

SPONSORSHIP DECK

February 2020

INTRODUCTION

FARSI CINEMA CENTER

is a Toronto-based nonprofit, non-partisan platform connecting the Farsi film industries of Iran, Afghanistan, and Tajikistan with the rest of the world. As the premier worldwide initiative devoted to Farsi cinema, its focus is on creating the space for networking, idea exchange, and collaboration among filmmakers, producers, talent, distributors and executives in film.

Recognizing Toronto's burgeoning and diverse entertainment space, FCC connects with Canadian industry affiliates to create educational programming, facilitate international co-productions, and host Farsi film festivals. Our activities demonstrate our deep commitment to cross-pollinating Farsi cinema with the international independent film industry, develop untold stories, and improve local content.

GLOBAL PARTNERSHIP MODEL

With ongoing developments across multiple continents, Farsi Cinema Center offers its sponsors targeted exposure to a number of global markets. With projects in Toronto, Mexico City, and across cities in the Czech Republic and Slovakia, partners spanning the world gain access to the markets of three continents, enhancing opportunities for cross-cultural collaboration and export of services.

*ÍRÁN:CI (2020),
Czech Republic*



*TIFF (2019),
Toronto*



*Cineteca Nacional,
Mexico City*

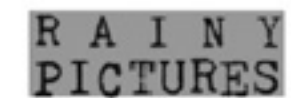


PARTNERS

With the support of our partners, FCC is a pioneer in establishing a platform with direct access to one of the most awarded film industries in the world.



Í R Á N : C I



FRIENDS



YEAR-ROUND PROGRAM AND EVENTS

- FCC Festivals: Prague, Brno, Košice, Bratislava, Mexico City, and Toronto
- Festival Attendance: Berlinale, Cannes, Karlovy Vary, TIFF, Ji.Hlava, Hot Docs
- Screenings Presenting the Best of Farsi Cinema: Co-presentations with other festivals, cultural events, and museums such as Aga Khan
- Panel and Discussion Series: Collaborations with universities and filmmakers during our own festivals and beyond
- Active and Current Social Media, Blog, and Newsletter



ÍRÁN:CI 2020, Prague,
Czech Republic

PHYSICAL AND DIGITAL REACH

With events taking place in multiple continents, and through the various collaborations and partnerships in each territory, we have access to the membership bases, mailing lists, and digital audiences of the following:



AGA KHAN MUSEUM



ANNUAL VISITORS:

138,000 VISITORS

SOCIAL FOLLOWING:
(ONLINE TOTAL: 4,483,893)

25.7K
INSTAGRAM

45K
FACEBOOK

14K
TWITTER

1.5K
LINKEDIN



TORONTO

ACTRA TORONTO

MEMBERSHIP REACH:

23,000
NATIONAL
—
15,000
ONTARIO

SOCIAL FOLLOWING: (ONLINE TOTAL: 39,326)



4.3K
INSTAGRAM



11.8K
FACEBOOK



326
YOUTUBE



2.9K
LINKEDIN



TORONTO

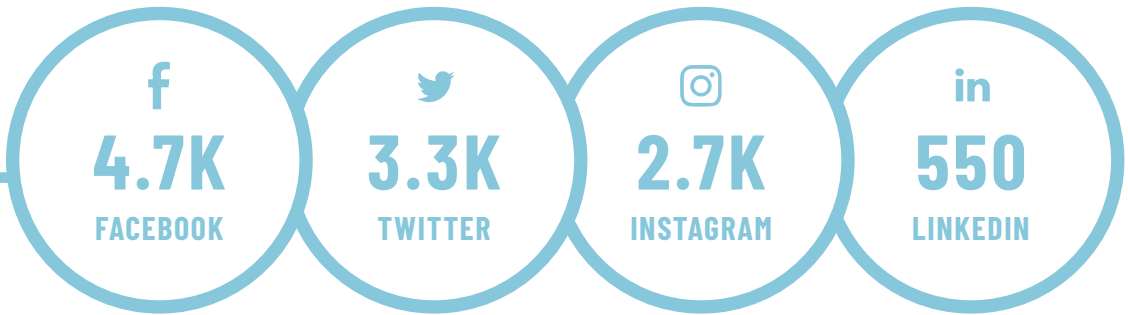
TORONTO



ANNUAL
ATTENDANCE:



