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**TASVEER.ORG**



**Tasveer**

**tasveer**  
film festival & market

**SPONSORSHIP DECK**

THE WORLD'S ONLY  
**OSCAR® QUALIFYING**  
SOUTH ASIAN  
FILM FESTIVAL

TASVEER



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World's **only** Oscar-qualifying  
South Asian Film Festival  
outside South Asia

**Tasveer is...**



World's **leading** South Asian  
Film Festival and the **largest**  
South Asian **Film Market**  
outside South Asia



# who we are



## OUR MISSION

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

## OUR 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 was founded in March 2002 by Rita Meher and Farah Nousheen, in the aftermath of 9/11 — **when South Asians were facing a surge of racism, hate, and harmful stereotyping.**

Tasveer set out to **replace damaging labels with lived stories** — told through film, art, and storytelling.

That mission still drives us today: building an **inclusive** platform that uplifts **diverse** South Asian voices and expands **representation** in culture, one narrative at a time.

**journey**



**MAY  
2024**

**DEBUT GLOBALLY**

**TASVEER FILM  
MARKET PRE-  
LAUNCHES AT  
CANNES**



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

**VARIETY**



FESTIVAL DE CANNES

**JUN  
2024**

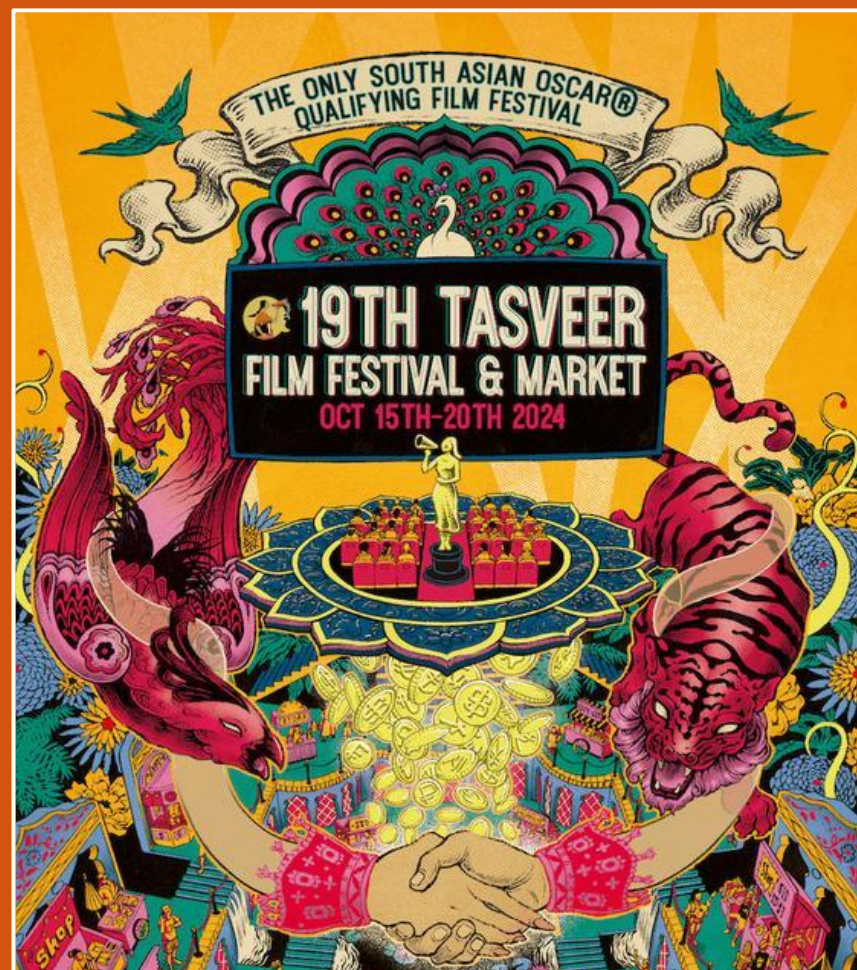
**PARTNERSHIP  
GROWS**

**NETFLIX DOUBLES  
SUPPORT**



**\$2.26M** GRANT  
SECURED FOR  
TASVEER'S FIRST  
THEATER AND  
HOME IN SEATTLE

*The Seattle Times*



**OCT  
2024**

**INDUSTRY  
BREAKTHROUGH**

**15 PROJECTS FUNDED**

**\$228,000 GRANTED**

**ATTENDEES INCLUDED:**

AMAZON MGM STUDIOS

**HBO** BLUMHOUSE PRODUCTIONS

**NETFLIX**

**CAA** **SONY**

**W** WESTBROOK

**ORION**  
PICTURES

**pillars**

**WAVE**

**MAR  
2025**

**TASVEER'S  
NEW HOME**

**HISTORIC ARK  
LODGE CINEMAS**



**JUN  
2025**

**NETFLIX EXPANDS  
GRANT**

“The sixth cycle of the Tasveer Film Fund (TFF) in continued partnership with Netflix... expands its impact to four \$35,000 grants to mid-level filmmakers”

