

2023-2024



SPONSORSHIP PROPOSAL

Thank you for your interest in supporting RPPF

Support from community members like yourself is vital to achieving our mission. Dedicated sponsors, donors and patrons enable us to continue offering our year-round programming **entirely FREE, removing various barriers to access for those who wish to participate and attend.**

Strengthening community belonging and providing access to art and culture in which individuals see themselves represented in uplifting and joyful films has a significant impact on the community's growth and prosperity emerging out of the pandemic. With rising costs permeating every aspect of our organization, your support is more vital than ever to achieve our mission.

As Sponsor, your **recognition and benefits can be personalized** based on your level of support and impact goals. This is a great opportunity to highlight your organization at an event that brings different communities together, **amplifies marginalized voices and stories, and makes film and art accessible for all.**

Thank you for your consideration. We hope you will become a champion of our work, and play an important role in ensuring **everyone has access and the opportunity to create and experience art.**

Sincerely,



Kalpana Srinarayanadas
Executive Director



... and the RPPF team

What is RPF?F?

Regent Park Film Festival (RPF?F) is an **award-winning**, community-based, non-profit media arts organization, and **Toronto's longest-running, FREE film festival**.

RPF?F amplifies marginalized communities and their stories, providing a platform for the work of emerging and established artists, while opening up access to various aspects of the film and television industry.

In addition to our annual film festival and our outdoor summer film series, we offer **year-round community screenings, filmmaking workshops and panels, paid industry internships, and curated School Programs**, all at no cost to attendees and participants.

Founded in 2003 when Regent Park was Canada's oldest public housing neighbourhood, **RPF?F has remained true to its mission to make art, creativity, and storytelling entirely free and accessible to everyone, regardless of financial status**. While the neighbourhood has evolved and margins are shifting, RPF?F works within this dynamism to honour its history and the communities it has collaborated with throughout the years.

RPF?F's **foundational work is in removing barriers**, to telling your story and expressing your creativity through a visual medium; to establishing a career in the media industry in front of and behind the scenes; and to experiencing art that can change the way you see yourself and your community members.



It's ALL FREE - really!

From the very beginning, it has been vital to RPFF's mission as an organization to offer programming that is 100% free and accessible to anyone who wishes to participate and attend. Everything we offer is free, and we mean EVERYTHING.



FREE Community Screenings

Independent and international films shown at film festivals throughout the city can often be financially prohibitive for many people. We believe great storytelling should be accessible and available to everyone, so we host free community screenings throughout the year.



FREE School Programs

We provide access to films which address social issues affecting Toronto's diverse student population, as well as resources and lesson plans to teachers to facilitate dialogue about these issues, and critical conversations about art, creativity, and all students' lived experiences.



FREE Internships & Learning Opportunities

Hands-on industry experience and opportunities to work on film sets can feel unattainable to some youth. RPFF works with leading production houses and local media organizations to create opportunities for young people to gain experience in a booming Toronto film industry.



FREE Industry Panels & Workshops

Pathways to careers in films can often be unclear and confusing without guidance. Using our networks and industry partnerships, we give youth an opportunity to explore different aspects of the industry through workshops, hands-on learning and access to industry veterans.



FREE Film Submissions

Filmmakers can spend hundreds of dollars submitting their films to festivals worldwide just to be considered and given the chance to launch their careers. RPFF refuses to create any barriers for filmmakers to share their creative collaboration and hard work with the world.



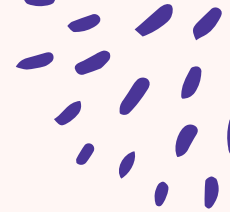
FREE Child Care

From our very first film festival, RPFF has always provided free child care for every day of our Festival. Thinking holistically about the life of a creative and artist, and removing any additional barriers to participating in the film festival is vitally important to RPFF.



FREE Film Festival

As a film-loving city, everyone in Toronto should be able to watch incredible independent and international works, and experience the power of film to bring people together and delve into another world. RPFF has always been and will always be free and accessible to all.

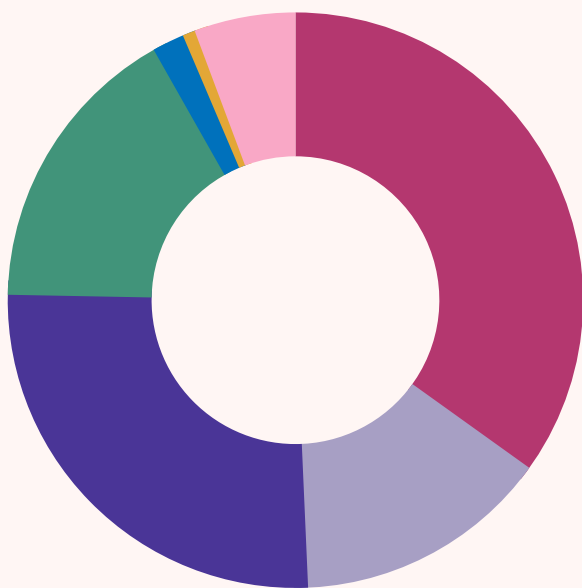


2022-2023 in Numbers

As an organization that provides 100% free programming, our funders, sponsors, and donors make our work possible. Without our community of supporters, we could not continue our mission to make film and art accessible to everyone, regardless of financial or social status.

