

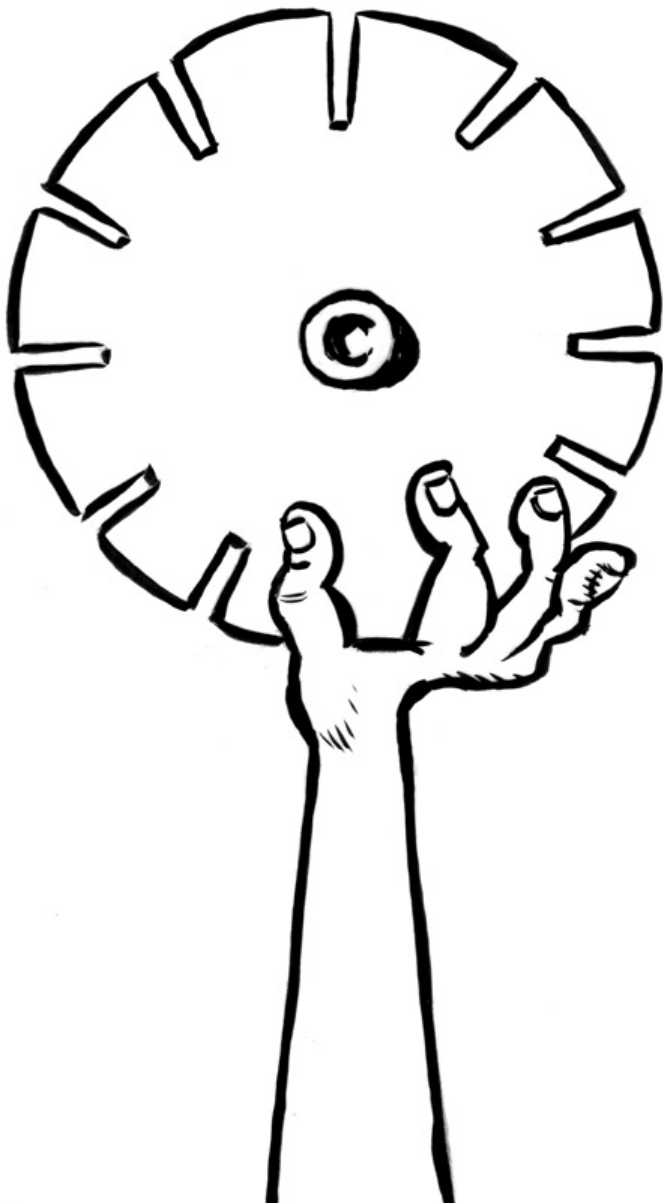


O HAWA

international festival
animation international
festival de L'Animation

Sponsorship Opportunities 2015

WHAT CAN THE OIAF DO FOR YOU?



Promote your company to the animation industry with marketing packages custom tailored to your company's needs and image.

Over 1700 delegates from the animation community attend including, animators, production executives, educators, students and fans.

With our packages, your company will receive repeated exposure to these passholders, on screen, on signage, in publications and through branded events and promotional opportunities.

All sponsors also receive wide exposure to thousands in the entertainment industry with recognition in the OIAF email newsletter (circ. 19,000), and in our Animation Magazine sponsor recognition ad.

Reach a huge audience in Ottawa with our Showcase packages.

The OIAF is a division of the Canadian Film Institute, a charitable organization. Help the art of animation grow and thrive. Help us to help your community.

Your support helps the OIAF put on an incredible program over 5 days. In 2014 we organized 69 screenings, 26 talks and professional development events, 11 networking events, 23 special events, 3 art installations and 6 free youth outreach events. We also run free lectures throughout the year for local high school students, organize the Best of Ottawa touring program. We maintain animationdirectory.ca (a guide to the Canadian animation industry) and toonapprentice.ca (a guide to animation for kids and teens).

The Festival has been running since 1976.

