

مهرجان  
الفيديو  
العربي  
في تورنتو  
TORONTO  
ARAB  
FILM  
FESTIVAL

2025  
SPONSORSHIP  
PROSPECTUS





# ABOUT

The Toronto Arab Film (TAF) is a non-for-profit organization dedicated to bringing films from, and about the Arab world, to Canadian audiences. TAF began because of a need to fill a void in film programming in Toronto, specifically a lack of films from the Arab regions and a desire to reinstate a tradition of going out to watch films communally.

## MISSION

The Toronto Arab Film showcases the diversity of the Arab world and support emerging Arab filmmakers, while building connections between the Arab and non-Arab community.

## VISION

To spearhead a significant, positive shift in the image of the Arab world among both Arab and non-Arab film audiences.





# OUR AUDIENCE

Rain or shine, our audiences travel from all **across** the **GREATER TORONTO AREA** to experience films together.

Our demographic ranges across both **ARAB** and **NON-ARAB SPEAKING COMMUNITIES** and is **MULTI-GENERATIONAL**.

We've **CO-PRESENTED** with: TIFF, Hot Docs, European Film Festival, Regent Park Film Festival, Images Festival, Radio Canadawy, Khoury Conversations and many more.

>> YEARLY TICKETS SOLD 700+ >> YEARLY ATTENDANCE 800+ >> NEWSLETTER 800+ >> FACEBOOK 3.5K+ >> INSTAGRAM 3.7K+







# معراجان FESTIVAL

## JUNE 20-29, 2025

- >> 20+ Screenings
- >> 3 Social + Networking Events
- >> 3 Q+As
- >> 3 Workshops + Panels
- >> 4 Awards

With nine days of programming from local and international Arab filmmakers, we are the first pan-Arab film festival in Toronto. Our programming takes place in multiple locations across downtown Toronto with select online events.



# شبكة NETWORK

- >> Panel discussions
- >> Workshops
- >> Production grants
- >> Mentorships
- >> Networking events

As an organization we recognize the need to encourage the inter connectedness between Arab filmmakers in Toronto and **FOSTER CREATIVE** and **PROFESSIONAL SKILLS** of emerging filmmakers, which we endeavour to do through the Shabaka initiative. Through Shabaka, meaning ‘web’ in Arabic, we hope to **SUPPORT EMERGING TALENT** through hosting networking events and running filmmaking workshops throughout the year.





# JOIN OUR GROWING COMMUNITY OF SPONSORS

We invite you to be an integral part of a value-based organization that champions **ARAB CULTURE**, **ART**, **FILM** and above all the **ARAB COMMUNITY**.

We ensure sponsors receive **PUBLIC RECOGNITION** for their financial and in-kind contributions. There are opportunities to be acknowledged on our **WEBSITE**, on **SOCIAL MEDIA**, **PRINTED MATERIAL**, **NEWSLETTER** as well as meaningful **PRESENCE AND RECOGNITION** at our events.



REEL CANADA

INSPIRIT  
FOUNDATION



FONDATION  
INSPIRIT

WARNER BROS.  
DISCOVERY

Access  
CANADA

TELEFILM  
CANADA PARTNER  
OF CHOICE PARTENAIRE  
DE CHOIX



GOETHE  
INSTITUT



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO  
an Ontario government agency  
un organisme du gouvernement de l'Ontario

Ontario



TORONTO  
ARTS  
COUNCIL

FUNDED BY  
THE CITY OF  
TORONTO

DGC  
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ONTARIO



IMAGES  
FESTIVAL

NATIONAL  
CANADIAN  
FILM DAY

WIFT  
TORONTO

Blog  
Middle  
East TO



Canadian  
Race Relations  
Foundation

Fondation  
canadienne des  
relations raciales



UNIVERSITY OF TORONTO  
FACULTY OF ARTS & SCIENCE

Cinema Studies Institute



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR

Take centre stage at the Festival as the Presenting Sponsor. This exclusive sponsorship offers you **PRIME VISIBILITY** and **RECOGNITION** throughout the Festival ensuring that you **STAND OUT** as a key sponsor of Arab film.