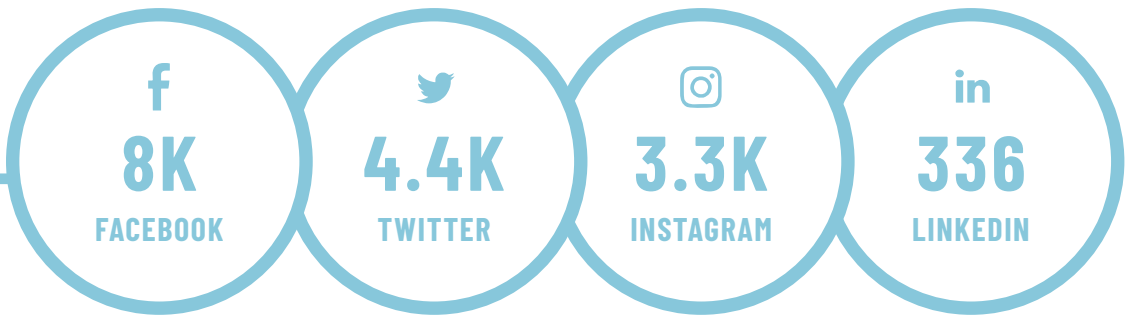
SOCIAL FOLLOWING:
(ONLINE TOTAL: 11,250)



ANNUAL
ATTENDANCE:



SOCIAL FOLLOWING:
(ONLINE TOTAL: 16,036)



ANNUAL
ATTENDANCE:



SOCIAL FOLLOWING:
(ONLINE TOTAL: 1,500)



CINETECA NACIONAL



ANNUAL
VISITORS:

**1.1
MILLION**
(AS OF 2014)

SOCIAL FOLLOWING:
(ONLINE TOTAL: 4,483,893)

f
1.2M
FACEBOOK

t
3M
TWITTER

i
283K
INSTAGRAM

in
893
LINKEDIN



MEXICO CITY

CINEMANÍA LORETO

ANNUAL
VISITORS:

62,400
VISITORS

SOCIAL FOLLOWING:
(ONLINE TOTAL: 52,300)

f
32.2K
FACEBOOK

t
16.6K
TWITTER

i
3.5K
INSTAGRAM



ÍRÁN:CI

ANNUAL
ATTENDANCE:

SOCIAL FOLLOWING:
(ONLINE TOTAL: 4,731)

5,000
VISITORS

f
4.1K
FACEBOOK

627
INSTAGRAM

Í R Á N : C I

(9 EDITIONS)



PRAGUE

PRAGUE



LIVE ON-AIR INTERVIEW
AND COVERAGE OF ÍRÁN:CI

VIEWERSHIP:

6.7
MILLION

SOCIAL FOLLOWING:

(ONLINE TOTAL: 525.1K)

f
148.2K
FACEBOOK

261K
TWITTER

81.3K
INSTAGRAM

23.8K
YOUTUBE

8.8K
LINKEDIN



LIVE ON-AIR AND ONLINE PUBLISHED INTERVIEWS
WITH FARSI CINEMA CENTER AND ÍRÁN:CI

SOCIAL FOLLOWING:

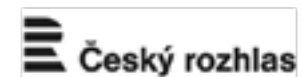
(ONLINE TOTAL: 18,740)

f
10.8K
FACEBOOK

5.2K
TWITTER

1.44K
YOUTUBE

1.3K
INSTAGRAM



LIVE ON-AIR AND ONLINE PUBLISHED INTERVIEWS
WITH FARSI CINEMA CENTER AND ÍRÁN:CI

SOCIAL FOLLOWING:

(ONLINE TOTAL: 161.9K)

f
81.5K
FACEBOOK

40.6K
TWITTER

11.3K
INSTAGRAM

25K
YOUTUBE

3.5K
LINKEDIN

CATALOG REACH

As the first, and only, platform representing cinema from the Farsi-speaking region, we take on the major responsibility of promoting films that are reflective of Farsi-speaking communities in the current day. We do this by taking our printed catalog of titles to the largest international film markets, such as Berlinale, Cannes, and TIFF. At these markets, we meet with the most recognized and respected sales agents, distributors, and buyers, and gain access to thousands of industry affiliates.



