TJFF TORONTO JEWISH FILM FOUNDATION

OPENING EYES TO JEWISH CULTURE THROUGH FILM

STRATEGIC PARTNERSHIPS 2023

FESTIVAL JUNE 1-11

A WORD FROM
FOUNDER AND ARTISTIC DIRECTOR
HELEN ZUKERMAN

"When this Festival started in 1993, we did not think it would become one of the largest in the world of Jewish film festivals. Toronto's Festival became so because we screened films that reflected the complexities of the Jewish experience around the world and in so doing, we made everyone's Judaism relevant - everyone's experiences became real on the screen. The non-stereotypical images of Jews that were featured gave people who aren't Jewish a look into the many facets of who we are.
As we sit together, united in the magic of film, all our experiences become one."

ILLUMINATING JEWISH CULTURE THROUGH FILM

The Toronto Jewish Film Foundation (TJFF) is an unaffiliated not-for-profit charitable organization dedicated to using the power of film to connect, engage and inspire diverse audiences about the unique and varied stories of Jewish life in Canada and beyond.

Each year our programmers curate and present entertaining and thought-provoking films from around the world that reflect the myriad of stories representing Jewish life and culture.
Thanks to the TJFF lens, film lovers have been enjoying the wonder, amazement, and complexities of the Jewish experience or 31 years.

Beyond presenting compelling films, TJFF creates year-round dynamic and thought-provoking events designed to keep the momentum running within communities across Ontario.

In 2020 we created the TJFF Virtual Cinema in answer to COVID-19's effect on at-home film streaming; in June'22 TJFF made its return to the theatre with its first ever hybrid Festival, presenting 20 in person screenings.

With endless stories to draw on from an array of talented filmmakers from around the world, the future of Jewish film is alive and well at TJFF.

YEAR-ROUND PROGRAMMES AND EVENTS

- Our 31st Toronto Jewish Film Festival - a celebration taking place June 1-11, 2023 -including both in-theatre and online films from Canada and around the world.

- Chai Tea Film Series - TJFF's signature series which takes place monthly in the fall and winter.

- Screenings presenting the best of Israeli Television - award winning shows exclusively shown to TJFF audiences *before* they become runaway hits on Netflix.

- 24/7 access to J-Flix.com - the Foundation's Canada-wide, **free** online streaming platform, featuring films from TJFF's vast library of films screened during the Festival's illustrious 31-year history.

- FilmMatters - TJFF's **free** educational outreach program designed to utilize film as a powerful teaching tool to engage students (grades 4-12) in important societal issues such as racial and cultural sensitivity, diversity and active citizenship.

TJFF is the largest Jewish Film Festival in Canada and is recognized internationally as a leader in the curation and presentation of films that reflect the broad diversity of Jewish life and culture from around the world.

FESTIVAL FACTS

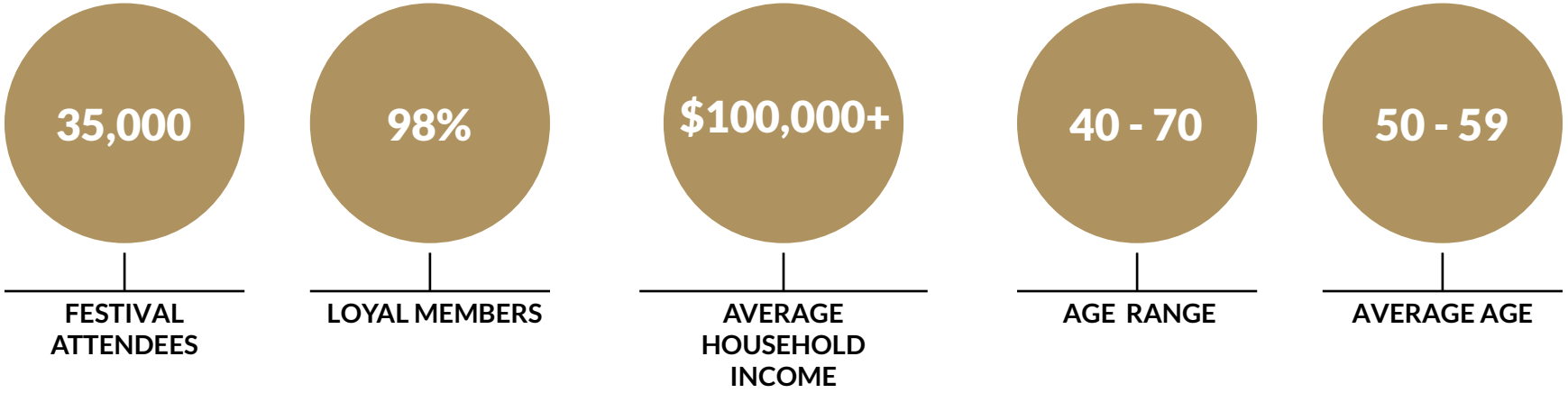
- Listed as one of Toronto's Top 10 Festivals according to *Blog TO* and *BizBash Media Inc.*
- One of the largest Jewish Film Festivals of over 100 worldwide
- Now serving **all Ontario** with the TJFF Virtual Cinema
- Showcasing films from 20+ countries, many of which are North American and Canadian premieres; providing stimulating and insightful panels and discussions with leading filmmakers, actors, and scholars
- A longstanding tradition of supporting new and emerging filmmakers
- Events and screenings designed for Next-Gen audiences
- Programming for hearing-impaired and sensory-sensitive communities and families
- Multi-generational family programming

