



CYRUS INTERNATIONAL FILM FESTIVAL

SPONSORSHIP PACKAGE



WWW.CIFT.CA



CONTENTS

2 WELCOME LETTER

3 ABOUT FESTIVAL

7 PAST FESTIVALS

17 2024 FESTIVAL

19 SPONSORSHIP PACKAGES

CYRUS INTERNATIONAL FILM FESTIVAL

Cyrus International Film Festival is an annual celebration of contemporary Middle Eastern and Persian cinema. The festival aims to bring the most acclaimed films of the year to Toronto's screens in an effort to showcase the quality, depth and diversity of this national cinema. Cyrus's films exhibit the most prominent filmmakers and cinematic movements currently active middle east specifically Iran, and are selected from a wide range of arthouse films, box office hits documentaries, and short and experimental films. The festival's scope gives Toronto's cinephiles an unparalleled experience of Iranian cinema.

Festival's vision is to become an essential event on the film calendar, an annual hub for international critics and the film industry where Iranian and Persian cinema is celebrated and its best films are exhibited for a public audience. In the short span of just two years, the festival has established itself with world premiere screenings, high profile guests, academic partnership and nearly universal sold out screening.



Amir Ganjavie
CEO

ABOUT FESTIVAL

The Cyrus International Film Festival, nestled in the heart of Toronto, stands as a vibrant celebration of the city's remarkable multiculturalism. Toronto, often heralded as one of the world's finest examples of a diverse and culturally rich metropolis, serves as the perfect backdrop for this festival.

In a city that thrives on its multicultural tapestry, the festival takes its cue from Toronto's own ethos of embracing and celebrating differences. As the festival honors Cyrus the Great's legacy of upholding universal human rights and respecting human diversity, it aligns seamlessly with the values cherished by Toronto itself.

Here, in the mosaic of Toronto's neighborhoods, the Cyrus International Film Festival has found a home that mirrors its mission - to spotlight the extraordinary array of voices and perspectives from all corners of the world. Filmmakers from diverse backgrounds are welcomed with open arms, adding their unique threads to the rich tapestry of cinematic storytelling that Toronto and the festival together represent.

Against this backdrop of multiculturalism, the festival not only showcases exceptional films but also fosters a sense of unity and understanding among its diverse audience. It's not just a film festival; it's a celebration of humanity's shared stories and aspirations, set against the backdrop of one of the world's most multicultural cities.

The inaugural festival was held in 2015. The 10th Edition of Cyrus Festival will be held at TIFF Bell Lightbox and Innis Town Hall, University of Toronto on October 14-17 and in addition to film screening will also include art exhibition, workshop and other events.



FACTS

30+
Artists

Prestigious
Artists

12,000+
Attendees

Cyrus
Audience
Exposure

30,000+
Unique Visitors

Cyrus Social
Media Reach



Actress Sareh Bayat,
Winner of the Best Actress
Prize at Berlinale for
Separation

Actor
Hamed Behdad

SPECIAL GUESTS



Award-winning Director
Shahram Mokri

Actress
Shadi Karamroudi



The inaugural edition of the festival was held November 27th-29th, 2015 at the prestigious **TIFF Bell Lightbox** venue in Toronto's entertainment district. The festival's distinguished guests included actress Sareh Bayat (A Separation, Nahid), actor Hamed Behdad (Crime, No One Knows About Persian Cats), filmmaker Shahram Mokri (Fish & Cat) and actress Shadi Karamroudi (A Very Ordinary Citizen), as well as academic scholars, film producers and critics who hosted panels and discussion sessions. The festival was opened with a gala dinner, attended by distinguished guests such as Soheil Parsa and Mohammad Yaghoubi, as well as the festival's guests.



Actress Gohar Kheirandish



Actor Bahram Radan

Actor Farhad Aslani

Director Soudabeh Moradian

Producer Amir Parvinhosseini



The 2016 Cyrus Festival was held at TIFF Bell Lightbox, October 14th-16th. The festival kicked off with a screening of Hooman Seyyedi's critically acclaimed Sound & Fury, which went on to win the festival's People's Choice Award, a prize it shared with Reza Dormishian's Lantouri. The festival's guests included actress Gohar Kheirandish, actors Farhad Aslani and Bahram Radan, director Soudabeh Moradian, and producer Amir Parvinhosseini.

