

# 20TH TASVEER FILM FESTIVAL & MARKET

OCT 7 – 12, 2025



THE ONLY  
OSCAR® QUALIFYING  
SOUTH ASIAN  
FILM FESTIVAL



# WHAT IS TASVEER?



**Tasveer** (meaning 'picture' in Hindi & Urdu)

## **Tasveer Mission:**

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

*It's 2001 and the 9/11 attacks have just shaken the entire world. The aftermath of these attacks left South Asians feeling the weight of fear, racism, and hate crimes that were on the rise against them. Troubled by the stereotyped and highly prejudicial images of South Asians in the mainstream media at the time, Farah Nousheen and Rita Meher decided to change the narrative. Their quest for better representation led to the founding of Tasveer in March 2002, in Seattle. Their aim was to recast the harmful labels by providing a glimpse into the lives of South Asians through film, art, and storytelling.*



## **Tasveer 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.*



# 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.

## ACCOMPLISHMENTS

- In 2024, Tasveer closed 7 development deals at its Inaugural Film Market
- In 2023, the Tasveer Film Festival became an Oscar®-qualifying festival.
- In 2022, Netflix partnered with Tasveer to increase the Tasveer Film Fund's grants by 900%.
- In 2021, Alaska Airlines started screening Tasveer films on its flights, that has helped South Asian films reach a broader audience.
- In 2020, Tasveer led CoSAFF, a virtual film screening event in which seven South Asian film festivals from the United States and Canada banded together in solidarity in response to the COVID-19 pandemic.



## TASVEER FILM FUND

In 2024, Tasveer funded \$75,000 total in grants to three emerging South Asian filmmakers.



Moitri Ghosh  
"By Design"



Meera Joshi  
"The Sale"



Karan Sunil  
"Yakshi"

15  
TOTAL  
PROJECTS  
AWARDED

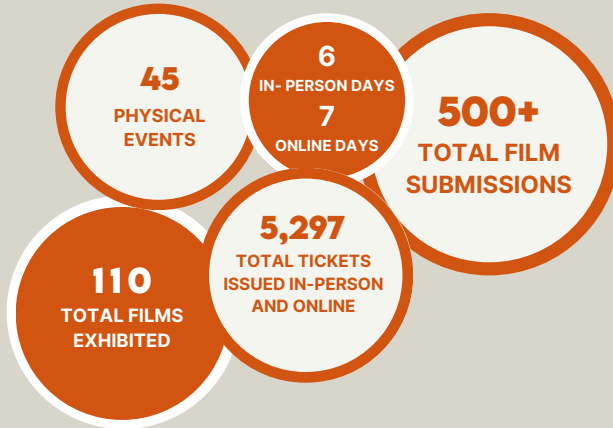
\$228,000  
TOTAL CASH  
AWARDED

7  
TOTAL QUEER  
PROJECTS  
FUNDED



# TASVEER FILM FESTIVAL

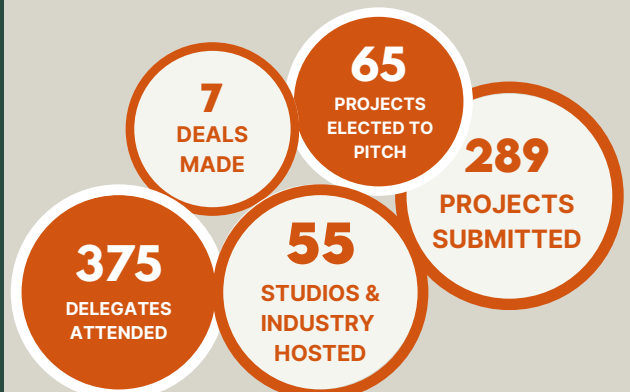
It is North America's premier film festival, dedicated to amplifying diverse and underrepresented South Asian voices.



Nik Dodani, filmmaker & Actor

## TASVEER FILM MARKET

Tasveer's inaugural Film Market (TFM) took place at the Tasveer Film Festival, from October 15-17, 2024, positioning itself as the leading South Asian-focused film market outside South Asia.