**AMAZON  
MGM STUDIOS**

Amazon MGM Studios-Backed South Asian-Themed Tasveer Producers Lab Launches With First Cohort

**VARIETY**

**AUG  
2025**

**AMAZON MGM  
PARTNERSHIP**

**LAUNCHES  
PRODUCER'S LAB  
IN HOLLYWOOD**

**OCT  
2025**

**TASVEER FILM  
MARKET & FUND**

**28 PROJECTS PITCHED  
\$388,000 GRANTED**

**ATTENDEES INCLUDED:**



**MAR  
2026**

**TASVEER FILM  
CENTER OPEN  
TO THE PUBLIC**

**IN SEATTLE, WA**



**MAR  
2026**

**TASVEER  
ATTENDS SXSW**

**IN AUSTIN, TX**

**MAY  
2026**



**MARCHÉ DU FILM  
FESTIVAL DE CANNES**

**TASVEER FILM  
MARKET HOSTS  
A MARKET EVENT IN  
CANNES AGAIN!**



**AUG  
2026**

**THE 3RD TASVEER  
FILM MARKET WILL  
BE HELD IN  
LOS ANGELES**



# tasveer film festival.

TFM is world's Only Oscar qualifying Film Festival!

As the world's leading South Asian film festival, TFM is dedicated to amplifying diverse and underrepresented South Asian voices.



It is a 6-day in-person and 7 day online event that enables audiences from Seattle and beyond to immerse themselves in South Asian films, engage in critical dialogue on social justice issues, and witness compelling cultural programming.



## THE NUMBERS

**600** films submitted

**105** films selected to exhibit

**65** filmmakers attended

**1,200+** attendees

**5,297** tickets issued in person and online

**1** film submitted to Oscars from Tasveer

## IN 2025,

Tasveer proudly marked 20 years as the only Oscar®-Qualifying South Asian film festival, championing stories that span continents, challenge perspectives, and reflect the full breadth of South Asian life and artistry.

## WE...

- Received **800+** film submissions & projects
- Showcased **110** films, documentaries, and shorts, along with **25** pitch presentations
- Welcomed **2,000+** attendees across the city of Seattle
- Supported **26** Film Market projects currently in development
- Awarded **\$185,000** in filmmaker grants, total giveaway

## ACTIVITIES

- Filmmakers Brunch Event
- Opening Night Red Carpet Gala
- Centerpiece Gala
- Closing Night Awards Night
- Industry Panels



# tasveer film market

Launched in 2024, the Tasveer Film Market (TFM) is North America's first market focused on South Asian cinema.



## THE NUMBERS

**375+** Industry Delegates

**300** Submissions

**63** Pitches

**7** Deals

**1200+** Attendees

## ACTIVITIES

- Pitches
- Producers Lab
- Networking Opportunities
- Industry Panels
- 1:1 Executive Meetings
- AI Panels
- Tasveer Film Fund





**RICHA DUDOLA**  
DIRECTOR,  
*THE SEAL* (film)



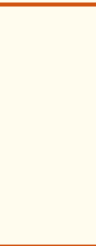
“Tasveer as an organization has a lot of good things going for it. The festival is not the end-all-be-all, I love that the organization has other events/galas throughout the year. It shows the identity you have as an organization and is not just centered on the film festival. This is also quite rare and makes you stand out more.”

TFM connects filmmakers directly with producers, studios, and key industry decision-makers in one of the world’s most influential entertainment territories—creating meaningful opportunities for collaboration while strengthening and enriching Seattle’s Creative Ecosystem.



## PARTICIPANTS & PARTNERS

Delegates from Netflix, NBCUniversal, HBO Max, WME, CAA, Blumhouse, Amazon MGM Studios, Monkey Paw, Atomic Monster, Meralta Films, and much more!



