



tasveer

18TH TASVEER FESTIVAL

OCTOBER 12TH- 22ND, 2023

- 
- 12th–15th: Tasveer Film Festival In-Person
 - 16th–22nd: Tasveer Film Festival Virtual

ABOUT

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.



FILM FESTIVAL

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
- Special Events
- 7 days of unlimited streaming of award-winning films
- Post Film QnA with filmmakers
- Networking Opportunities
- Family Programs





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.

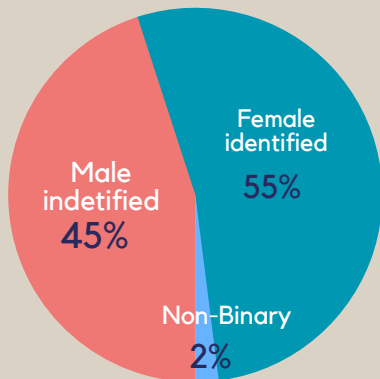
Our virtual reach to South Asian diaspora audiences ensures that your brand will be seen by a vibrant and engaged community. In 2020, we expanded our audience exponentially by reaching 45,000 virtual viewers by embracing the virtual world of film exhibitions.

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.

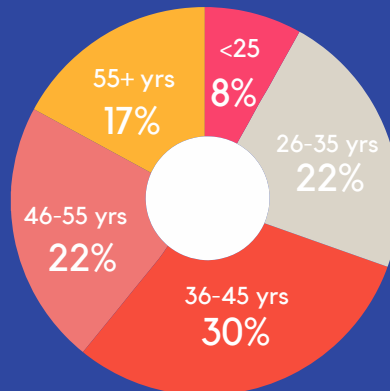
TASVEER DEMOGRAPHICS

Based on Tasveer audience survey

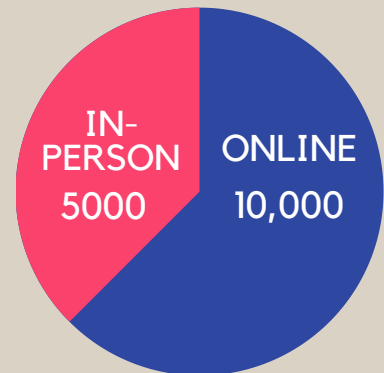
GENDER



AGE



AUDIENCE



DIGITAL COMMUNITY

45K+

Digital views through
online festival

9K+

Social media
followers

6K+

Total Newsletter
recipients



COMMERCIALLY SAVY

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**



SPONSORSHIP BENEFITS

TITLE \$100k	PLATINUM \$50k	DIAMOND \$35k	GOLD \$15k	SILVER \$5k
Prominent logo placement on top of the festival title next to Tasveer Logo- 'Presented By'	Prominent logo placement below the festival Logo			
Panel Opportunity	Panel Opportunity	Panel Opportunity		
Logo inclusion in festival trailer	Logo inclusion in festival trailer	Logo inclusion in festival trailer		
Dedicated newsletter	Dedicated newsletter	Dedicated newsletter		
Press Release Inclusion	Press Release Inclusion	Press Release Inclusion		
Logo on TasveerTV - Individual Film page	Logo on TasveerTV - Individual Film page	Logo on TasveerTV - Individual Film page	Logo on TasveerTV - Individual Film page	
Speaking Opportunity at keynote, Opening Night, Closing Night and Film Program (FP)	Speaking Opportunity before keynote, on Opening Night, Closing Night and a Film Program	Speaking Opportunity on Opening Night, Closing Night and a Film Program	Speaking Opportunity at the Centerpiece Program	Speaking Opportunity at two Film Programs
60 secs video before All Programs	30 sec video ad before all Programs	PPT Before all Programs	PPT Before all Programs	PPT Before all Programs
Dedicated Individual Social Media Post	Dedicated Individual Social Media Post	Dedicated Individual Social Media Post	Dedicated Individual Social Media Post	Included in a joint Social Media Post
Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster	Logo on the bottom of the Festival Poster
Verbal Acknowledgement at every single program	Verbal Acknowledgement at every single program	Opening Night, Closing Night, 2 film programs	Opening Night, Closing Night, 2 film programs	Opening Night & Closing Night
on-screen slide ad before every film	on-screen slide ad before every film	on-screen slide ad before every film	on-screen slide ad before every film	on-screen slide ad before every film
Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media	Logo Inclusion + Tag in social Media
Linked logo on festival website	Linked logo on festival website	Linked logo on festival website	Linked logo on festival website	Linked logo on festival website
All-Access Festival Pass 15	All-Access Festival Pass 10	All-Access Festival Pass 5	All-Access Festival Pass 4	All-Access Festival Pass 2

