

Sponsor and Advertising Opportunities

With

The Ottawa Canada-China Film Festival

About the Canada-China Friendship Society of Ottawa (CCFSO)

The CCFSO was founded in 1976, 42 years ago, as a non-profit, non-political, member financed NGO. Our purpose is to help Canadians learn about China and understand it better. For most of the CCFSO's existence it has focused on bringing in expert speakers to address the membership and the public in the Ottawa area. The CCFSO has over 250 members and a mailing list of over 1,000 individuals. Monthly speaker events are well-attended by a diverse group of people that includes academics, business leaders, government officials and members of the general public.

Ottawa Canada-China Film Festival (OCCFF)

In 2016 the Executive of the CCFSO approved a multi-year Canada-Chinese film project to help Canadians discover China and understand it better.

In 2017 we started with three films, and plan to grow the annual OCCFF into a more significant event to celebrate the 50th anniversary of Canada-China Diplomatic Relations in 2020.

The films chosen for the first year of the film festival provided telling and deeply moving stories of life and events spanning the last 150 years in China, and of Chinese immigrants to Canada. Two of the films had Canadian Directors. The films were produced in Hong Kong, Canada and mainland China. Special consideration is given to films about China or Chinese Canadians which also have meaningful Canadian content.

Virtually sold out (98.9%), the 2017 film festival was held in the small 110 seat theatre of the Canadian Museum of Nature. It attracted a diverse and enthusiastic audience. More than half of the audience had no known previous connection with the CCFSO.

To address the 2017 seating limitations, the 2018 festival will be at the 650 seat Bytowne Cinema, "Ottawa's Home for International and Independent Movies". Our advertising material will be included in the Bytowne's Movie Guide with a circulation of 43,000 copies and on their web site. Average weekly attendance at the Bytowne is 2,500 patrons per week where the Ottawa Canada-China Film Festival programme will be available.

For more about the 2018 film festival follow this link <http://ccfso.org/2018-film-festival/>.

This is an ambitious project and the cost goes beyond the CCFSO's budget capacity.

Therefore we are seeking sponsors in the following categories:

Gold Sponsors: \$500+:

- 6 festival passes to all films screened during the festival
- Sponsorship recognition in film festival programme*
- Sponsorship recognition on the Ottawa Canada-China Film Festival (OCCF) website
- Gold Sponsors logo can be included on Festival posters***
- Discount of 25% for advertising in film festival programme, which will also be available**

Silver Sponsors: \$300-499

- 4 festival passes to all films screened during the festival
- Sponsorship recognition in film festival programme*
- Sponsorship recognition on OCCFF website
- Discount of 15% for advertising in film festival programme**

Bronze: \$150-299

- 2 festival passes to all films screened during the festival
- Sponsorship recognition in film festival programme
- Sponsorship recognition on OCCFF website
- Discount of 5% for advertising in film festival programme**

Supporter: \$100-\$149

- 1 festival pass to all films screened during the festival
- Sponsorship recognition in film festival programme
- Sponsorship recognition on OCCFF website

*To appear as a sponsor in the printed programme donations must be received by October 15, 2018.

Over **3,000 festival programmes will be distributed

*** Posters promoting the festival will be distributed to libraries, community centres, business and universities in the National Capital Region.

We are not a registered charity so we cannot provide tax deductible receipts.

Payment can be made by electronic transfer (Interac e-Transfer). Go to your personal bank online and transfer your sponsorship payment to contact@ccfso.org; or

Send a cheque payable to the Canada China Friendship Society to:
CCFS-Ottawa,
P.O. Box 8461,
Post Office Terminal,
Ottawa, Ontario K1G 3H9

Thanks for your continued support of the CCFS.

Festival Programme Advertising Rates

3,000 festival programmes will be distributed in the National Capital Region and the festival programme will also be available on line at the OCCFF website..

Rates for advertising space in the 2018 festival programme are as follows:

- Colour inside front cover, inside of back cover or back cover: \$500
- Full page: \$400
- Half page: \$250
- Quarter page: \$175
- Business card size: \$150

Custom Online Festival Advertising

We anticipate that 10's of thousands of individuals will be exposed to the OCCFF's online and social media advertising.

We would be pleased to work with potential advertisers to develop a custom programme for their advertising on our web site or our social media.