TJFF is the largest Jewish Film Festival in Canada

Filmmaker Ben Kaplan with his father Marshall Kaplan, from the film *Viewer Direction Advised* —TJFF 2019

ANNUAL FESTIVAL: AUDIENCE OVERVIEW

Partnering with TJFF provides access to a **highly desirable audience that is not easy to reach**. In addition to helping build **top-of-mind awareness**, we provide a platform for **brand activations** with direct pre- and post-screening access to your target consumers.



THE TJFF AUDIENCE: BY THE NUMBERS

150,000 Festival inserts distributed to households across Ontario by the Toronto Star.

+20% increase in social media followers annually.

8,000+ weekly subscribers to TJFF's online newsletter.

180+ films available online anytime via J-Flix , with new titles added weekly

50,000+ J-Flix viewers across Canada.

31st ANNUAL FESTIVAL: June 1 - 11, 2023

TJFF's audience and membership-based community are discerning, loyal and passionate. They are film and Jewish culture enthusiasts, highly engaged with TJFF's programming year-round, whether it be curated events, in-theatre screenings or online experiences.

PARTNERSHIP OPPORTUNITIES

TJFF's sponsorship and strategic partner program offers integrated marketing opportunities across stage, screen, print and digital platforms, designed to showcase your brand alongside a property that naturally grabs the attention of your target audience - in the GTA specifically, and/or across Ontario.

SPONSORSHIP BENEFITS

Beyond reaching a highly desirable and sophisticated audience, TJFF takes great care to ensure sponsors receive VIP concierge services throughout the Festival.

INCLUDED WITH ALL PARTNERSHIPS

- **2 Festival Passes allowing front-of-the-line admission along with Advance box office privileges including concierge service**
- **Invitations to attend Opening Night VIP screening and cocktail reception**
- **Invitations to attend VIP Sunday Screening Brunch**
- **Logo inclusion in all Festival materials (Toronto Star Insert, Festival Guide, On-screen, TJFF website and Social Media)**
- **Additional tickets are made available for distribution to sponsor clients and other guests with early admission privileges, including reserved seating for sponsored films**
- **Colour ad in TJFF Festival Guide**
- **Patron Circle and Delegate welcome packages**
- **Distribution of promotional materials and samples in Patron Circle and Delegate packages**

Å LA CARTE SPONSORSHIP OPPORTUNITES

Customize your partnership package to better meet your marketing objectives by sponsoring some of these add-ons:

- *J-Flix* - Capitalize on the opportunity to take your brand national and sponsor TJFF's free online streaming platform
- TJFF NextGen Programme (ages 29-49)
- Online Newsletter during the Festival
- Online Newsletter year-round
- TJFF's Year-round Film Series

VIP
concierge services throughout the Festival

Eugene Levy at the 2019 *Becoming Sid Dithers* Programme

TJFF SPONSORSHIP CATEGORIES

CATEGORY LEVELS	$50K PRESENTING SPONSOR	$25K+ PLATINUM SPONSOR	$10K+ GOLD SPONSOR	$7,500+ EMERALD SPONSOR	$5K+ SILVER SPONSOR	$3,500+ BRONZE SPONSOR
15-Second Pre-Film, Brand Advertisement to appear on screen prior to all Festival films (in-theatre and online; subject to approval)	▲					
Logo inclusion on Festival Poster	▲					
Logo inclusion on Festival Trailer	▲					
Dedicated spotlight in TJFF online newsletter	▲					
Exclusive TJFF 'Chosen Film Award' Sponsor award	▲					
Logo on all print-at-home tickets	▲	▲				
Private cocktail reception with Festival Guest(s) for up to 20 family members & friends	▲	▲	▲			
'Special Event' Sponsor of Opening or Closing Night (subject to availability)	▲	▲	▲			
Opening and/or Closing Night venue kiosk opportunity	▲	▲	▲	▲		
Opening Night Cocktail Reception	▲	▲	▲	▲		
Zoom/Online Q & A sessions	▲	▲	▲	▲		
Opportunity to Brand Official Festival merchandise (T-shirt, lanyard, etc.)	▲	▲	▲	▲		
Festival Outdoor Screening Series	▲	▲	▲	▲		
Distribution of promotional brand materials in Patron Circle and Delegate packages	▲	▲	▲	▲		
Opportunity to sponsor a film (excluding Opening and Closing Night films) or short film programme	▲	▲	▲	▲		
Brand Recognition During In-Theatre Announcements	▲	▲	▲	▲	▲	
Festival Film Venue kiosk opportunity – excluding Opening and Closing Night	▲	▲	▲	▲	▲	
Dedicated social media posts (Instagram, Facebook, Twitter)	▲	▲	▲	▲	▲	
TJFF Festival Guest (Film Star, etc) Travel & Accommodations or a meet and greet pre-screening opportunity for up to 10 of your family, friends and colleagues	▲	▲	▲	▲	▲	▲
Festival Venue Sponsor	▲	▲	▲	▲	▲	▲
Patron Circle Brunch on Sunday June 4, 2023	▲	▲	▲	▲	▲	▲
Patron Circle Welcome Package	▲	▲	▲	▲	▲	▲