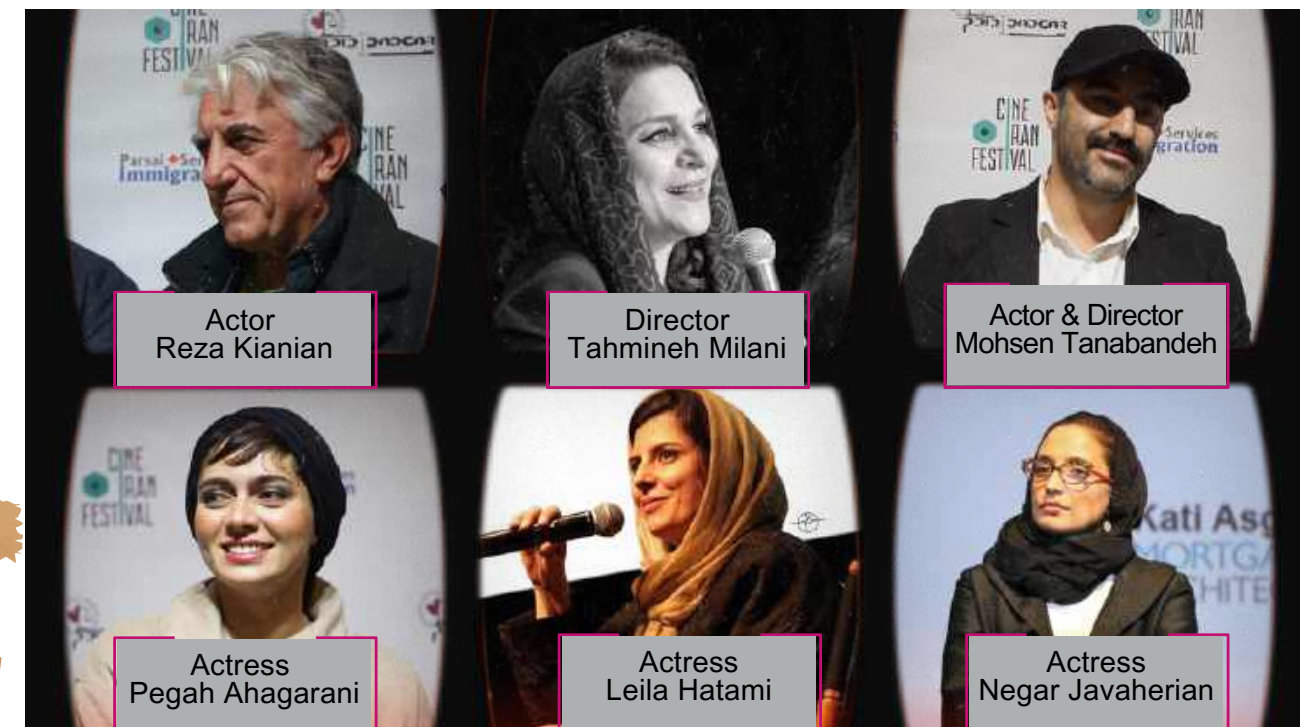


The 2017 Festival was held at TIFF Bell Lightbox, Art Gallery of Ontario, and University of Toronto's Innis Town Hall, November 17th-19th. Many of the year's most acclaimed Iranian films, including No Date, No Signature, Negar and Subdued were screened at the festival. The best picture prize, awarded by a jury of film professionals, was given to Ida Panahandeh's Israfil, while another four films shared the festival's awards. Among the festival's guests were Reza Kianian, Pegah Ahangarani, Negar Javaherian, Rambod Javan and Tahmineh Milani. For the first time, the festival also hosted a retrospective screening of a pre-Islamic revolutionary classic (The Sealed Soil) and two workshops on acting and directing.



SPECIAL GUESTS

The GALA event is a party that starts the festival every year. Hosted at an upscale venue in Toronto, this event is an opportunity for our sponsors and meet the festival guests, including film stars, filmmakers, politicians, member of the Canadian film industry and prominent members of the Iranian Canadian community.