**AVERAGE FILM
MARKET REACH:**
CANNES, BERLINALE, TIFF



12,000+
INDUSTRY
AFFILIATES



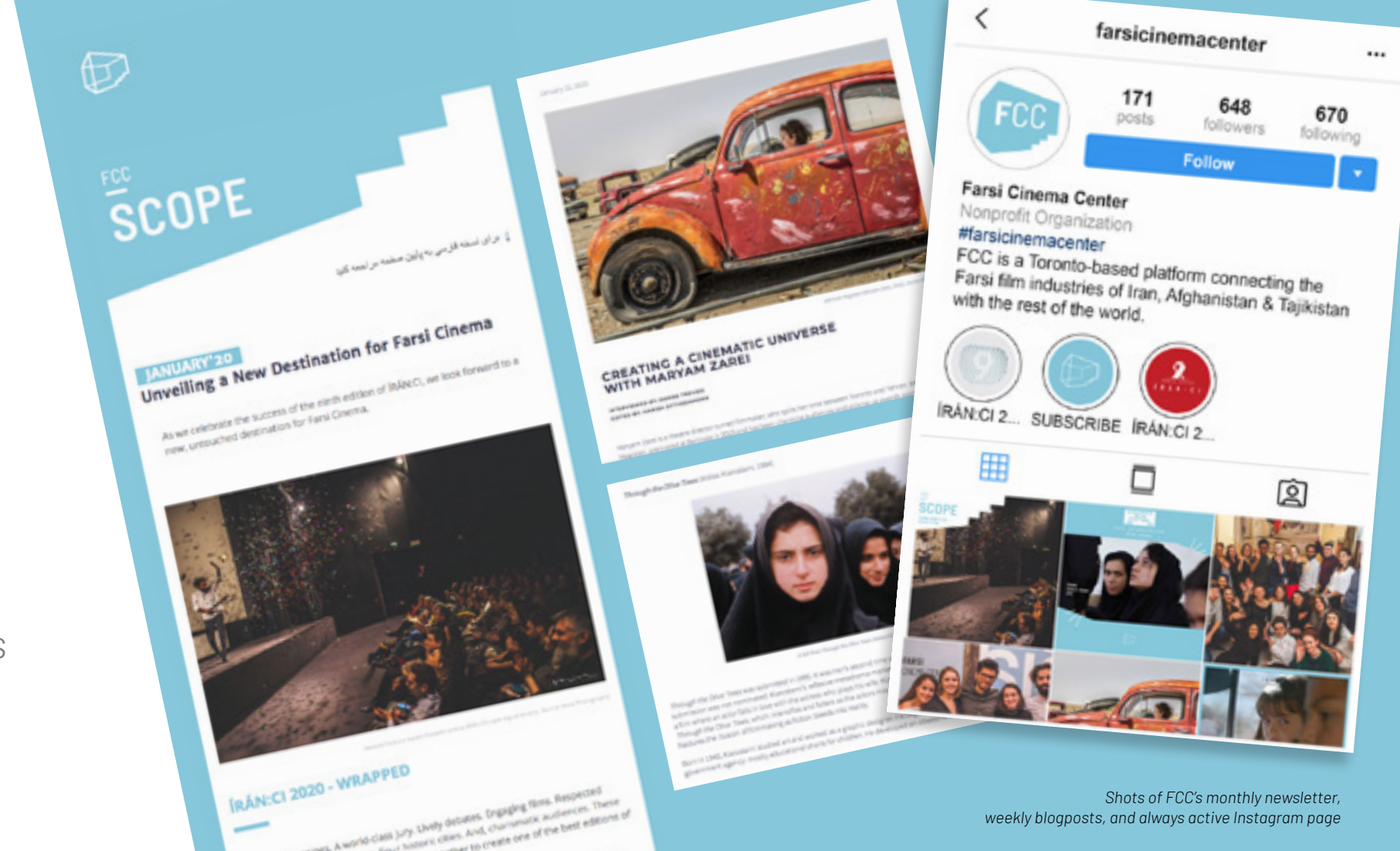
6,000+
INDUSTRY
AFFILIATES



5,500+
INDUSTRY
AFFILIATES

FCC'S ONLINE REACH

FCC has an active online presence, with weekly blog posts, a monthly newsletter, and social media platforms that push engaging content relating to the latest Farsi industry news.



Shots of FCC's monthly newsletter, weekly blogposts, and always active Instagram page