# market partners



## MEDIA PARTNERS 2024 & 2025



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

WESTBROOK  
BLUM HOUSE PRODUCTIONS  
WAVE  
Screen Australia  
CAA  
KINEMA  
LUMINARY PICTURES  
NBCUniversal  
AMAZON MGM STUDIOS  
HBO max  
NETFLIX  
runway  
SONY  
pillars  
ENTROPY  
PROTOTYPE CONTENT  
Kinetic Energy ENTERTAINMENT  
CHICKEN & EGG FILMS  
MODBOX MEDIA  
MERALTA FILMS  
BIGINDIE  
JOINT VENTURE  
EXIT 44 ENTERTAINMENT  
strand DIGITAL  
SOUTH STACK STUDIOS  
ATOMIC MONSTER  
COLLECTIVE  
RASA FILM GROUP  
ORION PICTURES

Home > Film > News Aug 4, 2025 8:47am PT

## South Asian-Themed Tasveer Producers Lab Launches With First Cohort (EXCLUSIVE)

By Naman Ramachandran

NETFLIX United States English

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 12:14am PT

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

By Naman Ramachandran

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

DEADLINE TIP US

Visibility is key — gain priority in relevant search results with Sponsored Jobs

HOME / FILM / FESTIVALS

## Tasveer Film Market Announces 17 Projects To Be Showcased At Industry Hub "Connecting South Asian Stories With Global Executives"

By Matthew Carey  
October 3, 2025 9:00am

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

The Seattle Times Log In | Subscribe

Movies

## Tasveer Film Center to open in Seattle's Columbia City

Feb. 2, 2026 at 12:49 pm

Members of arts group Tasveer staff, board and 4culture staff pose for a picture at Ark Lodge Cinemas on... (Ivy Ceballo / The Seattle Times) More

NETFLIX India English

Impact Leadership New Releases Newsroom Investors Press Careers Resources

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## Tasveer Film Fund Kicks Off 2025-2026 Cycle With Netflix, Awards Four Grants to Emerging-Mid Level Filmmakers

Deadline to apply: August 5th, 2025

# TASVEER FILM FUND IS BACK!

In partnership with NETFLIX

Submit your short film script for a chance to win a \$25,000 production grant! Learn more at [tasveer.org/filmfund](https://tasveer.org/filmfund).



# around the globe

Over the past 20 years, Tasveer Film Festival and Market has garnered **widespread attention**, being featured in **leading media outlets and publications**, with continued media coverage for other activations.