Total attendance: 28,000+ Entertainment industry delegates: 1700+
Number of invited vips and filmmakers in attendance: 100+



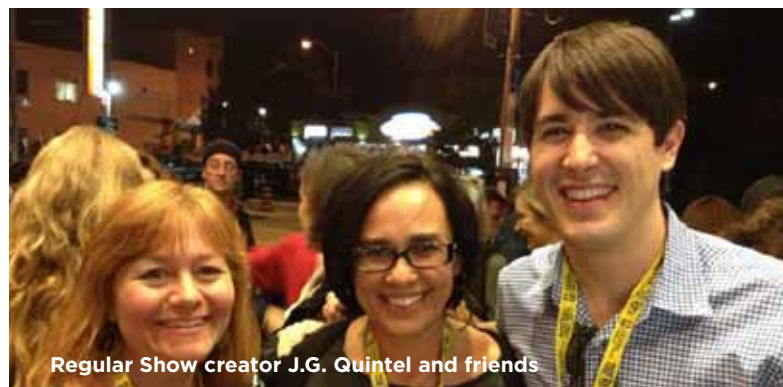
Crowd at the ByTowne Cinema



Animarket: For Schools and Recruiters



Legendary Disney Animator Eric Goldberg



Regular Show creator J.G. Quintel and friends

Passholder demographics:

Animation Student 34.1%	Animation Fan: 11.4%
Producer 3.3%	Educator 6.5%
Director 6.5%	Programmer 0.8%
Independent Artist 16.3%	Other Animation
Professional Artist 14.6%	Professionals 4.9%
	Other 1.6%

ABOUT THE FESTIVAL

SCREENINGS

The competition screenings are the highlight of the Festival, showcasing the latest independent short films, commercials, TV shows, student films, music videos, feature films and more. Each year the OIAF receives over 2000 entries. In addition to the official competitions, special screenings and retrospectives of classic and rare animation are also presented.

SPECIAL EVENTS AND PRESENTATIONS

When it's time to take a break from watching the latest animated films, the OIAF offers a variety of special events. Learn about the art and craft of animation at our professional development series. Kickstart your animation career at the Animarket. Join in the fun of our world-famous pumpkin-carving contest at the Animator's Picnic or any of our other exciting parties.

FAMILY FUN

Kids love animation and the OIAF serves up plenty of events that allow the whole family to explore the world of toons. There are lots of screenings that are suitable for kids and teens. Youngsters can make their own animated films in our hands-on workshops. High school students can scoop up a free Toon Apprentice Pass to watch the newest animated films while Animation Celebration provides free educational outreach programming to local elementary schools

VENUES

The Festival takes place across downtown Ottawa at the ByTowne Cinema, the Chateau Laurier, the National Gallery of Canada, Saint Brigid's Centre for the Arts and the Arts Court.



**ART +
BUSINESS**

THE ANIMATION CONFERENCE AT THE OIAF (SEPT 16-20, 2015)

TAC is North America's only event that lets you pitch, network and keep up with industry trends, while giving you access to the most creative, original and innovative animation out there. This animation business forum is designed for professionals in content creation, development, production, distribution and marketing.

TAC brings together key players in North America and international markets and provides a forum for active networking, practical information exchange, and trade in a comfortable and intimate environment.

KEYNOTE SPEAKERS

Each day begins with a keynote presentation by an industry leader. Gain first-hand insight into current debates from the veterans who have helped shape the industry.

PANELS AND SEMINARS

In consultation with our Canadian and international contacts we develop a series of panels and seminars exploring current industry issues, including technology trends, co productions, successful content creation and much more.

FAST TRACK

Producers have 10-minute meetings with participating development, acquisitions and programming executives, as well as distributors and producers.

PITCH THIS!

This is an opportunity for two producers to pitch a project to a panel of broadcasters and the entire Conference audience. We place a call for projects two months prior to the event.

BUFFET LUNCH

Delegates enjoy a daily complimentary buffet lunch where they can meet with their counterparts, share ideas, and build relationships.

TAC HAPPY HOUR

Following a full day of panels, pitches and business meetings, this is an opportunity for delegates to relax, get to know each other, and speak more intimately about projects in development and future partnerships.