WEBSITE REACH:

6,111
SITE USERS
17,128
PAGE VIEWS

SOCIAL FOLLOWING:


648
INSTAGRAM


41K
6 MONTH
REACH

OUR FACEBOOK, LINKEDIN,
AND TWITTER PLATFORMS
ARE CONSTANTLY GROWING.

BLOG:

56
ENGLISH
23
FARSI


820
BEST BLOG
VIEWERSHIP

NEWSLETTER:


1.3K
SUBSCRIBERS

ADVERTISING OPTIONS

TEASER SPOTS

LOGO INCLUSION

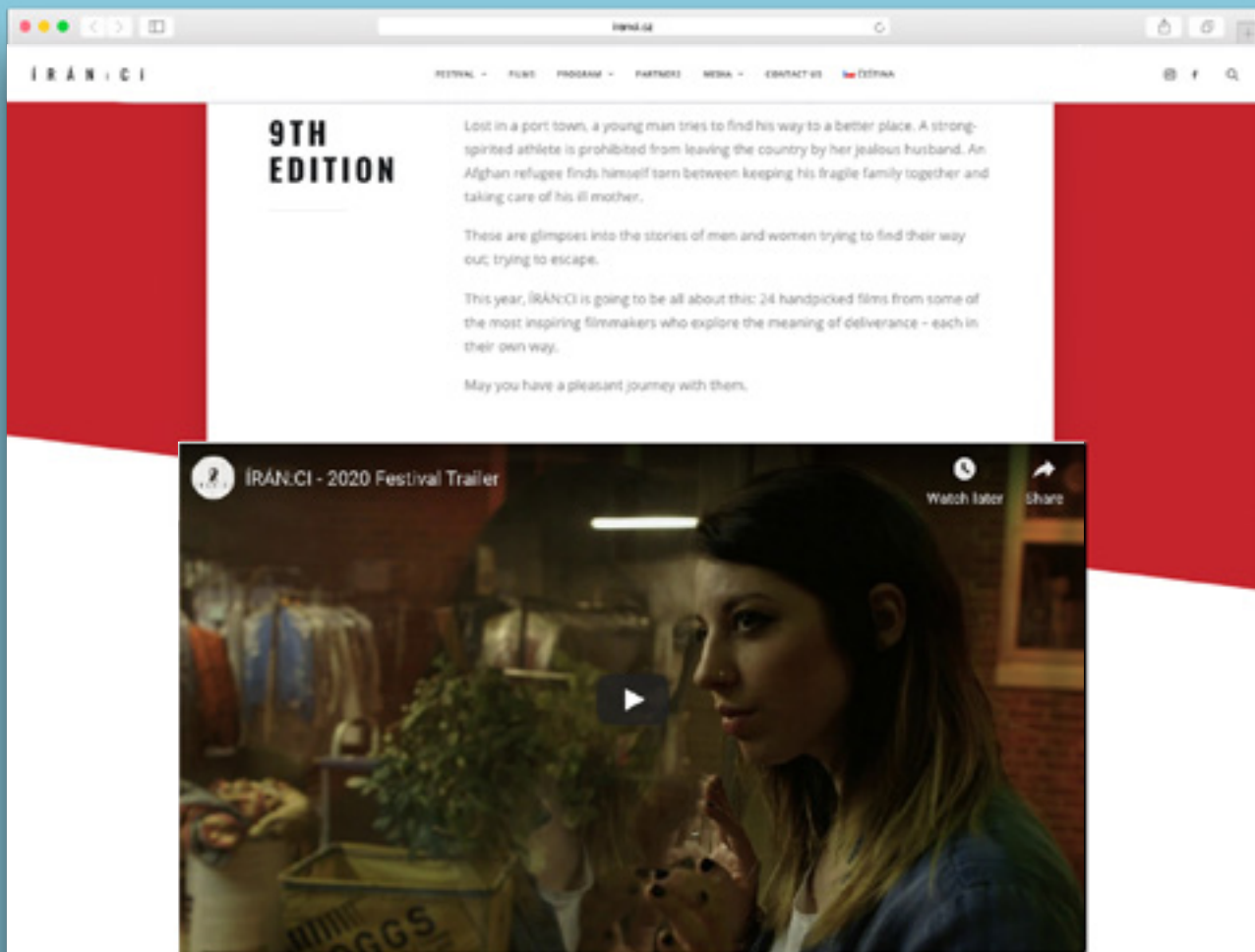
AWARD, SIDE EVENT, OR PRIVATE SCREENING SPONSORSHIP

