

# RE FRAME 2021

**JANUARY 22 - 29**

COMMUNITY PARTNERSHIP PACKAGE



**REFRAME**  
FILM FESTIVAL



# 2021 REFRAME FILM FESTIVAL

## COMMUNITY PARTNERSHIP PACKAGE

ReFrame is back with a virtual twist for our 17<sup>th</sup> anniversary!

After everything this year has thrown at us, we couldn't be happier to announce that ReFrame will continue our January tradition by streaming directly to homes across Ontario for a full week: **January 22-29, 2021**.

Please consider this an invitation for your organization or business to participate in the festivities as a Community Partner.

### PLEASE NOTE:

- ReFrame 2021 will be entirely virtual – no in-person screenings or events (aka, no fighting through blizzards, snowbanks or icy sidewalks!)
- All films will be available on-demand, so no lineups or overlapping programs to choose from!
- Films can be streamed across the province, so more people than ever will be able to attend!
- There will be no printed festival program – we will be releasing a digital Film Guide in early-January
- *We are unable to release an advance film list to Community Partners this year*

The entire film industry is moving toward digital platforms, so ReFrame now faces more competition than ever from streaming giants like Netflix and Amazon. In order to guarantee an audience for our curated festival programs, we have decided not to release the film list until closer to the festival dates.

**ReFrame is committed to matching your organization with films that fit your mandate.** Using the [ReFrame 2021 Community Partnership Form](#), please let us know about your film category preferences and any relevant information about your work that will assist us in making film selections that will be a good fit for your organization.

If you have any questions about becoming a ReFrame 2021 Community Partner, please contact:

[info@reframefilmfestival.ca](mailto:info@reframefilmfestival.ca)



# PARTNERSHIP BENEFITS

## WHY BECOME A COMMUNITY PARTNER?

ReFrame audiences are active citizens who are broadly engaged in the issues and themes presented at the festival. Becoming a Community Partner is an excellent way to reach thousands of engaged citizens by linking the great work your organization does to the stories told on-screen.

With the shift to a virtual platform, there are several new benefits that we are excited to offer our Community Partners this year:

- Logo featured in a prominent display ad on matched film or livestream pages (minimum 600px wide; wide or square aspect ratio)
- Logo / organizational info slide featured in pre-show that runs ahead of each matched film / film program (supplied by you at 1920 x 1080; subject to ReFrame approval)
- Listing on the Sponsors and Funders pages of the [ReFrame 2021 Virtual Festival Hub](#) as well as [reframefilmfestival.ca](http://reframefilmfestival.ca)
- Shout outs in social posts, e-newsletters and blogs related to your matched film / film program
- Two (2) free tickets to each matched film / film program for staff or volunteers
- A limited number of tickets for each film / film program are also available for contests / giveaways – if this is something you are interested in, please let us know!
- Opportunity to place calls to action on your matched film page(s) (i.e. links to petitions, events, or campaigns you are running, etc.)



# BECOME A COMMUNITY PARTNER

## IN 3 SIMPLE STEPS

1. Consider which film categories your organization would like to support:

Aging	Art & Culture	Arthouse	Canadian Spotlight	Corporate Greed
Disability	Mental Health	Environment	Families	Feminist
Gentrification & Housing	Health	Immigration	Indigenous Rights	Intergenerational Stories
Journalism	LGBTTIQ2S+	Local	Opioid Crisis	Politics
Race & Power	Short Film	Technology	Water	Youth

2. Choose a sponsorship amount that fits your budget

It costs ReFrame roughly \$2,000 for each feature-length film screened at the festival (film rights, artist fees, speaking honoraria, streaming bandwidth, etc.). Any contribution your organization is able to make goes directly to these costs. We ask for a minimum contribution of \$25 per film. This makes it possible for groups of all sizes to participate in the festival, and keeps ReFrame programs affordable for everyone to attend.

3. Let us know your film category preferences and any relevant information about your work that will assist us in making appropriate film selections by filling out the [ReFrame 2021 Community Partnership Form](#). We will follow up with you within 5 business days to confirm.

**COMMUNITY PARTNERSHIP COMMITMENTS ARE DUE ON OR BEFORE:**

**DECEMBER 21, 2020 @ 5:00PM**