TAC DELEGATE GUIDE

The essential tool for Canadian producers interested in meeting with domestic and international targets is the TAC Delegate Guide, which includes a biography and company profile for each delegate, full contact details and a photo.



ANIMATOR'S PICNIC

The Animator's Picnic, a staple of the OIAF, is the most inclusive and far-reaching networking event that brings together participants of the Conference with general Festival attendees.

OIAF SCREENINGS AND EVENTS

TAC passholders are also able to attend all OIAF screenings, professional development events and parties. Production executives get to have fun and recharge their creative batteries.

ALL SPONSORS RECEIVE A LOGO RECOGNITION AND BENEFITS PACKAGE THAT OFFERS A GENEROUS AMOUNT OF PROMOTION BEFORE, DURING AND AFTER THE FESTIVAL

Sponsors receive logo recognition:

- in print ads that will run in widely circulated industry publications such Animation Magazine.
- in the locally distributed Festival Program (circ. 15,000 in Ottawa)
- on screen at every screening (total audience of over 25,000)
- on site signage at every Festival venue.
- on the Festival web site (66,416 visitors during the month of the Festival).
- at the Festival press conference.

Other Benefits:

A description about your company and a link to your website will run in our electronic newsletters (circ. 19,000).

Mention on our social media network when your company signs on (reach 16,504)

Sponsors may insert material at no charge in delegate bags (1,600+).

Canadian sponsors get a free listing enhancements on animationfestival.ca.

Complimentary passes to the OIAF and TAC.

SPONSOR PACKAGES Showcase (10K)

This package is designed for companies who seek extensive promotion, targeting the animation industry and the local market. With a focus on innovative and diverse marketing, your company's logo will be seen more than 400,000 times before, during and after the Festival.

- Full page colour advertisement in the Festival Program and the TAC Delegate Guide
- 10 Festival passes with up to 5 upgrades to TAC
- Premium logo placements in on the Rideau Street overpass banner, on the Arts Court banner on all Festival promotional posters and on the front page of the website.
- 2 branded Festival components such as a screening, special presentation, an award, or another Festival component.
- On-screen slide to run throughout the Festival

SOME OF THE PREMIUM LOGO PLACEMENTS EXCLUSIVE AT THIS LEVEL:

FESTIVAL POSTER



ARTS COURT BANNER



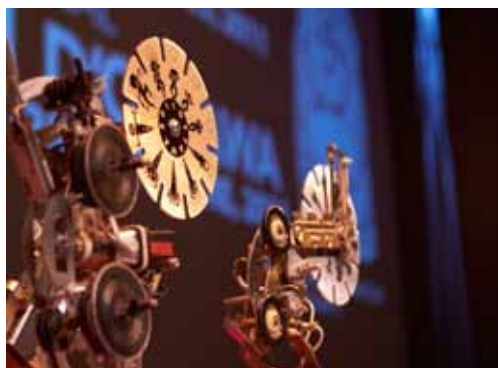
LOGO RECOGNITION ON FRONT PAGE OF WEBSITE



SPONSOR PACKAGES Major Supporter (5K)

The Major Supporter package is ideal for companies who want a great way to promote their company to the animation industry while receiving excellent promotional value.

- Full page colour advertisement in the Festival Program or the TAC Guide
- 5 Festival passes with up to 3 upgrades to TAC
- Brand one Festival component such as a screening, special presentation, party, award, or another item, as your company's own.



This level has also two pre-made packages to meet specific objectives

Education Package

This package is designed specifically for institutions who want to have significant local, national and international promotion. Showcase your school to animation professionals and potential students for your diploma, certificate, undergraduate, or graduate programs.

Includes: a 30 min presentation and table at the Animation School Fair held at the National Gallery of Canada on Friday, September 18 and a booth on Saturday, September 19 at the Animarket (St. Brigid's Centre for the Arts)

Screen films from your students at the late night Student Party taking place Friday, September 19th

Plus:

A full page colour advertisement in the Festival Program (local and Festival distribution) OR the TAC Guide.

Free delegate bag stuff.

