poster</td>
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<td>Verbal Acknowledgement at every single program</td>
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<td>Opening Night, Closing Night, 2 film programs</td>
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<td>Opening Night &amp; Closing Night</td>
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<td>All-Access Festival Pass 2</td>
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A LA CARTE SPONSORSHIP OPTIONS

Tasveer Festival Hospitality Sponsor - $5000
  ○ Logo on festival swag bags
  ○ Include marketing material or coupons in swag bags

Tasveer Festival Gatherings Sponsor - $5,000 - $10,000
  ○ Opening Night/ or Closing Night Award Reception
  ○ Filmmakers Networking Brunch
  ○ Artist Reception Dinner or Cocktail Hour

Digital Connection
  ○ Banner Ad on Festival Site - $1000
  ○ Ad on Festival Website - During the Festival - $1000
  ○ Ad on Festival Website: year-round - $2,500
  ○ Dedicated Newsletter eBlast during the festival - $1000

In-Person Connection
  ○ Host an on-site booth during the Summit - $1000
  ○ Welcome and introduce a panel - $1000
  ○ Coupon/Marketing Material Placement at Venue Reception - $1000

Advertise in the Program Guide
(More details on the next page)
ADVERTISE IN THE PROGRAM GUIDE

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST</th>
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<tbody>
<tr>
<td>Full Sheet 16&quot;w X 10.5&quot;h</td>
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<tr>
<td>Back Page 8&quot;w X 10/5&quot;h</td>
<td>$1,750</td>
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<tr>
<td>Full Page 8&quot;w X 10/5&quot;h</td>
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<td>$250</td>
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<tr>
<td>1/8 page Vertical</td>
<td>$250</td>
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Deadline to advertise in the Program Guide: August 10th, 2023

- A combined (In person + virtual) reach of 10,000 + people
- Audience will include a local Seattle audience, as well as a national audience
- Will be accessed by our sponsors, filmmakers, producers, distributors and film enthusiasts

Please email khenrab@tasveer.org for inquiries
TASVEER FESTIVAL

BE A PART OF THE SOUTH ASIAN FILM INDUSTRY'S BIGGEST EVENT
THANK YOU FOR CONSIDERING A SPONSORSHIP OPPORTUNITY WITH US!

CONTACT: Rita Meher, Executive Director rita@tasveer.org
Khenrab Palden, Operations Manager khenrab@tasveer.org