The 2018 Festival was held at TIFF Bell Lightbox and Art Gallery of Ontario, November 16th-18th. Many of the the year's most acclaimed Iranian films, including Everybody Knows, 3 Faces, Bomb: A Love Story were screened at the festival. Abbas Amini's Hendi & Hormoz was the big winner at the 2018 Festival, taking home both Best Picture and Best Director prizes. Hamed Behdad and Hedieh Tehrani were given the acting honours. Festival 2018 was host to some of the biggest names in Iranian cinema, including superstars Javad Ezzati, Reza Attaran, Amir Jadidi and Milad Keymaram, and directors Abdolreza Kahani and Hatef Alimardani. Acclaimed actor Farhad Aslani, who was previously the festival's guest in 2016, returns with the festival's opening film, Columbus.

SPECIAL GUESTS



Actor, Javad Ezzati Actor, Ehsan Karami Actor, Amir Jadidi Actor, Farhad Aslani Actor & Director Iraj Tahmasb



Director, Hatef Alimardani Actor, Reza Attaran Actor, Milad Keymaram Toronto Mayor, John Tory



GALA Event - This is a private, ticketed event that includes musical and theatrical performances, haute cuisine dinner, brief speeches by festivals organizers, as well as the excellent chance to network and enjoy the company of Toronto prominent cultural figures.



SPECIAL GUESTS



Signer
Hooman Javid



Comedian & Actor
Max Amini



Signer
Aref



Actor
Behruz Vosoughi



Director
Tahmineh Milani



Director
Bahman FarmanAra



The 2019 Festival was held at **TIFF Bell Lightbox** and the **Art Gallery of Ontario** from November 22-28. The festival centered on celebrating **Behrouz Vousoghi**, a legend in Iranian cinema. Several of the year's most acclaimed Iranian films were screened, including "Castle of Dream," "Arab Blues," "Suddenly a Tree," and "Beloved." The Best Picture prize, awarded by the jury, was given to Mohsen Tanabandeh's "Oath." Additionally, five other films received various festival awards. Distinguished guests included Behrouz Vossoughi, Bahman Farmanara, Tahmineh Milani, and Maziar Miri. For the first time, the festival hosted a retrospective screening of Mohsen Makhmalbaf's "Nassereddin Shah, Cinema Actor."



SPECIAL GUESTS



Director Jahangir Kowsari



Actor Hamid Farrokhnejad



The 2023 Festival was held at Innis Town Hall, University of Toronto, from December 14-17. A total of 16 films were screened, showcasing many of the year's most acclaimed Iranian films, including "Beyond the Wall," "I Am Forough," "The Locust," "Bright House," and "Major." "Terrestrial Verses" emerged as the festival's big winner, securing both the Best Film and Best Script awards. "Beyond the Wall" received accolades for Best Director and Best Editing. Navid Mohammadzadeh and Behdokht Valian were honored with the Best Actor and Best Actress awards, respectively. "Major" and "I Am Forough" were premiered for the first time at the Cyrus Festival. The 2023 Festival also featured some of the most prominent figures in Iranian cinema, including superstars Hamid Farrokhnejad and Jahangir Kowsari.

2000+
Visitors

3 Days

Top Notch
Artists

Media
Coverage

10+
Films

Opening
Ceremony &
Workshops

SPONSORSHIP OPPORTUNITY

Becoming a sponsor of the Cyrus Film Festival offers a unique platform to showcase your brand through the lens of cinema. Our sponsorship packages are designed to provide maximum visibility and engagement, offering a variety of benefits:

1. **Brand Visibility:** Your brand will be prominently displayed across all festival marketing materials, including banners, posters, and digital media. This exposure ensures your brand reaches a broad and diverse audience.
2. **Event Integration:** Sponsors will have the opportunity to integrate their brand into festival events, such as opening and closing ceremonies, panel discussions, and workshops. This integration provides direct engagement with attendees and industry influencers.
3. **Exclusive Networking Opportunities:** Gain access to exclusive networking events with filmmakers, actors, and other key figures in the industry. These events are perfect for building valuable relationships and exploring potential collaborations.
4. **Custom Activation:** Tailored sponsorship packages allow for custom brand activations, providing unique ways to engage with festival attendees. From branded lounges to interactive exhibits, these activations enhance the festival experience while promoting your brand.
5. **Media Coverage:** Leverage extensive media coverage of the festival, including press releases, and social media campaigns. This coverage amplifies your brand's reach and highlights your association with a prestigious cultural event.