# TASVEER

"Montu Went To The Moon" by Radhika Apte  
(Writer/Director) – Narrative Feature





# OUR REACH

↑ **5.5k+**  
In-Person Attendees

↑ **10k**  
Online Attendees

↑ **125+**  
Cities joined online

↑ **250k+**  
Press impressions

↑ **150k**  
Social Media Impressions

↑ **8456**  
Newsletter Subscribers

↑ **56k**  
Website & Program Guide Impressions

↑ **18**  
Countries

↑ **100k**  
Foot Traffic

Hotel Rooms booked: 135 nights over 6 days, Hampton Inn in Seattle Center



## CONNECT

with our **educated,**  
**passionate,** and **secure**  
audience.

FOLLOWERS

**f** 7,200

**▶** 32,100

**📷** 7,240





# OUR AUDIENCE

The Tasveer Film Festival **attracts a culturally diverse, highly educated audience**, primarily aged 25-54, with a strong presence of women. They value social impact, diversity, and storytelling, making them an ideal demographic for sponsors in entertainment, tech, and lifestyle industries.

## Financially Secure



## Educated



## Passionate





# IN THE NEXT 18 MONTHS

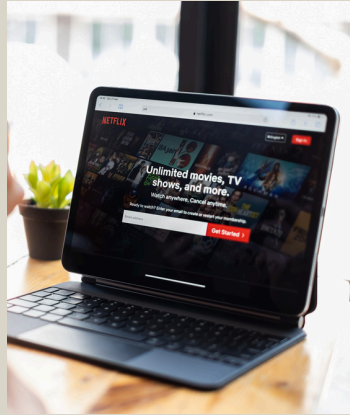
Tasveer Film Festival and Market audiences **are likely to:**



## TRAVEL

Travel to Western Europe, major US cities, and South Asia

CULTURAL OPENNESS



## SUBSCRIBE

Subscribe to a popular streaming services like Hulu, Disney, Netflix, HBO, Amazon and AppleTV

TECH-SAVVY



## BUY

Purchase a Subaru, Toyota, Tesla, or Honda

FINANCIAL STABILITY







# USER PERSONAS

NETFLIX



Roshan Sethi, Roshan's Father, Karan Soni during the Premiere of A Nice Indian Boy.





*Passionate about Art, Fueled by Culture*

## MEET SAM

The Cultural Enthusiast

- **Location:** Lives in Seattle
- **Age:** 54
- **Education:** Highly educated, with a doctoral degree
- **Career:** Successful tech strategist with a \$162K income, no children at home
- **Lifestyle:** Enjoys a comfortable lifestyle, spending time at film festivals, live performances, museums, and traveling for cultural experiences
- **Aspirations:** Dreams of collaborating with filmmakers and engaging with VIP experiences
- **Challenges:** Balancing cultural passions with a busy professional life
- **Perspective on Cinema:** Sees cinema as a way of life, not just entertainment

## MEET KABIR

The Progressive Professional

- **Location:** Lives in Chicago
- **Age:** 43
- **Education:** Highly educated, with a master's degree
- **Career:** Works in consulting with a \$113K income
- **Lifestyle:** A homeowner with no children at home, passionate about fitness
- **Aspirations:** Seeks to support and invest in independent filmmakers
- **Challenges:** Struggles with the lack of diversity in mainstream media
- **Perspective on Cinema:** Views cinema as a platform for change, not just entertainment



*Driven by Purpose, Inspired by Culture*



*Empowered by Stories, Committed to Change*

## MEET PRIYA

The Socially Conscious Supporter

- **Location:** Lives in Portland
- **Age:** 29
- **Education:** Highly educated, with a master's degree
- **Career:** Works in journalism with a \$80K income
- **Lifestyle:** A homeowner with no children at home, spends time on writing
- **Aspirations:** Seeks accessible social justice media and more representation of unheard voices
- **Challenges:** Struggles with finding ethically produced content and balancing mental well-being
- **Perspective on Cinema:** Views cinema as activism, not just art