BRAND KIOSK AND REPRESENTATIVE

DIGITAL PROMOTION

SPECIALIZED WRITTEN CONTENT

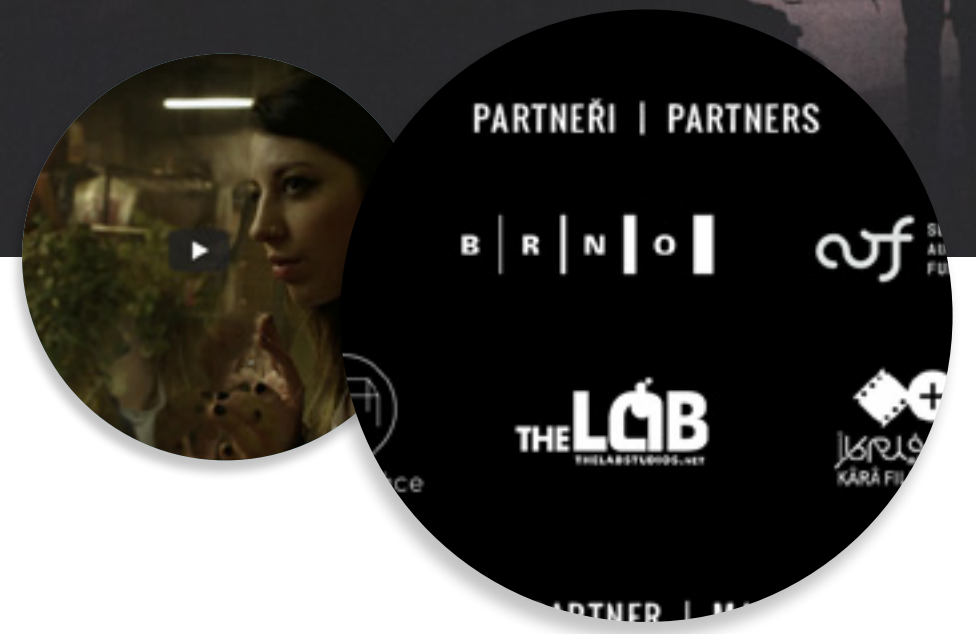




Teaser video on the IRAN:CI website,
Opening day of the festival's 9th edition in Prague, 2020.

ADVERTISING OPTIONS: TEASER SPOTS

Still, video, or insertion of logo
within festival teaser





ÍRÁN:CI 2020 festival program + close-up of sponsors' logos,
Branded tote bag for ÍRÁN:CI 2019,
Voting ballots featuring Main Media Partner logo for ÍRÁN:CI 2020

ADVERTISING OPTIONS: LOGO INCLUSION

Posters, banners, festival program,
tickets, festival merchandise, and
gift bag inserts

HAPPY-GO-FARSI!