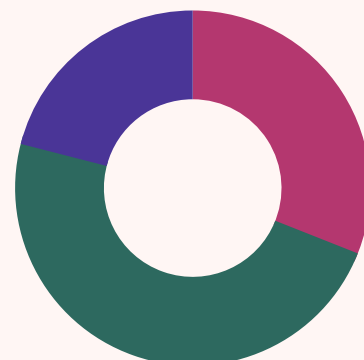
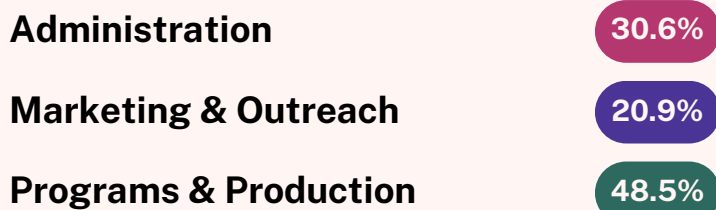
Revenue

94.3% of RPF's revenue came from year-round fundraising last year



Expenses

RPF recently expanded its permanent team to manage staff burnout.



22-23 Highlights



70%
of audiences
identified as
BIPOC

10,500
Online Viewers
+ Attendees

NEW!
**Industry
Lounge**
2022 Annual Festival

107
Artists paid
to present
their work

\$6,000
Cash Prizes
Awarded
+
\$20,000
In-Kind
Resources
Awarded

5 features;
19 shorts films;
3 film talkbacks;
4 industry panels;
2 workshops
2022 Annual
Festival

"Absolutely love your organization. Students loved seeing themselves represented in the films. For an Ethiopian student to give the feedback to me that they loved the film because there was an Ethiopian kid in the film, well, you just can't beat that!!"

- **Teacher, Festival School Program**

"I love the ambience and to see community coming together. Also appreciate all the different foods and cool music!"

- **UTS Attendee**



"Great community centered festival that unites and highlights BIPOC creators by far the best that I've seen in the film circuit. Everyone was so friendly and made more friends here than festivals back home - I can't wait to come back in 2023!"

- **Festival Attendee**

Our Year-Round Programs

Regent Park Made Visible

Our 20th anniversary project, in which we commissioned 5 local BIPOC artists to produce digital media works that engaged with the history of Regent Park, was a resounding success! The various creative techniques used by each filmmaker - animation, archival montage, magical realism - was indicative of the countless possibilities in storytelling when filmmakers are given space and freedom to express their creativity. We launched the exhibition online in September, and brought it back in-person and online during our Annual Festival.

Live It To Learn It

In its 5th year, our paid summer internship program for Black youth, invited 3 interns to work on *The Great Canadian Baking Show* from May to September. It was their first experience working on a production and they each worked in different areas of the filmmaking process: audio, editing, and general production. One intern was hired on for another job with the connections they made during their internship. These experiences continue to be vital to opening doors for youth who wouldn't normally have access or the connections to find these roles.



JULY 2022

Under the Stars



A pillar event in Regent Park since 2014, UTS brings people of all ages, cultures and communities together for nights of **free film, food and performances** in the heart of our community, the Big Park, every summer. Emerging from two years as an online event, RPF was excited to bring UTS back into the crisp summer evening air for three Wednesdays in July. New this year, we hosted a **community-wide Block Party** to celebrate not only our 20th anniversary, but also the resilience and fortitude of the neighbourhood these past few years and finally coming together as a community again.



For our Block Party, we invited **local artists and performers** to share their talents; community organizations to create activations for people of all ages, highlighting the amazing creativity that takes place in our community; and we created an **Elders & Accessibility lounge**, **removing barriers** for those who wanted to participate in the fun.



DECEMBER 7-10, 2022

20th Anniversary Regent Park Film Festival

We were thrilled to bring our 20th Annual Film Festival back fully in person to celebrate our milestone anniversary. It was an ambitious year in which we had **more programming than ever before**, and hosted our Festival **School Program both online and in-person**, while also finding new ways to connect emerging filmmakers to people and resources in the industry.

In addition to highlighting local and international BIPOC talent in 5 feature films and 19 short films, we had retrospective programming to reflect on different aspects of our 20 years. We invited past winners of our **Emerging Directors' Pitch Competition** to share the impact it had on their careers and how their career have evolved since then. We also invited past Executive Directors for a panel, "**20 Years of Film & Community in Regent Park,**" to revisit and meditate on how RPF has grown over the years.



"I had one student reflect that they felt seen in the video on Blue Curry. It's so important for students to be represented and seen in media."

- Teacher, Festival School Program

20th Regent Park Film Festival

INDUSTRY PROGRAMMING

New in 2022, we created an **Industry Lounge** for new, aspiring, and established filmmakers to relax, speak with industry insiders, learn about available resources, and meet potential new collaborators. We were grateful to have beautiful vintage furniture from **Williams Design** to fill the space, and an exclusive exhibit of **Walter Klassen FX's** props and costumes from popular Toronto productions.