# DIGITAL AND MEDIA PRESENCE



## DIGITAL PRESENCE

## STATS

Facebook Followers

7,200

Instagram Followers

7,240

LinkedIn Followers

1,665

YouTube Followers

32,100

Database Size

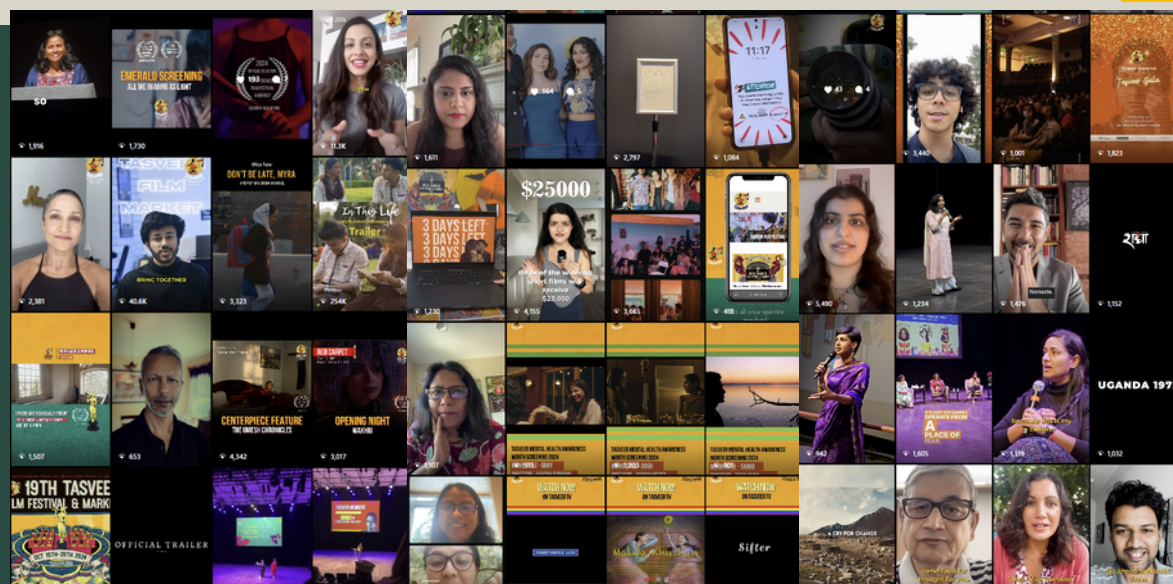
8,200

Web Traffic: TFFM Page Views

77,000

Web Traffic: Tasveer Page Views

27,000





# TASVEER AROUND THE **GLOBE**

*Exclusive coverage by Variety*

**NETFLIX**

Impact · Leadership · New Releases · Newsroom · Investors · Press · Careers · Resources

[← Back to All News](#)

## Tasveer Film Fund Returns with Netflix Support



Home > Film > Global Oct 22, 2024 12:34am PT

### Fawad Khan Boards Two Projects, Guneet Monga Kapoor Joins Jahnu Barua Film at Tasveer Market (EXCLUSIVE)

By Naman Ramachandran

[f](#) [X](#) [f](#) [e](#) [...](#)



Home > Film > News Sep 24, 2024 12:01am PT

### Seattle's Tasveer Film Market Unveils 40+ South Asian Projects for Inaugural Edition (EXCLUSIVE)

By Naman Ramachandran

[f](#) [X](#) [f](#) [e](#) [...](#)



Tasveer Film Market

Home > Film > News May 14, 2024 7:00am PT

### Amazon, NBCUniversal Back Seattle-Based South Asian Film Market Tasveer Ahead of Cannes Launch (EXCLUSIVE)

By Naman Ramachandran

[f](#) [X](#) [f](#) [e](#) [...](#)



**TRIBECA  
FESTIVAL**



**The American Pavilion**  
INDEPENDENT | INTERNATIONAL | INCLUSIVE





# EARNED MEDIA

In 2024, the Tasveer Film Festival and Market garnered widespread attention, being featured in leading media outlets and publications, with continued media coverage for other activations.

gettyimages  
The Telegraph

IMDb

VARIETY

The Seattle Times

Rolling Stone  
INDIA

TOI

THE HINDU

The Statesman

SGN

LE'S LGBTQIA+ NEWS & ENTERTAINMENT WEEKLY SINI

## OUR GLOBAL FOOTPRINT

We received **3,000,000** impressions across national, local and global coverage, print and digital.







# INSPIRING ACTIVATIONS AND OUTCOMES



## RED CARPET MOMENTS

Get prominent brand exposure with extensive media coverage and social media traction, driven by images from a Getty photographer

## TASVEER FILM FUND

Get prominent brand association with diversity-driven creativity and social impact



# CHAI & CHATS

## SIP, CONNECT, ENGAGE



- Daily Chai Station serving premium chai for networking and informal conversations.
- High-traffic location ensures maximum visibility and engagement.
- Casual gathering space for attendees to discuss films, culture, and industry.
- Sponsor signage prominently displayed

### AUDIENCE BENEFIT

- Comfortable networking space
- Opportunities for organic interactions with other festival-goers.
- Enhanced engagement with festival content in a relaxed setting.

