



# 13<sup>TH</sup> ADDIS INTERNATIONAL FILM FESTIVAL

APRIL 30 - MAY 5

## SPONSORSHIP PACKAGE

### Why Addis International Film Festival?

The main objective of Addis International Film Festival (AIFF) is to promote films that bring awareness to major local and global issues in Addis Ababa and other major cities of Ethiopia. The theme of 13th Edition of AIFF is "Equals are treated unequally" to put the spotlight on issues like discrimination due to gender, unfair labor practices, racial discrimination, ethnicity and age.

This year's edition of AIFF will bring to Addis and other major cities of Ethiopia over 70 local and international thought provoking, entertaining and memorable films set across screens at the Italian Cultural Institute, Hager Fikir Theatre and Addis Ababa City Administration Theatre. The Festival will also recognize young Ethiopian filmmakers and women Ethiopian filmmakers by showcasing their short and feature films.

Initiative Africa, as a non-profit organization, relies on its partners and allies to help bring life to the Festival by making contributions, sponsoring and providing in-kind services and materials. The AIFF is grateful for your support and looks forward to welcoming you in May 2018!

ADDIS  
INTERNATIONAL  
FILM FESTIVAL





# BECOME A SPONSOR

Sponsor the 13th Edition of Addis International Film Festival and establish a solid reputation for your business among our audience in Addis Ababa and other major cities across Ethiopia! Enhance your brand's image through wide and repeated exposure leading up to and during the festival. Sponsor today!



**BIRR 100,000**

## 2019 AIFF SPONSOR

- Complementary film passes and tickets
- Logo placement on all festival visibility materials (website, film screening program, film catalogue, banners, posters, flyers, entrance tickets)
- Access to festival panels and events
- Invitations to press preview party
- Opportunity to distribute pre-approved sample items
- Two-page Ad-space in 2019 AIFF Film Catalogue
- One-page Ad-space in Film Screening Program
- Mentioning of company name in radio advertising
- Mentioning of company name by the Master of Ceremony during the festival and press event
- Up to five-minutes time for Speech at the opening day of the festival

**BIRR 75,000**

## GOLD SPONSOR

- Complementary film passes and tickets
- Logo placement on all festival visibility materials (website, film screening program, film catalogue, banners, posters, flyers, entrance tickets)
- Access to festival panels and events
- Invitations to press preview party
- Opportunity to distribute pre-approved sample items
- One-page Ad-space in 2019 AIFF Film Catalogue
- Mentioning of company name in radio advertising
- Mentioning of company name by the Master of Ceremony during the festival and press event

**BIRR 50,000**

## PREMIER SPONSOR

- Complementary film passes and tickets
- Logo placement on all festival visibility materials (website, film screening program, film catalogue, banners, posters, flyers, entrance tickets)
- Access to festival panels and events
- Invitations to press preview party
- Opportunity to distribute pre-approved sample items
- A half-page Ad-space in 2019 AIFF Film Catalogue

**BIRR 20,000**

## SILVER SPONSOR

- Complementary film passes and tickets
- Logo placement on all festival visibility materials (website, film screening program, film catalogue, banners, posters, flyers, entrance tickets)
- Access to festival panels and events
- Invitations to press preview party
- A quarter-page Ad-space on 2019 AIFF Film Catalogue

**BIRR 10,000**

## FRIENDS OF AIFF

- Complementary film passes and tickets
- Logo placement in 2019 AIFF Film Catalogue



### Sponsor a One-Day Workshop On 'Introduction to Digital Film Making': BIRR 50,000

In this hands-on intensive workshop, participants will be introduced to the basics of storytelling and screen writing, pre-production and planning, film camera composition and shooting, light for the camera and editing techniques. Sponsor today!