TJFF prides itself on its ability to create customized packages to accommodate the needs of its partners. Each partner receives a customized package of benefits that ensures its marketing goals are met through a mixture of access, exposure, hospitality, social media and brand activation.

IT'S ALL ABOUT RELATIONSHIPS

TJFF takes great care to foster long-standing relationships with sponsors and co-presenters, all of whom recognize the benefit and value of supporting the organization.

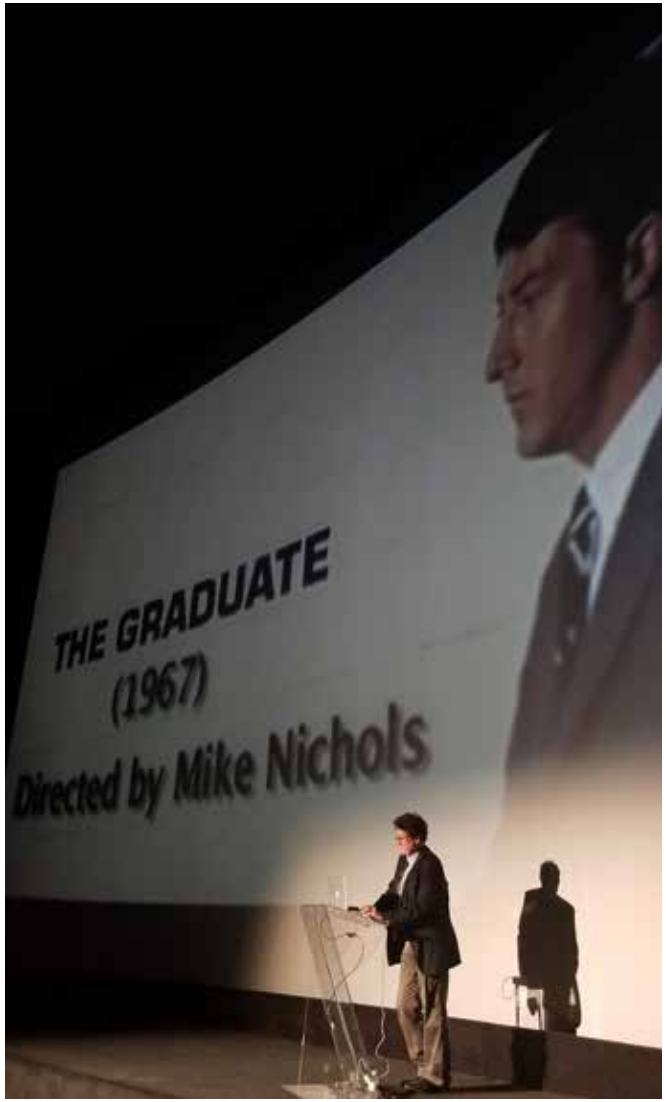
WHAT'S INVOLVED IN BEING A CO-PRESENTER?

As a co-presenter, your organization plays a vital role in bringing the festival's message to *diverse* communities across Ontario.

Each year, our programmers seek to match films appearing at the Festival with a relevant organization(s) to enhance or promote a given theme or issue addressed in the film.

AS A CO-PRESENTER:

- Your role is to help promote a film across your communication channels, including Instagram, Facebook, Twitter and via your newsletter.
- In exchange, TJFF showcases your logo and acknowledges your support at that specific screening, whether online or live.
- Tickets are made available to attend the screening.



Yale Professor, Marc Lapadula
giving a Film Master Class at Festival 2019 ▲

2022 FESTIVAL SPONSORS

KIKI & IAN DELANEY

MAY & GERALD COHEN FUND FOR YIDDISH
AT THE JEWISH FOUNDATION OF GREATER TORONTO

MEDIA PARTNERS

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

TORONTO ARTS COUNCIL | FUNDED BY THE CITY OF TORONTO

UJA FEDERATION of Greater Toronto

KULTURA COLLECTIVE קולטורה

BE PART OF THE TJFF COMMUNITY!

LET'S TALK ABOUT HOW WE CAN WORK TOGETHER:

Loretta Levinson
Director of Development
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Be part of the TJFF social experience, follow us