

# REFRAME FILM FESTIVAL JAN 27 - FEB 4, 2022



REFRAMEFILMFESTIVAL.CA



COMMUNITY PARTNERSHIP PACKAGE





# 2022 REFRAME FILM FESTIVAL

## COMMUNITY PARTNERSHIP PACKAGE

After another trying year, we couldn't be happier to announce the return of your favourite community film festival for ReFrame 2022! Our mid-winter celebration of independent documentary film and media art will be back with another stellar lineup of on-demand streaming programs, and limited in-person screenings\*. Please consider this an invitation for your organization to participate in the festivities as a ReFrame Community Partner.

### NEW FOR 2022:

- The 18<sup>th</sup> annual ReFrame Film Festival will run **January 27 – February 4, 2022**.
- The festival will be a primarily virtual event, with the majority of film programs available for on-demand streaming from the ReFrame Virtual Theatre.
- For the first time, ReFrame virtual programs will be available for streaming **across Canada!**
- Limited in-person screenings are also being planned, with more details available soon.

### PLEASE NOTE:

- Virtual Festival Films will be available for on-demand streaming through the full festival dates, so no lineups or overlapping programs to choose from.
- In addition to our digital Film Guide, we will also be producing a streamlined printed Festival Program again this year.
- If your organization would like to participate as a Community Partner, please fill out the [ReFrame 2022 Community Partnership Form](#) to let us know about your film category preferences and any relevant information about your work. The ReFrame Programming Committee will use this information to match your organization with official ReFrame Selections that align with your mandates.

If you have any questions about becoming a ReFrame 2022 Community Partner, please contact:

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

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\* Contingent on public health guidelines



# PARTNERSHIP BENEFITS

## WHY BECOME A REFRAME COMMUNITY PARTNER?

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

ReFrame Community Partner benefits include:

- Your logo featured in prominent display ads on the watch pages of your matched films in the ReFrame Virtual Theatre (600px wide)
- Your logo and a brief organizational description on matched film pages in the digital ReFrame Film Guide (logo 300px wide, description up to 75 words). Calls to action may also be included here, up to 25 words (i.e. petitions, events, or campaigns you are running)
- Your logo / organizational info slide in the pre-show that runs ahead of each matched film / film program (supplied by you at 1920px x 1080px; subject to ReFrame approval, minimal text preferred)
- Listing on the [ReFrame Sponsors & Funders page](#)
- 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



# BECOME A COMMUNITY PARTNER

## IN 3 SIMPLE STEPS

1. Consider which of the following film categories fit your organizational mandate:

Aging	Art & Culture	Arthouse	Canadian Spotlight	Corporate Greed
Disability	Environment	Families	Feminist	Gentrification & Housing
Health	Immigration	Indigenous Rights	Intergenerational Stories	Journalism
LGBTTIQ2S+	Local	Mental Health	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, speakers' honoraria, streaming bandwidth, etc.). Any contribution your organization is able to make goes directly to these costs. We ask for a minimum contribution of \$30 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 2022 Community Partnership Form](#). We will follow up with you within 5 business days to confirm.

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

**DECEMBER 17, 2021 @ 5:00PM**