

مهرجان
الفيديو
العربي
في تورنتو
TORONTO
ARAB
FILM
FESTIVAL

2026
SPONSORSHIP
PROSPECTUS



ABOUT

Toronto Arab Film (TAF) is a non-profit organisation dedicated to bringing films from, and about, the Arab world to Canadian audiences. TAF began out of a need to fill a gap in film programming in Toronto, specifically the lack of films from Arab regions and a desire to reinstate the tradition of experiencing films communally in theatres.

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.

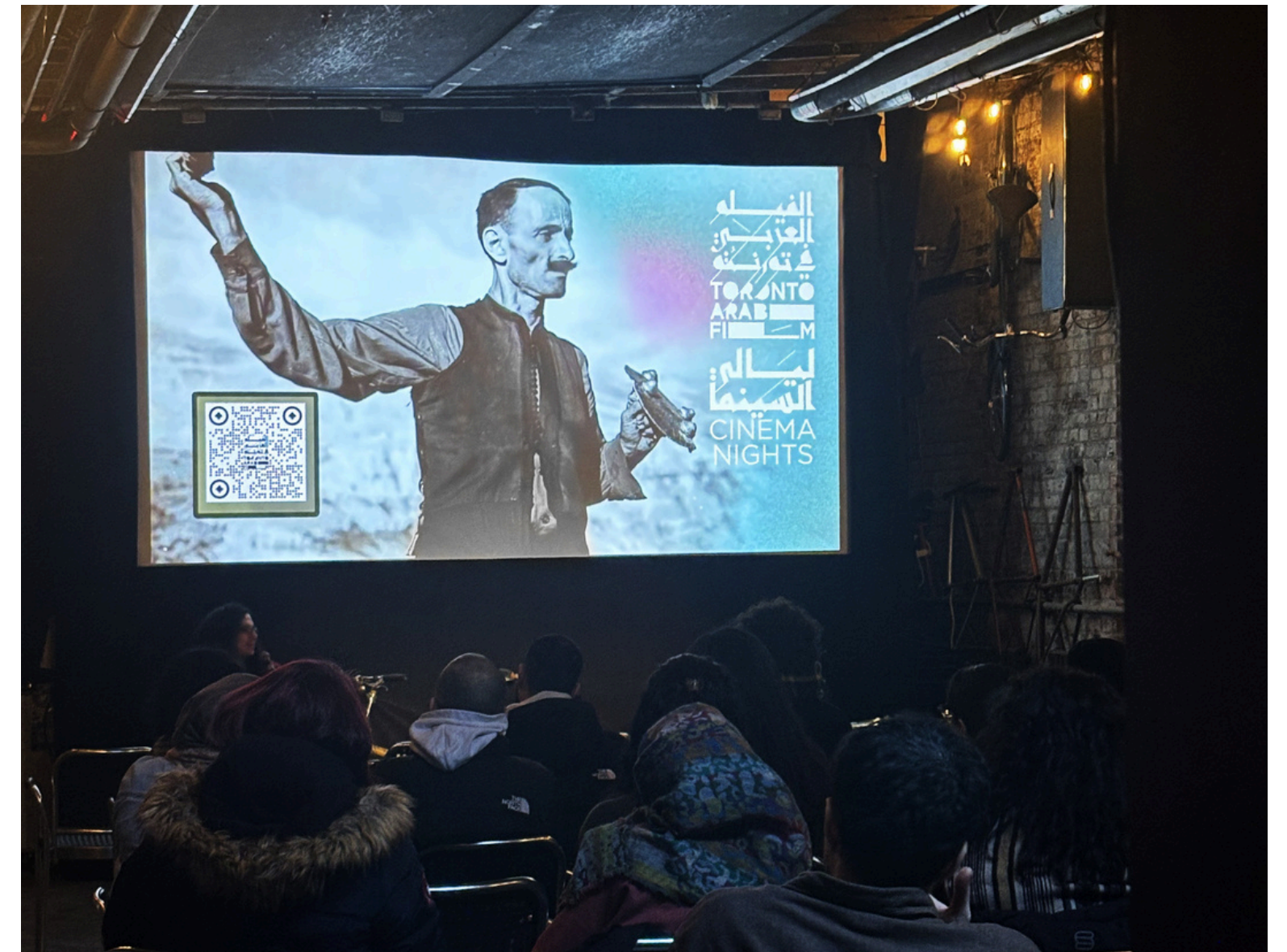


OUR INITIATIVES

THE ANNUAL FESTIVAL presents a curated selection of contemporary films across genres, highlighting both established and emerging Arab voices in cinema.

CINEMA NIGHTS hosts year-round screenings that bring Arab cinema to Toronto audiences beyond the festival period.

SHABAKA fosters connection and exchange among Arab filmmakers, through professional



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 3.8K+**

>> **INSTAGRAM 7.3K+**

TORONTO ARAB FILM FESTIVAL 2026



DATE TBD

- >> **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.

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.



SPONSORSHIP LEVELS

PRESENTING SPONSOR

Take centre stage at the Festival as the Presenting Sponsor. This exclusive sponsorship offers prominent visibility and recognition across all Festival platforms, positioning your organization as a leading supporter of Arab film in Canada.

SCREENING SPONSORS

Present one of 20+ Festival screenings. This sponsorship provides dedicated visibility at the screening of your choice, including both digital and on-site recognition, offering direct engagement with Festival audiences.

EVENT SPONSORS

Align your brand with the advancement of industry expertise and foster meaningful connections within the Arab film community by sponsoring one of four key Festival events: the Opening Reception, Professional Development Workshops, or the Closing Reception.



SPONSORSHIP LEVELS

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 valued in-kind contributions and audience discounts. Support may include venues, catering, raffle and door prizes, as well as film equipment rentals, production and post-production services, workshop credits, or cross-platform promotional support.

In recognition of your contribution, Festival Partners receive visibility across the Festival program, website, and newsletter.





SPONSORSHIP BENEFITS

| | PRESENTING SPONSOR | SCREENING SPONSORS | PROGRAM SPONSORS | SUPPORTING SPONSORS | FESTIVAL PARTNER |
|--|--------------------|--------------------|------------------|---------------------|---------------------|
| | \$5'000 | \$1'500 | \$1'000 | \$500 | 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 | |
| Opening social ticket(s) | 5 | 3 | 2 | 1 | |
| Award and closing social event ticket(s) | 5 | 3 | 2 | 1 | |
| Advertisement in printed and/or digital Festival program | Full | Full | 1/2 | 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.

>> Programme Books distributed across the Greater Toronto Area

>> Digital Programme Book on our website and streaming platform

RATES

Full Page
\$450

1/2 Page
\$300

1/4 Page
\$150





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