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

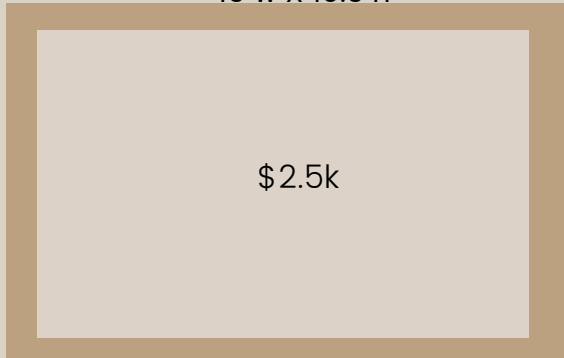
- Host an on-site booth during the Summit - **\$1000**
- Welcome and introduce a panel - **\$1000**
- Coupon/Marketing Material Placement at Venue Reception - **\$1000**

Advertise in the Program Guide (More details on the next page)

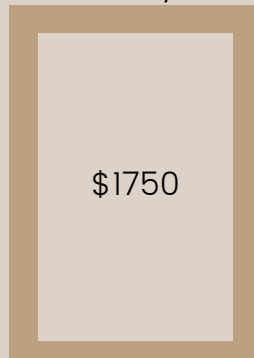


ADVERTISE IN THE PROGRAM GUIDE

Full Sheet
16"w X 10.5"h



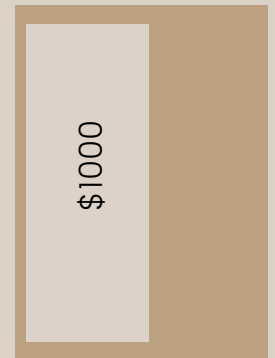
Back Page
8"w X 10/5"h



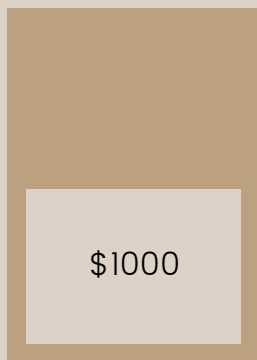
Full Page
8"w X 10/5"h



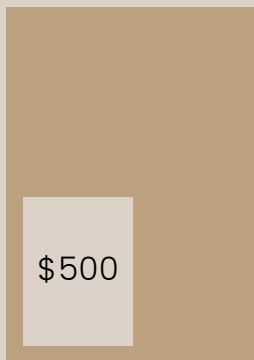
Half Page Vertical
5"w X 10.5"h



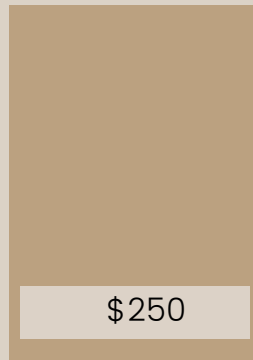
1/2 page Horizontal
8"w X 5.5" h



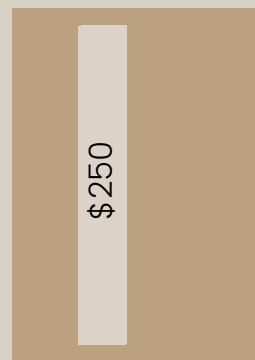
1/4th Page
2.5"w X 2"h



1/8 page Horizontal



1/8 page Vertical



SIZE	COST
Full Sheet	\$2,500
Back Page	\$1,750
Full Page	\$1,500
Half Page	\$1,000
1/4 Page	\$500
1/8 Page	\$250

Deadline to advertise in the
Program Guide:
August 15th, 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:

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