# earned media

The Telegraph **VARIETY**

The Seattle Times **THE HINDU** **SGN**  
SEATTLE'S LOCAL NEWS & ENTERTAINMENT WEEKLY SINCE 1974

**Rolling Stone** INDIA **The Statesman**

**IMDb** **THE TIMES OF INDIA**

**sundance institute** **MARCHÉ DU FILM FESTIVAL DE CANNES** **TRIBECA FESTIVAL**

**The American Pavilion** **Film Bazaar**  
INDEPENDENT | INTERNATIONAL | INCLUSIVE  
by NFDC



# our reach

↑ **2.7k+**  
In-person attendees

↑ **10k+**  
Online attendees

↑ **125+**  
Cities joined online

↑ **250k+**  
Press impressions

↑ **150k**  
Social media impressions

↑ **13k**  
Newsletter subscribers

↑ **502k**  
Website visitors &  
page views

↑ **18**  
Countries

↑ **100k**  
In-person attendees

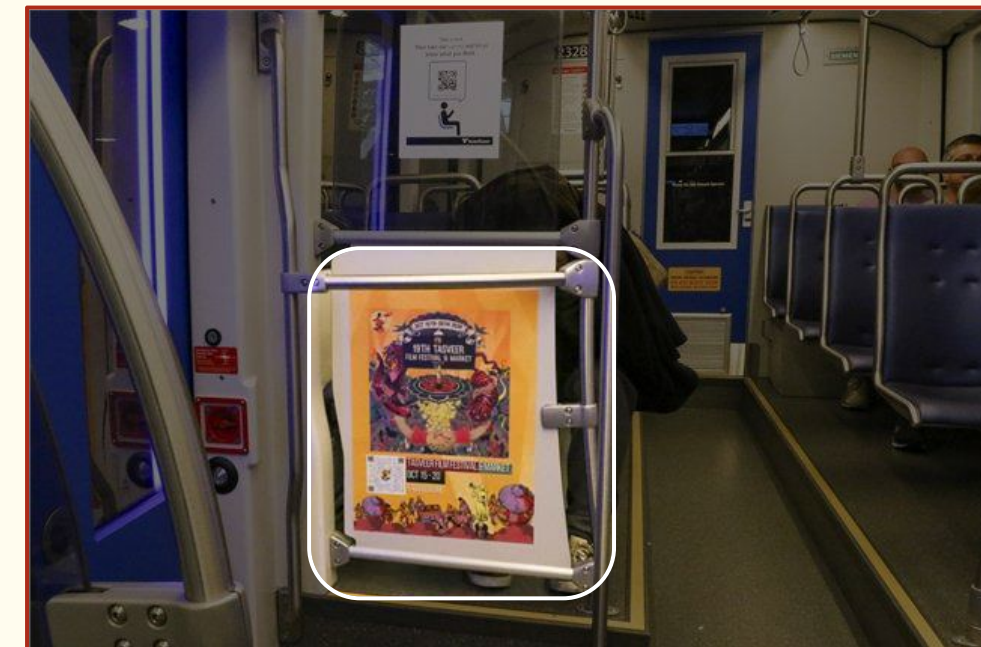
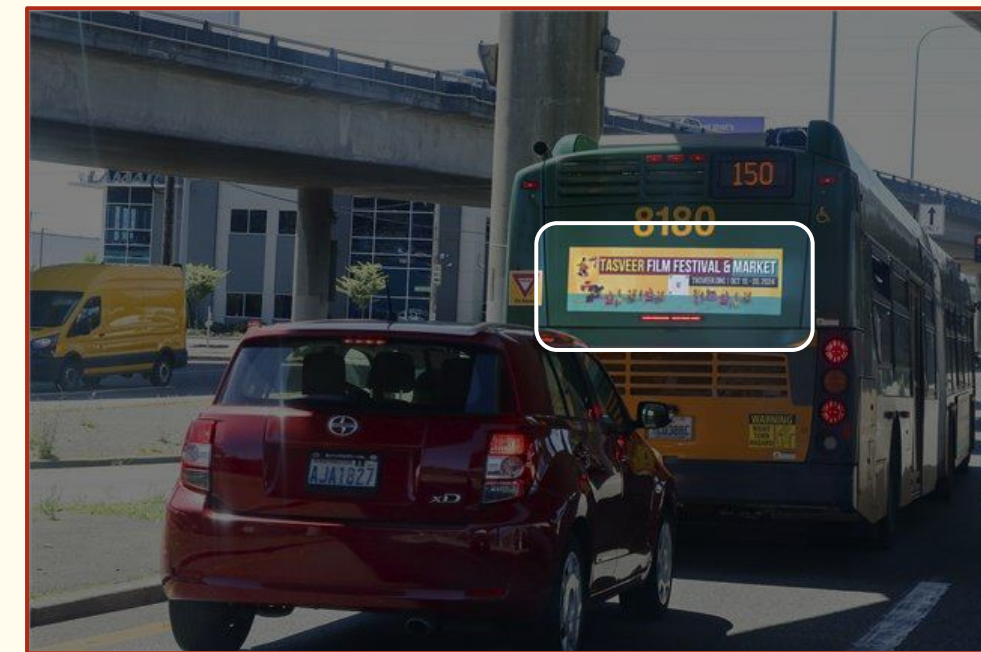
↑ **135**  
Nights over 6 days of hotel  
booking at Hampton Inn at  
Seattle Center

## FOLLOWERS

 **33,100**

 **9,600**

 **7,400**



<b>BENEFITS</b>	<b>DIAMOND \$50K</b>	<b>GOLD \$25K</b>	<b>SILVER \$10K</b>	<b>BRONZE \$5K</b>
Featured Sponsor for Select Festival Program	✓			
Press Release Inclusion	✓	✓		
Speaking Opportunity	✓	✓	✓	
Logo on Festival Trailer	✓	✓	✓	✓
Inclusion in Social Media Posts	✓	✓	✓	✓
Logo on Main Festival Page	✓	✓	✓	✓
Logo on Program Guide	✓	✓	✓	✓
Complimentary All Access Festival Passes	Qty - 10	Qty - 8	Qty - 4	Qty - 2

# sponsorship levels

# sponsorship levels

BENEFITS	PRESENTING SPONSOR \$250,000	PLATINUM SPONSOR \$100,000
Featured Sponsor for Select Festival Program	✓ (Only ONE exclusive Presenting sponsor- with prominent logo placement on the top next to Tasveer logo - 'Presented By')	✓ (Featured sponsor for a select festival program with logo placement below the program - 'Program Partner')
Press Release Inclusion	✓	✓
Panel Opportunity	✓	✓
Speaking Opportunity	✓	✓
Logo on Festival Trailer	✓	✓
Dedicated Social Media Post	✓	✓
Inclusion in Social Media Posts	✓ (Logo inclusion + Tag)	✓ (Logo inclusion + Tag)
Dedicated Newsletter	✓	✓
Video before all Programs	✓ (60-sec video)	✓ (30-sec video)
Logo on TasveerTV	✓	
Verbal Acknowledgement	✓ (At every single program & on-screen slide ad before every film)	✓ (At every single program)
Linked Logo on Festival Website	✓	✓
Logo on Program Guide	✓	✓
Complimentary All Access Festival Passes	Qty - 15	Qty - 12

# custom sponsorship

Alternatively, customize a curated sponsorship based on your needs and goals such as....