Join us in celebrating the rich heritage and vibrant future of Iranian cinema. Partnering with the Cyrus Film Festival not only elevates your brand but also supports the arts and cultural diversity.

SPONSORSHIP PACKAGE

PRESENTING

DIAMOND

GOLD

DIGITAL DISPLAY

- Video Trailer Presented on Cinema Screen before each Film Screening (Pre-Screen)
- Video Trailer Production Provided by Cyrus Film Festival Team (Complimentary)
- Prominent Logo/Name Featured on Cinema Screen before each Film Screening (15min Logo Rotation Before Screenings) *
- Prominent Logo/Name displayed on Lobby Screens during the Event *
- Logo/Name Production provided by the Cyrus Film Festival Team (Complimentary) **

WEB DISPLAY

- Prominent Logo featured on roll-up banners at the studio during workshops (Complimentary)
- Sponsor Videos Welcoming Attendees posted on Facebook and Instagram (Complimentary)
- Festival poster featuring Logo/Name distributed via Marketing Email List (5000+ subscribers)
- Prominent Logo Featured on top right corner of the CIFT.CA website
- Prominent Logo Featured on CIFT.CA Sponsorship Page with a Dedicated Link to Your Page

DURING EVENT

- Prominent Logo/Name displayed on the Festival Backdrop for Red Carpet and Photobooth
- Prominent Logo/Name displayed during Workshops/Panels
- Prominent Logo/Name shown on All Movie Posters/Trailers Posted Online
- Podium Announcement
- Opportunity to distribute Marketing Collateral during Festival **
- Complimentary Tickets for Selected Movies of your Choice **
- Admission to VIP Line

ADDITIONAL ADVANTAGES

- Invitation to Opening Reception with Special Guests/Celebrities
- Certificate of Recognition
- Online "Thank You" Recognition sent out to our Audience and Email Subscribers

Phoenix Center social media ads during the year (+25k Subscriber)

	PRESENTING	DIAMOND	GOLD
Video Trailer Presented on Cinema Screen before each Film Screening (Pre-Screen)	90sec	45sec	X
Video Trailer Production Provided by Cyrus Film Festival Team (Complimentary)	Upto \$2000	Upto \$1000	X
Prominent Logo/Name Featured on Cinema Screen before each Film Screening (15min Logo Rotation Before Screenings) *	45sec	30sec	10sec
Prominent Logo/Name displayed on Lobby Screens during the Event *	✓	✓	✓
Logo/Name Production provided by the Cyrus Film Festival Team (Complimentary) **	✓	✓	✓
Prominent Logo featured on roll-up banners at the studio during workshops (Complimentary)	✓	✓	X
Sponsor Videos Welcoming Attendees posted on Facebook and Instagram (Complimentary)	✓	✓	X
Festival poster featuring Logo/Name distributed via Marketing Email List (5000+ subscribers)	✓	✓	X
Prominent Logo Featured on top right corner of the CIFT.CA website	✓	X	X
Prominent Logo Featured on CIFT.CA Sponsorship Page with a Dedicated Link to Your Page	✓	✓	✓
Prominent Logo/Name displayed on the Festival Backdrop for Red Carpet and Photobooth	✓	✓	X
Prominent Logo/Name displayed during Workshops/Panels	✓	✓	X
Prominent Logo/Name shown on All Movie Posters/Trailers Posted Online	✓	✓	X
Podium Announcement	✓	✓	X
Opportunity to distribute Marketing Collateral during Festival **	✓	✓	X
Complimentary Tickets for Selected Movies of your Choice **	60	30	15
Admission to VIP Line	✓	✓	✓
Invitation to Opening Reception with Special Guests/Celebrities	8 ppl	6 ppl	4 ppl
Certificate of Recognition	✓	✓	✓
Online "Thank You" Recognition sent out to our Audience and Email Subscribers	✓	✓	✓

+ \$1,000

* Logo/Name Requirement will be Applied by Cyrus International Film Festival.

** Conditions May Apply



CYRUS
INTERNATIONAL
FILM
FESTIVAL

TORONTO'S ANNUAL CELEBRATION
OF IRANIAN/CANADIAN CINEMA