## SCREENING SPONSORS

Present one of 20+ **SCREENINGS**. Your sponsorship provides you with both **DIGITAL** and **ON-SITE EXPOSURE** at the screening of your choice.

## PROGRAM SPONSORS

Align your brand with the advancement of industry expertise and **FOSTER CONNECTIONS** within the Arab film community by sponsoring one of four key networking and professional development **EVENTS**:

- Opening Social
- Professional Development Events
- The Awards & Closing Social.

Your sponsorship will create opportunities for **SKILLS DEVELOPMENT** and **NETWORKING** while providing you with digital and on-site exposure at the event of your choice.





# SPONSORSHIP LEVELS

## CONTRIBUTING SPONSORS

**CONTRIBUTE** to bringing Arab film to our audience while gaining **DIGITAL VISIBILITY** and **ACCESS** to the Festival.

## SUPPORTING SPONSORS

**SUPPORT** the Festival and help us ensure a memorable experience for both filmmakers and our audience. You will receive **DIGITAL BRAND RECOGNITION** and **ACCESS** to the Festival as a supporter of Arab film.

## FESTIVAL PARTNERS

**PARTNER** with us through your valued **IN-KIND CONTRIBUTIONS** and **DISCOUNTS** to our audience. Your support could include providing venues, catering and raffle and door prizes. We also welcome contributions such as film-making equipment rentals, production services, post-production services, and workshop credits or cross-platform promotion on social media, newsletter or printed material.

In return, receive visibility in the Festival program, newsletter and website to **RECOGNIZE** your **PARTNERSHIP**.





# DELIVERABLES

	PRESENTING SPONSOR	SCREENING SPONSORS	PROGRAM SPONSORS	SUPPORTING SPONSORS	CONTRIBUTING SPONSORS	FESTIVAL PARTNER
	\$10'000	\$1'500	\$1'000	\$500	\$300	In-Kind & Discounts
Sponsorship tier exclusivity	●					
Festival press release acknowledgement	●					
Branded activation space at screening venue (tabletop or step and repeat)	●					
Logo inclusion on Festival ads	●					
Logo inclusion on Festival awards trophies	●					
Logo inclusion on Festival poster	●					
Logo inclusion in Festival trailer	●					
Opportunity to introduce the Festival opening feature	●					
Opportunity to play a trailer, video ad or commercial in screening pre-shows	1 min	30 secs				
Opportunity to introduce the sponsored screening/professional development offering	●	●	●			
Verbal recognition at screenings, socials and professional development offerings	●	●	●			
Dedicated Instagram mention (3.7K+ followers)	●	●	●	●		
Dedicated Facebook mention (3.5K+ followers)	●	●	●	●		
Combined social media mention	●	●	●	●	●	
Festival passes	5	3	2	1	1	
Opening social ticket(s)	5	3	2	1	1	
Award and closing social event ticket(s)	5	3	2	1	1	
Advertisement in printed and/or digital Festival program	Full	Full	1/2	1/4	1/4	
Logo in printed and/or digital Festival program	●	●	●	●	●	●
Logo inclusion in all Festival newsletter (850+ subscribers)	●	●	●	●	●	●
Logo inclusion on Festival website	●	●	●	●	●	●



# ADVERTISE WITH US

Increase your brand visibility and connect with a diverse and engaged audience by **ADVERTISING** in our **PROGRAM**. With its digital format **AVAILABLE YEAR-ROUND**, your message will reach a dynamic community passionate about Arab cinema, arts, and culture.

>> **500 Programme Books distributed across the Greater Toronto Area**

>> **Digital Programme Book on our website and streaming platform**

RATES	Full Page	1/2 Page	1/4 Page
	\$450	\$300	\$150







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[@torontoarabfilm](https://www.instagram.com/torontoarabfilm)

[www.vimeo.com/arabfilm](https://www.vimeo.com/arabfilm)