## EXPERIENTIAL ACTIVATION

Opportunity to set up an on-site product demo table to showcase your brand and connect 1:1 with Festival attendees during TFFM week.

## FOOD & BEVERAGE

Sponsor a “meal” during one of the key Festival events such as brunch, cocktail hour, coffee station or various other snacks/appetizers.

## DIGITAL & PRINT ADVERTISING

Placement of your brand/logo on Tasveer website, program guides, step-and-repeats and other Festival branding & collateral.

## PRODUCT IN-KIND & SAMPLING

Provide TSAFF with product in-kind (e.g. swags, handouts, promotional freebies) for inclusion and circulation in our VIP Festival Bags. *(Quantities TBD).*

## PROGRAM / FILM SPONSOR

Sponsor one of our key screenings or programs (e.g. Centerpiece film or Opening Night Red Carpet Gala) and get full 360 on-site brand exposure.

## CONTRA SERVICES

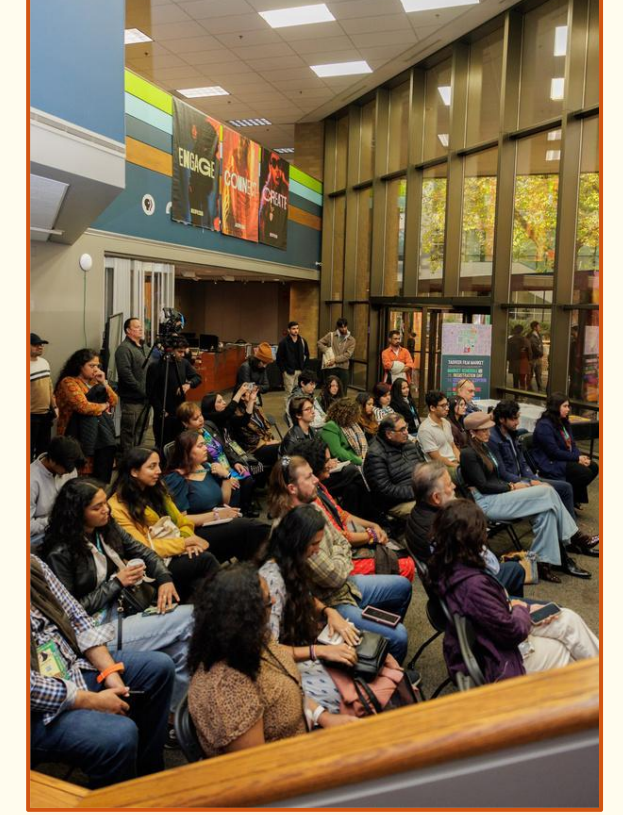
Become a contra partner by providing an exchange of Festival services such as AV production, digital photography, graphic design etc.



# sponsor an award

## BEST FILMMAKER AWARD

Sponsor an 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





Seattle makes an ideal location for a film market that celebrates **diversity** and promotes **representation in film**. With a **growing film industry**, and production companies in the city, it will provide an excellent **opportunity for networking** and collaboration among industry professionals, as well as access to cutting-edge **technology** and resources.



# the venues

## WELCOME TO THE EMERALD CITY - **SEATTLE**

"Seattle is also **30% cheaper** to film in than Los Angeles. It only costs \$25/day to film on the streets of Seattle"

- Seattle Office of Film & Music.

As per US Census 2020, Seattle's South Asian community is one of the **fastest growing population** in the United States, making it a natural choice for the Tasveer Film Summit. It had 30% increase since 2010.



Seattle is surrounded by **natural beauty**, including mountains, forests, and waterways. This provides a **stunning backdrop** for the Film Summit and offers attendees the opportunity to explore the city's natural attractions during their visit.

let's create  
something



amazing  
together!



reach out to us at:  
[rita@tasveer.org](mailto:rita@tasveer.org)

visit us at:  
<https://tasveer.org/>