JOIN FARSI CINEMA CENTER
 AND ACTRA TORONTO
 for drinks between 4pm-6pm
 at TIFF's Industry Center.

Hyatt Regency Toronto
 (King Street Social Balcony)
 370 King Street West
 Toronto, ON M5V 1L9



2018 FCC Happy Hour during tiff at the Hyatt



Reserved seating at ÍRÁN:CI Opening Ceremony 2020

ADVERTISING OPTIONS:

AWARD, SIDE EVENT, OR PRIVATE SCREENING SPONSORSHIP

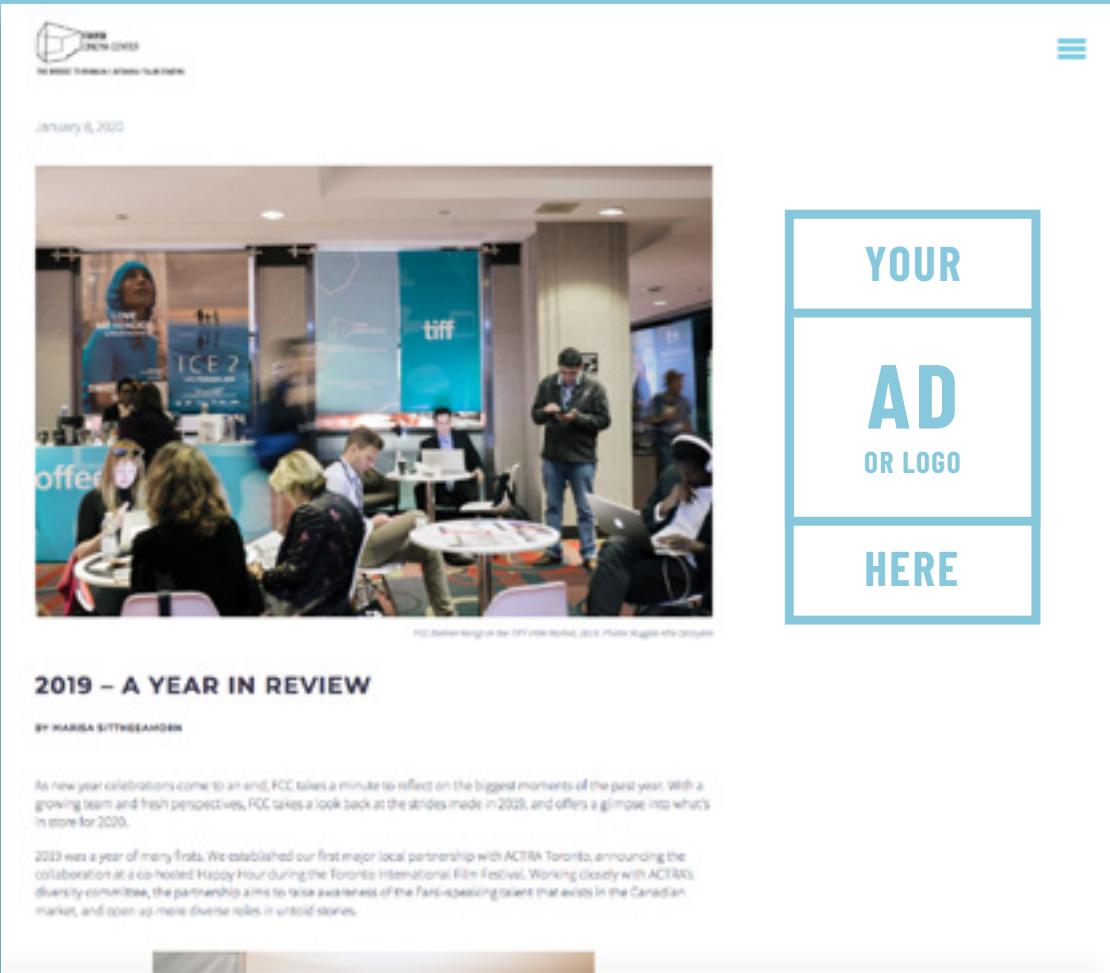
Happy hours, audience awards, reserved seats for opening and closing ceremonies



FCC's branded displays at
IRÁN:CI, 2020.

