THIS IS TIFF SPONSORSHIP
Celebrating 40 years of TIFF
TIFF Sponsorship 2015
TIFF is a **not-for-profit cultural organization** whose mission is to transform the way people see the world through film.

TIFF’s vision is to **be the global centre for film culture.**
ABOUT TIFF BELL LIGHTBOX

A permanent home for film lovers.

1 Million+ guests in 2014
5 storeys
6 cinemas screening films year-round
3 learning studios
2 galleries showcasing our blockbuster Exhibitions
Film Reference Library
TIFF.Shop retail store
Rooftop courtyard for special events
Bell Blue Room Members Lounge
Annual operating budget of $40M +
OUR PROGRAMMING

New Releases, Premieres & Cinematheque

In Conversation With…

TIFF.Kids

Nearly 2 Million people interact with our Programming annually
EXHIBITIONS

Draws **100,000 visitors** annually

- **Family friendly and interactive**

Film **screenings** and special **guests**

- Events and **hosting** opportunities
TORONTO INTERNATIONAL FILM FESTIVAL

SEPTEMBER 10-20, 2015

40 YEARS
FESTIVAL 2014 KEY STATS AND FACTS

~500,000 public attendees

392 films
79 countries’ films
87% Features International or North American premieres

2,960 Festival Volunteers

5,084 Industry delegates
476 Industry screenings
80 countries represented
AVERAGE ATTENDEE DEMOGRAPHICS

- **average age:** 41 years
- **majority residence**
- **post-secondary educated:** 77%
- **$80K+ income:** 60%

**Culturally Engaged ● Globally Aware ● Technology Savvy**
**OUR CORE ATTENDEES**

**TIFF is our Festival**

**Corporate Influencer**
- Discerning executives, business elite, B2B decision makers of corporations
- Enjoy the opportunity to mingle and network with peers in a VIP environment

**Industry Insider**
- Canadian and International film industry executives and producers
- Congregate at the TIFF.Industry Centre
- Consider themselves innovative and progressive

**Red Carpet Consumer**
- GTA tastemakers, shoppers and pop-culture lovers
- Skews female, under 45
- Love to try new products and be the first of their social networks to have a fun, unique experience

**Culture Afficionado**
- Highly educated GTA tastemakers with high annual income
- Male/female split, average age 40+
- Love the immersive, enriching “Arts & Culture” experience they get with TIFF
We customize all of our Festival and TIFF Bell Lightbox sponsorship packages to meet the objectives of our sponsors.

**Brand Building**
- Logo Recognition
- Licensing Rights
- Advertising

**Business Building**
- VIP Entertainment
- Integrated Consumer Promotions
- Product Trial
- Onsite Activations
CONSUMERS LOVE OUR SPONSORS

Agree that TIFF sponsors are engaged in supporting the community

Say that sponsorship of TIFF positively affects their perceptions of the company
THANK YOU AND NEXT STEPS

We look forward to speaking with you further about partnership opportunities with TIFF.

For additional information and to take the next steps towards a partnership with us, please contact:

sponsorship@tiff.net

TIFF Bell Lightbox I Reitman Square I 350 King Street West I Toronto, ON I M5V 3X5