5 Festival passes with up to 3 upgrades to TAC

Recruiter Package

The Recruiter Package will help your company find new talent. The OIAF is one of the most notable recruiting events in the world, attracting both students and professional animators. The Recruiter package is a great way to receive excellent promotional value and meet your company's goals.

Includes:

Animarket booth on Saturday, September 19th at St. Brigid's Centre for the Arts.

Promote your hiring criteria on our website and in our special Animarket e-newsletter.

Plus:

A full page colour advertisement in the Festival Program (local and Festival distribution) OR the TAC Guide.

Free delegate bag stuff.

5 Festival passes with up to 3 upgrades to TAC

SPONSOR PACKAGES: Patron (3K)

This package is aimed at companies that want to show their support for the Festival in a targeted, cost effective way. With a wide variety of sponsorship options, choose one that fits your sponsorship objectives.

This package includes:

- 3 Festival passes with up to 1 upgrades to TAC
- Brand one Festival component such as a screening, special presentation, party, award, or another item, as your company's own.

ADVERTISING OPPORTUNITIES

1 Festival Program

15,000 copies of this full colour, saddle-stitched, 96 page booklet are distributed across Ottawa and at the Festival itself. Great for companies that want to reach a wider audience and the animation crowd. Long shelf life as a OIAF souvenir and reference tool. (Deadline August 7)

2 TAC Delegate Guide

Make an impact on the 350 entertainment executives at our industry conference. This popular, spiral-bound reference book stays on the desks of decision-makers for a year or more after the event. (Deadline July 24)

3 On-Screen Slide

Showcase your company on the big screen throughout the Festival. The slides can be used to advertise a new property, give info about your company or ask a trivia question. Reach 18,000 throughout the week of the Festival. Free for all Partner and Showcase sponsors. (Deadline August 7)

4 Delegate Bag Stuffers Reach 1500+ TAC and Festival Passholders. Put your company's swag in the Festival Delegate bag. Free for all sponsors. (Deadline September 4)

BRANDABLE OPTIONS

SPONSORS CAN CHOOSE ONE OR MORE FESTIVAL COMPONENTS TO BRAND AS THEIR OWN. TALK TO US ABOUT YOUR MARKETING GOALS AND WE WILL HELP YOU CHOOSE THE RIGHT OPTION(S) FOR YOUR COMPANY.

SHOWCASE: 2 OPTIONS / MAJOR SUPPORTER: 1 OPTION (with an ad) / Patron: 1 OPTION



SCREENINGS / TALKS

Have a representative from your company introduce the screening/talk or run a short demo reel. Your company's logo will appear on special signage at the venue, on-screen and on all material promoting the event.

Options include the always packed Competition screenings, special programs or programming made for kids.

AWARDS

Be the centre of attention during the Closing Ceremonies by lending your company's name to an award. Associate your company with the best animation in the world in a category that best suits your image. Recognition continues long after the Festival is over with worldwide media coverage of the winners. Upgrade your sponsorship by providing the winner with a cash sponsorship or a gift.

FESTIVAL GEAR

Have everyone at the Festival wear your logo by branding the t-shirts, lanyards, delegate bags or passes as your own.

PARTIES

Our nightly parties are a festival highlight. Sponsor a party at cost (apr. \$5,500 with snacks and one drink). It's up to you what you want to do and how big you want to go.

TAC

TAC is the OIAF's business event, attracting producers, broadcasters and buyers from across Canada and around the world. This intimate event will allow you to make an impression on key industry decision makers.

Options include: Networking lunches / room names / the TAC Happy Hour party / Closing Cocktail / Meeting Place / Delegate Guide / keynote speakers / panels & seminars / Fast Track / TAC Delegate Lounge / Pitch This / coffee stations / internet / Screening Den / afternoon break

PLUS MANY OTHER CHOICES.

WE ARE HAPPY TO TAILOR A PACKAGE TO SUIT YOUR COMPANY'S NEEDS.

CONTACT KELLY NEALL, MANAGING DIRECTOR, FOR MORE INFORMATION AT
(613) 232-8769 OR SPONSORSHIP@ANIMATIONFESTIVAL.CA