ADVERTISING OPTIONS: **BRAND KIOSK AND REPRESENTATIVE**

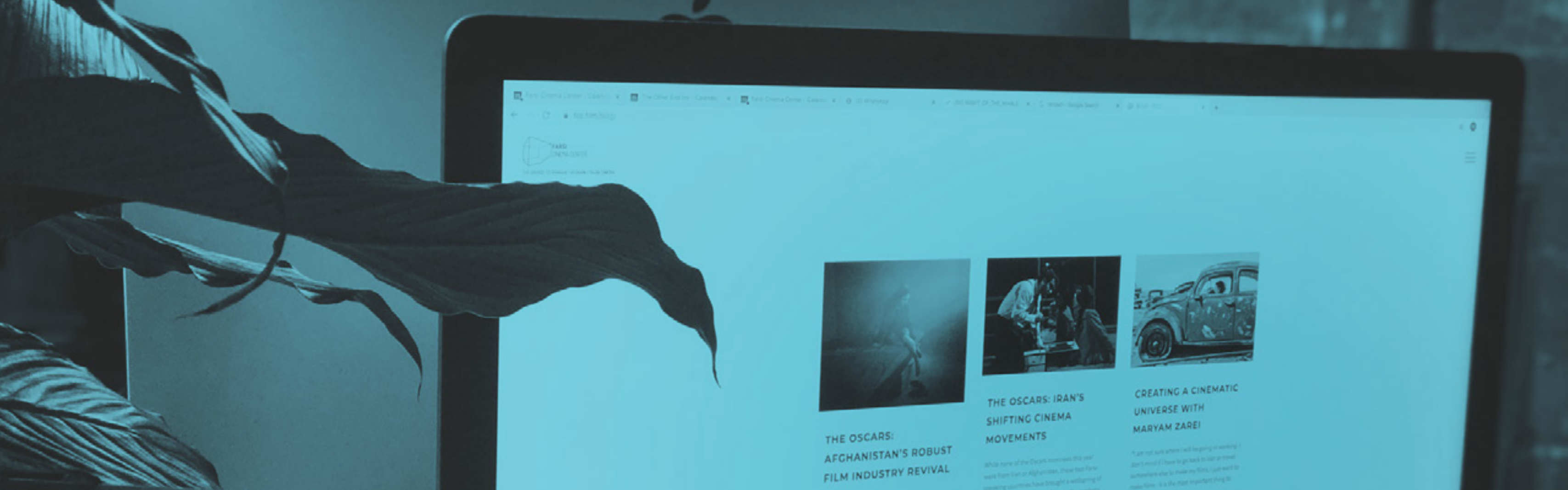
Physical representation of your brand
within the festival or event venue



Branded blogposts, Instagram posts and newsletter options.

ADVERTISING OPTIONS: DIGITAL PROMOTION

Ad spots, logos, and in text links on
FCC website, social media, blog,
newsletter, and press releases



ADVERTISING OPTIONS: SPECIALIZED WRITTEN CONTENT

Tailored content within blog, newsletter,
social media, and press releases

FARSICI NEMA CENTER

CONTACT US

For package and pricing enquiries:
sponsorship@fcc.film

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marisa.sittheeamorn@fcc.film

WWW.FCC.FILM

[INSTAGRAM.COM/farsicinemacenter](https://www.instagram.com/farsicinemacenter)

[TWITTER.COM/farsicinema](https://twitter.com/farsicinema)

[FACEBOOK.COM/farsicinemacenter](https://www.facebook.com/farsicinemacenter)

[LINKEDIN.COM/company/farsicinemacenter](https://www.linkedin.com/company/farsicinemacenter)