### Sponsor a Q&A Session with A Director: BIRR 50,000

There will be eight Q&A sessions with eight local and international film directors over the course of the Festival. You have the opportunity to sponsor one or more of these events and have your banner displayed at the venue during film screening and Q&A session. Sponsor today

### Sponsor a Panel Discussion on Free Press: BIRR 70,000

The issue of social justice and films addressing the concern that are heart-rending will be screened on our festival. AIFF will invite stakeholders from the private sector, government, non-governmental organizations and international organizations to participate in the panel discussion and Workshop for Media professionals /Journalists on relevant Media Laws and basic principles/skills of Journalism: Current Challenges and Opportunities in Ethiopia. Sponsor today!

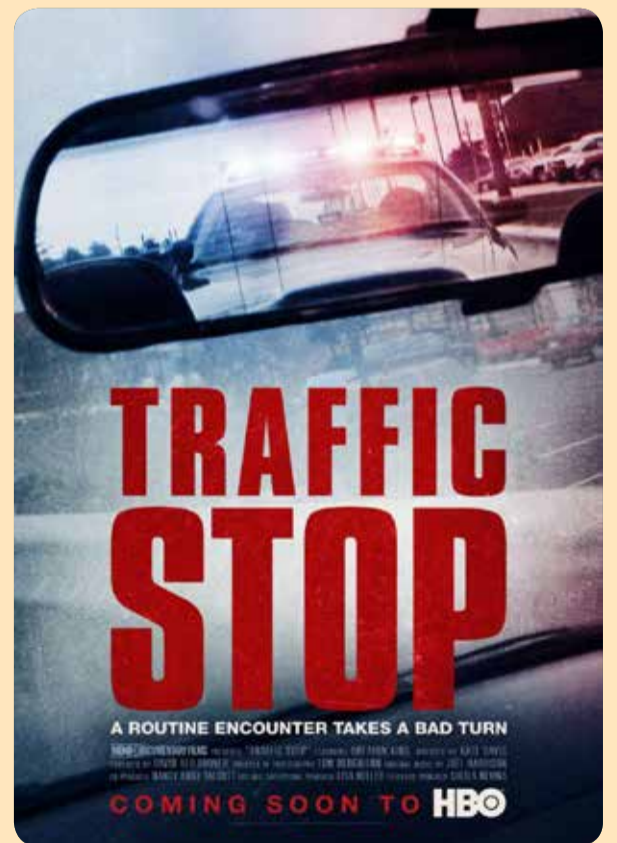
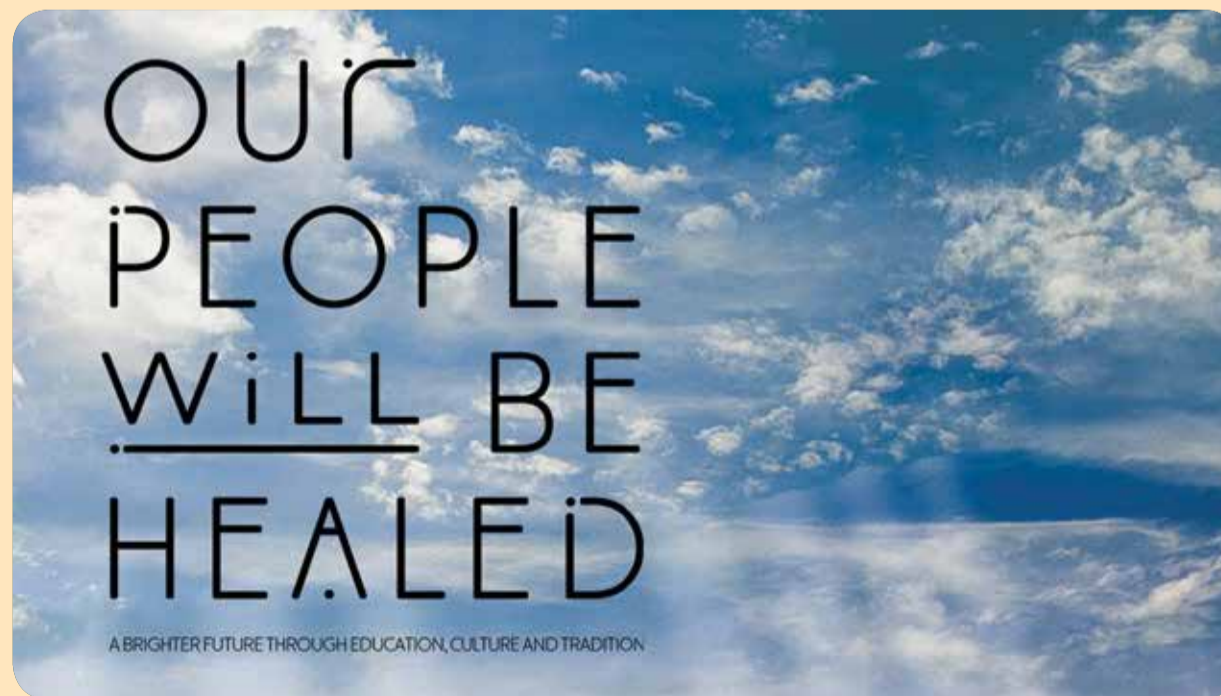
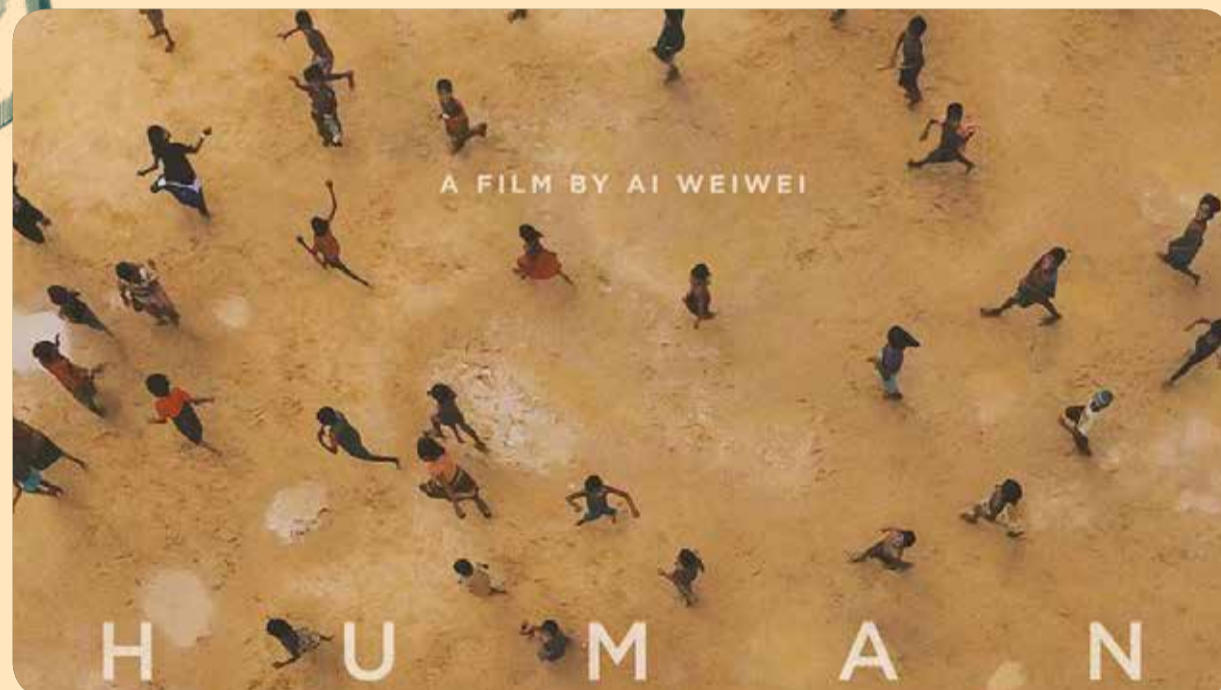
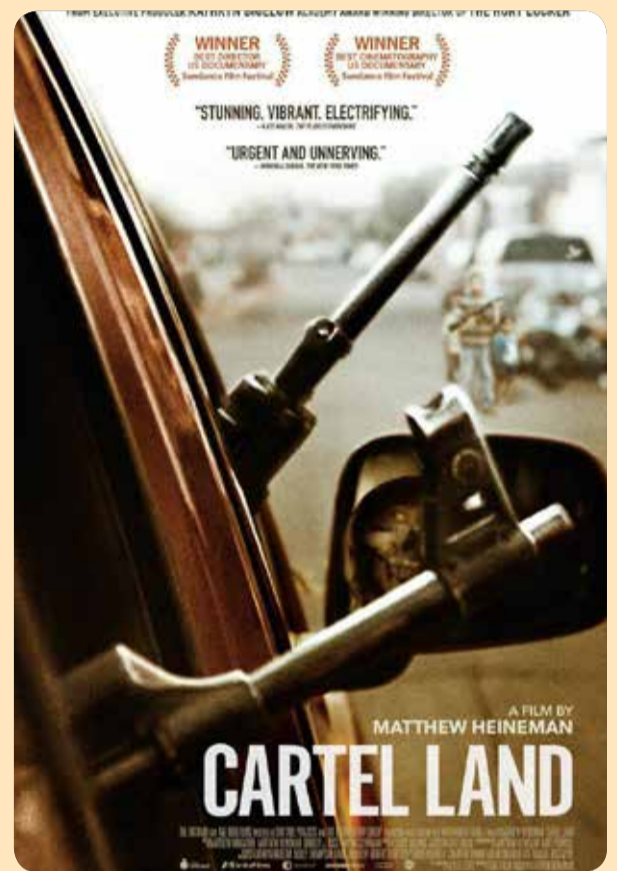
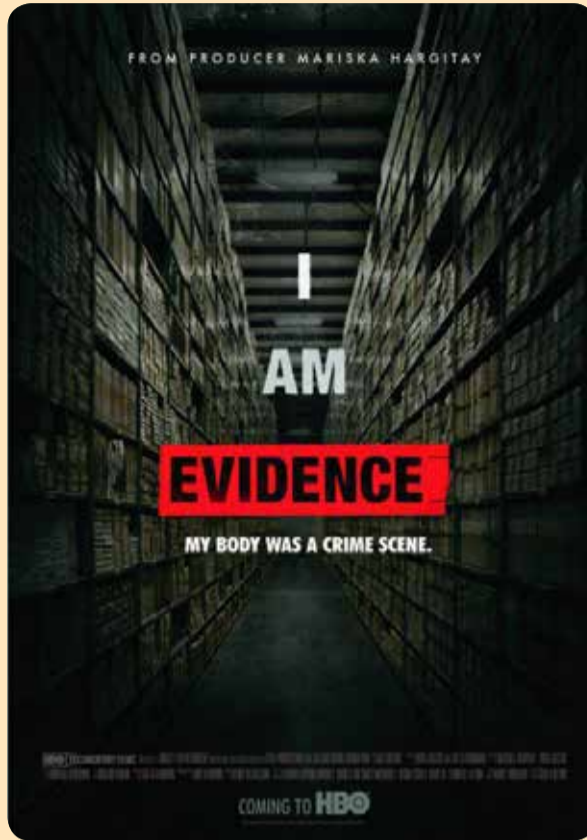
### Sponsor a Film Maker: BIRR 50,000

One of the objectives of the 13th Edition of AIFF is to raise funds to offer scholarships to young filmmakers and female filmmakers at one of the local film schools. Make a young filmmaker's or female filmmaker's dream come true by sponsoring them.

### Sponsor a Festive Event: BIRR 50,000

There will be a number of festivities taking place during the Festival. Stay tuned for more information.

# PAST MOVIES



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# OUR SPONSORS SINCE 2007:



## CONTACT US

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