

20TH TASVEER FILM FESTIVAL & MARKET

OCT 6TH-12TH, 2025





ABOUT TASVEER FILM FESTIVAL & MARKET (TFFM)

The **Tasveer Film Festival and Market** (TFFM) hosts the only Oscar®-qualifying film festival in the world dedicated to uplifting stories by and about South Asians. Held every October for the past 20 years, this year the festival:

- Received 800+ submissions
- Showcased 110 films, documentaries, and shorts & 63 pitches
- Hosted over 2500+ attendees in the city of Seattle

The **Tasveer Film Market**, founded in 2024, provides a platform for South Asian filmmakers to pitch their project in front of industry leaders, distributors, buyers, sales agents, funders, producers and collaborators. TFM is the only South Asian focused film market in the world outside South Asia.

TASVEER'S MISSION

To inspire social change through thought-provoking films, art, and storytelling.



TASVEER FILM MARKET (TFM)

The response and success of Tasveer Film Market in its inaugural year, solidified our vision to support global South Asian and Diaspora filmmaking.

Tasveer Film Market's Key Events/Spaces:

- Co-Production Market Pitches
- Tasveer Film Fund supported by Netflix
- Networking Cocktails
- Industry Panels
- The 1-1 Meeting Hub
- Access to Online Market Directory & Project Catalog (market.tasveer.org)
- Opening & Closing Night Parties
- Exclusive Invite-Only Investor Lunch
- World Film Premieres & Q&A's

Projects Submitted:
300

Pitches Selected : 63

Deals Made : 7

Market Delegates: 375

TFFM Attendees: 1200

Tickets Issued: 5500

TASVEER'S VISION

We envision an informed and just society where storytelling leads to truth-telling and in the process, individuals are entertained, transformed, healed and empowered.



OUR REACH

Tasveer's legacy is growing by the years and by 2025 we will have a diverse audience of:

In-Person Attendees: 2,500+

Online Attendees: 10,000

Cities: 125+

Countries: 18+

Social Media Impressions: 150,000

Press impressions: 250,000+

Website & Program Guide

Impressions: 56,000

Newsletter Subscribers: 8456


MEDIA OUTLETS

Variety, IMDb, Rolling Stone India, Getty Images, The Seattle Times, The Statesman, Telegraph India, Seattle Gay News, The Hindu, Times of India, and many more.

FOLLOWERS

 **31,000**

 **7,300**

 **7,049**



WHY SPONSOR TFFM?

Tasveer Film Festival & Market brings together South Asian and like-minded voices, creating a meaningful cultural hub in the heart of **Seattle**. TFFM is unique as it:

- Attracts 50% International + Out of State Creators
- Boosts the Creative Economy of the Pacific Northwest
- Addresses social justice issues through film and storytelling
- Promotes upcoming and mid-level South Asian filmmakers and artists
- Empowers the tech community to engage in the Arts
- Fosters lasting and meaningful dialogue, showcasing diversity, and empowering future generations to share their stories with the world.

NETFLIX





TASVEER @ CANNES 2025

In 2024, Tasveer launched a unique preview leading up to the Tasveer Film Market at Cannes and Tribeca called **Tasveer Matchmaking: Find your Funds** hosted at **the American Pavilion**. This speed dating event targeted and garnered to a niche sector of filmmakers, talent, producers, financiers and studio executives with a total attendance of:

- 20 funders
- 150 filmmakers

As a Platinum Sponsor, Tasveer will include your logo at Cannes 2025.



TASVEER FILM FUND

Tasveer champions unique South Asian and Diaspora stories through its initiative called the Tasveer Film Fund. Over the past 5 years, Tasveer has:

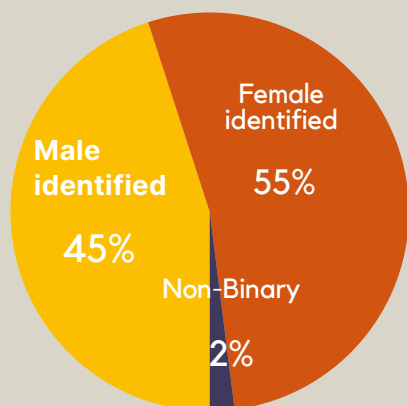
- Awarded over \$200,000+
- Executive Produced 15 short films
- Backed new and mid-level filmmakers
- Won at International Film Festivals

Tasveer is looking for like-minded studios, financiers and private funders to create more opportunities for filmmakers looking for development funds across tv, feature film and documentary filmmaking.

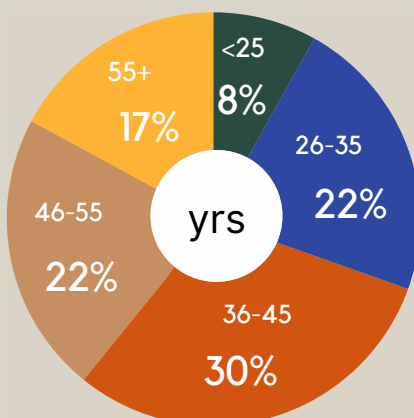


AUDIENCE DEMOGRAPHICS

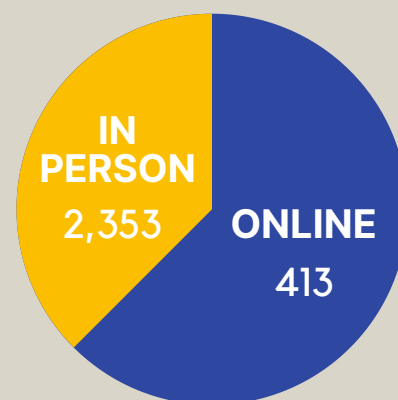
GENDER



AGE



ATTENDANCE



BRAND VISABILITY



of festival attendees could identify at least one or more major Festival Sponsors



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+

Join us in celebrating South Asian voices by sponsoring the 20th Tasveer Film Festival & Market!

SPONSORSHIP LEVELS



BENEFITS	PLATINUM \$100K	EMERALD \$50K	DIAMOND \$25K	GOLD \$15K	SILVER \$10K	BRONZE \$5K
Title Sponsor Logo Recognition	✓					
Press Release Inclusion	✓	✓	✓			
Speaking Opportunity	✓	✓	✓	✓		
Logo on Festival Trailer	✓	✓	✓	✓	✓	
Inclusion in Social Media Posts	✓	✓	✓	✓	✓	
Logo on Main Festival Page	✓	✓	✓	✓	✓	✓
Logo on Program Guide	✓	✓	✓	✓	✓	✓
Complimentar y All Access Festival Passes	QTY 12	QTY 10	QTY 8	QTY 6	QTY 4	QTY 2

SPONSORSHIP ACTIVATION OPPORTUNITIES



TFFM Celebration & Booth Sponsor:

- Presenting Sponsor for Opening Night & Kick off Party
- Closing Night Award Reception
- Invite-Only Investor Lunch
- Host a Reception Dinner/Cocktail Party
- Set up a Custom Booth at the Market



TFFM Swag & Product Sponsor:

- Logo on Festival Swag Bags
- Samples of your Product in 500+ Swag Bags
- Include Marketing Materials in Swag Bags
- Logo Recognition on Step & Repeat



TFFM Filmmaker-Artist Sponsor:

- Ad on the Festival Website: During the Festival & Year Round
- Invites to Exclusive Artist Lunches
- Social Media Collaborative Posts
- Dedicated Newsletter eBlast

READY TO AMPLIFY YOUR BRAND WHILE SUPPORTING THE ARTS?

LET'S TALK!

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