### SPONSOR BENEFIT

- Daily brand exposure to hundreds of attendees.
- High engagement: Attendees spend an average of 10–15 minutes per visit.
- Cultural alignment with an inclusive experience.
- Social media potential: Organic posts featuring the chai station increase brand reach.
- Community-building impact: Positions sponsor as a key enabler of festival connections.





# IMPACT STORIES:

## A BLOCK FOR CHANGE



- Curated film block or panel on key issues (e.g., climate justice, LGBTQIA+ rights).
- Films or discussions aligned with sponsor's values.
- Sponsor branding displayed during screenings and on materials.
- Post-screening/panel Q&As with sponsor participation.

## AUDIENCE BENEFIT

- Access to impactful content on social issues.
- Opportunity for direct engagement with filmmakers and experts.
- Insight into challenges affecting South Asian communities.

## SPONSOR BENEFIT

- Brand alignment with social impact
- Direct engagement with an activism-driven audience.
- High visibility via event materials, on-screen branding, and Q&As.
- Extended reach through media coverage, social media, and audience discussions.
- Lasting brand association with cultural conversations.





# RED CARPET MOMENTS

## A CINEMATIC WELCOME



- Red carpet experience on opening night, captured by Getty Images.
- 300+ notable attendees, including celebrities, filmmakers, influencers, and South Asian community leaders.
- Branded photo station enhances the VIP experience and encourages social sharing.

## AUDIENCE BENEFIT

- Exclusive, VIP treatment with high-quality professional photos.
- Personal and professional social media content that connects them to the film community.

## SPONSOR BENEFIT

- High-visibility brand exposure on the red carpet
- Extensive media reach through Getty Images and event press coverage.
- Social media amplification
- Direct connection with influential figures in film, media, and activism.
- Long-lasting brand presence in online and media recaps of the event.





# ELEVATING VOICES

## TASVEER FILM FUND AWARD



Sponsor the Tasveer Film Fund Award, celebrating emerging South Asian filmmakers, with prime branding at the ceremony and festival, plus support for a film, culture, and social impact panel.

### AUDIENCE BENEFIT

- Exclusive access to fresh talent and thought-provoking cinema
- Deeper connection with impactful causes in the South Asian community

### SPONSOR BENEFIT

- Prominent brand association with diversity-driven creativity and social impact
- Recognition during key festival moments
- Engagement through media and press coverage
- Visibility among filmmakers, festival-goers, and global audiences





EXPLORE A PARTNERSHIP WITH TASVEER



## HOW WE WORK WITH OUR PARTNERS

We focus on personalized partnerships, taking the time to understand your goals and how you measure success. Instead of standard tiered packages, we tailor our offerings to meet your specific needs and objectives.





# BUILT JUST FOR YOU

We believe in creating customized sponsorships that align with your specific goals and measures of success, offering tailored solutions that go beyond one-size-fits-all packages.

We're ditching the Gold, Silver, Bronze thing because we've learned that doesn't help you!

We want to learn about your goals, how you measure ROI and what you are trying to achieve.

Once we know that, then we can offer you something tailored to your needs.



EXPLORE A PARTNERSHIP WITH TASVEER





# AMPLIFY YOUR BRAND WITH US

From naming opportunities to experiential marketing, we offer a range of tailored options to help you engage with our audience and enhance your brand's presence, both onsite and online.

## ALL SPONSORS RECEIVE:

- Naming Opportunities
- Onsite Activations
- Brand Recognition
- VIP Opportunities
- Hospitality
- Sampling
- Experiential Marketing
- Sizzle Reel
- Prominent logo placement on website, program guide, and social media.
- Feature in newsletter, reaching engaged subscribers.
- Brand visibility on event signage and digital displays.
- Maximum exposure to attendees both online and in-person.

In other words, we want to hear about your goals and then build something just for you and your budget.

NETFLIX



K&L GATES



ACLU  
Washington



B|E|C|U



Total Wine  
& MORE



Coverfly



Final Draft  
A Cast & Crew Company



Let's explore how we  
can elevate your **BRAND**  
and create meaningful  
partnerships with the  
South Asian community.

Let's talk!

**Elizabeth Sankarsingh**  
elizabeth@tasveer.org  
312-848-9654  
tasveerfestival.org



Tasveer  
363 Mercer St.  
Seattle, WA 98109