Community partners tabling in the lounge included **Liaison of Independent Filmmakers, Trinity Square Video, Reelworld Screen Institute, BIPOC TV & Film, Media Arts Network of Ontario, ACTRA Toronto, Racial Equity Media Collective.**

We also grateful to our industry partners who helped us bring engaging and thought-provoking panels and workshops: **Rooster Post Production, Living Hyphen, The Academy of Canadian Cinema & Television, Music Publishers Canada, and Corus Entertainment.**



"Great community centered festival that unites and highlights BIPOC creators. By far the best that I've seen in the film circuit. I can't wait to come back in 2023!"

- Festival Attendee

Your generous support of our work will have a vital impact.



We are grateful for your consideration in supporting RPFf. We hope you will play a vital role in RPFf's mission to bring FREE and accessible art to everyone, while showcasing the stories and work of local and international racialized artists.



Alice Wang
Manager,
Programming



Nobu Nakamura
Manager,
Operations



Haris Javed
Coordinator,
Volunteers & Operations



Praj Rajawat
Coordinator,
Marketing & Outreach



Jody Anderson
Coordinator,
Programming



Shafia Shaikh
Manager,
Marketing & Outreach



Kalpana Srinarayanadas
Executive Director



Tania Uddin
Administrative
Coordinator

Board of Directors

Erin Cox | Co-Chair
Manager, Corporate Donor Relations
United Way Toronto

Mabe Illah | Fundraising Lead
Manager, Corporate Donor Relations
United Way Toronto

Joshua Richards
Senior Technical Director
Klick Health

Ayman Alvi | Co-Chair
Director, Global Benefits
Scotiabank

Carly Kastner | Marketing Lead
Marketing Manager
National Film Board of Canada

Radhika Sikka
Audit Analytics & Innovation
Deloitte Canada

David Osubronie | Treasurer
Manager of Operations
Toronto Outdoor Picture Show

Paige Murray | Programming Lead
Executive of Development, Drama
CBC



Sponsorship Benefits

		\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$14,999	\$15,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000+
ANNUAL FESTIVAL									
PRESS	Mention in all media relations campaign materials						✓	✓	✓
	Mention in Festival press launch in November							✓	✓
ONLINE	Logo in Festival Launch Newsletter (general listing)			✓	✓	✓			
	Logo in Festival Launch Newsletter (highlighted)						✓	✓	✓
	Logo on Festival webpage (general listing)	✓	✓	✓	✓	✓			
	Logo on Festival webpage (program-specific)			✓	✓	✓			
	Logo on Festival webpage (highlighted)						✓	✓	✓
PRINT	"Greetings From" letter in Program Book								✓
	Full Page Ad in Program Book						✓	✓	✓
	Half Page Ad in Program Book				✓	✓			
	Logo in Festival Program Book (general listing)	✓	✓	✓	✓	✓	✓		
	Logo in Festival Program Book (program-specific)			✓	✓	✓	✓		
	Logo in Festival Program Book (highlighted)							✓	✓
	Logo on Jumbo Vinyl Wall Festival Schedule								✓
	Logo on Festival Zip Banner							✓	✓
	Logo on Festival Poster								✓
	Logo on Outreach Materials (flyers, postcards)							✓	✓
									✓
SOCIAL	Logo included in all social media posts								✓
	Logo included in thank you post (general listing)	✓	✓	✓	✓	✓	✓		✓
	Solo sponsor thank you post					✓	✓	✓	✓

Sponsorship Benefits

	\$1,000 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$14,999	\$15,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000+
ANNUAL FESTIVAL CONTINUED . . .								
PROGRAMMING	Logo in screening pre-show (general listing)	✓	✓	✓	✓			
	Solo sponsor slide in screening pre-show					✓	✓	✓
	Logo in Festival trailer						✓	✓
	Sponsor trailer before every screening							✓
	Sponsor trailer before specific programming						✓	✓
	Speaking Opportunity (program-specific)						✓	✓
	Speaking Opportunity at Opening Night Film							✓
EVENT SITE	Branded signage for duration of Festival						✓	✓
	Branded signage at event (program-specific)			✓	✓	✓	✓	✓
	Curated onsite activation				✓	✓	✓	✓
	2 reserved seats at all Festival screenings						✓	✓
	2 reserved seats at Opening Night Film & Party	✓	✓				✓	✓
	4 reserved seats at Opening Night Film & Party			✓	✓	✓		
	6 reserved seats at Opening Night Film & Party						✓	✓
	Verbal recognition at Festival (every screening)						✓	✓
	Verbal recognition at Festival (program-specific)			✓	✓	✓	✓	✓
SPECIAL	Badge recognition for employees during Festival		✓	✓	✓	✓	✓	✓
	Category/Program Exclusivity					✓	✓	✓
	Recognition/Naming Rights for an Award					✓	✓	✓
	Logo on T-Shirts							✓
	Sector Exclusivity							✓

