



# SPONSORSHIP

qathet film society

[qathetfilm.ca](http://qathetfilm.ca)

Screenings at the  
Historic Patricia Theatre



qathet international  
film festival

**MAR 3-12, 2023**



The **qathet film society** (formerly the Powell River Film Society) produces the annual **qathet international film festival** (qiff), and is a registered non-profit, charitable society. We are currently in the planning stages of our 22nd annual festival. The event takes place from March 3 – 12, 2023.

The Film Festival connects with local businesses, societies, and community organizations to help grow our audience and reach into the district. Thanks to public support, the 2023 edition of the Festival returns to the Historic Patricia Theatre. For 2023, we will continue to bring the best of international, Canadian, and locally produced cinema.

With sponsorship levels of \$500 or more your organization can sponsor a film and have your logo displayed in our Festival Guide distributed with the Peak newspaper, on our new website with a link to your website, and on-screen at the Patricia while the audience waits for the film to begin.

If you advertise in the Festival Guide, published by The Peak, your ad will also be a part of the pre-screen show that also includes work by local artist. There's never been a better time to show your support of the Society and the Theatre.

We do recognize that for many businesses in town, recovery from lockdown has not been an easy process – and our sponsorship rates remain the same as last year.

Thank you for taking the time to review sponsorship opportunities with the **qathet international film festival**. Our goal is to provide an exciting venue for building cultural and economic connections within the community and to deliver value for our sponsors and partners, while engaging our audience.

If you have any questions, please do contact me. I'd like you to be a part of our newly named festival!

Best regards,



Gary Shilling  
Executive director  
qathet film society  
gary@qathetfilm.ca  
text/phone: 778-863-5687

P.S. Film Sponsorships are limited and are assigned on a first-come first-served basis. Contact me today to ensure sponsoring your film of choice.

This year's festival returns to the Historic Patricia Theatre. We're thrilled to welcome audiences back to Canada's longest continuously running movie theatre.



*Local jazz band, Retro, welcomed us all back to the reopened Patricia Theatre, October 1, 2021 for the PRFF+VIFF Festival.*

## qathet international film festival

Patricia Theatre  
5848 Ash Avenue,  
Powell River, BC  
V8A 4R6

[qathetfilm.ca](http://qathetfilm.ca)



The Festival supports independent local filmmakers and when possible, screens their work during the festival.

SINCE ITS INCEPTION, the film festival has showcased independent films and filmmakers. The newest and best feature films, documentaries and shorts, selected from Canada and beyond, often can only be seen through festival exposure.

Our audience has grown from 270 people in 2002 to over 3,200 attending in recent years, and we attract people from Vancouver Island and the Lower Mainland, as well as our local supporters.

Since that first festival, we have evolved into the qathet international film festival (qiff), operated by the qathet film society, a registered non-profit society with full charitable status.

The Film Society's vision is to foster a thriving film community in qathet Regional District, Powell River, Tla'amin Nation, and Shíshálh Nation.



The historic Patricia Theatre is the location for festival screenings, with an upgraded state-of-the-art projection system.



The interior of the historic Patricia theatre is one of the few remaining examples of atmospheric design where the architectural elements and ornamentation evoke a sense of being outdoors.



The festival attracts BC directors, who present their films and engage the audience. Nettie Wild, director of *KONELĪNE: our land beautiful*, presents at the 2017 festival.

## CORPORATE & COMMUNITY SUPPORT

The Film Festival recognizes the value of having strong relationships in the community. While the Film Festival generates revenue, it still depends on sponsorships, donations and grants to fully cover its expenses and to keep ticket prices low.

By supporting the qathet international film festival through sponsorship, your business can help us fulfill our objective to deliver programming that enriches and engages our audience in critical dialogue. Support can take the form of cash or in-kind donations of goods and services.

## SPONSORSHIP REACH

The Festival has a sponsorship level to suit your business needs. All of our sponsors have their names or logos featured in our Festival Guide, on our website, and displayed on the silver screen before all Festival films.

## AUDIENCE SUPPORT

The Film Festival is the region's premiere winter event. In 2020, pre-sales of passes for the Festival were the best on record, with 150 full passes sold, and 30 matinee passes. Membership levels exceed 300. Audience response to the films is very positive. The attendees love our programming. Of the 14 films screened, 12 rated more than 4 out of 5 stars.

## ABOUT IN-KIND SPONSORSHIPS

In-kind sponsorships are a valuable way to support the arts, not with dollars, but with products and services. In-kind sponsorships have a significant impact on the bottom line of the Film Festival. If you or your company offers a service or product you feel we might need, please let us know.



Film sponsors have the opportunity to engage with the audience. The Royal LePage team has volunteered on many occasions.



Tla'amin Singers and drummers welcome the audience back to the reopened Patricia Theatre.



We're proud our work with youth at our Film Camp. Mentors support the creative collaboration of the student teams. Local filmmaker Claudia Medina is pictured with her student crew.

## FILM FESTIVAL CONTRIBUTION LEVELS

Qiffrelies on Corporate sponsorship to help support our festival. Amounts listed represent either cash or in-kind values.

### All Sponsors Receive:

- Your name/logo on display throughout the Film Festival
- Your name/logo on the Film Festival Guide
- Link from the qathet international film festival website to your website
- Tickets to films of your choice, based on sponsor level and availability
- Your name/logo on pre-roll for all screenings

### Platinum Sponsor \$1000 - \$2999

- Sponsorship of Opening or Closing film.
- Pre-show slide at all Festival screenings.
- **Up to 10 free tickets**
- Reserved area for promotional display

### Gold Sponsor \$500 – \$999

- Sponsorship of a film of your choice (excluding opening & closing).
- Pre-show slide at all Festival screenings.
- **Up to 8 free tickets**
- Reserved area for promotional display

### Silver Sponsor \$300 – \$499

- Reserved area for business card and brochure display
- **Up to 5 free tickets**

### Bronze Sponsor \$100 – \$299

- Reserved area for business card and brochure display
- **Up to 2 free tickets**

### Friends of the Film Festival \$50 – \$99

- **1 free ticket**

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#### For Sponsorship information contact:

**GARY SHILLING**, EXECUTIVE DIRECTOR

gary@qathetfilm.ca • text/call: 1.778.863.5687

## ADVERTISE Festival Guide and Pre-Show



The Festival Guide is distributed as a supplement inside the Peak, at local establishments, and at the theatre. A variety of sizes of ads are available.



Pre-show Festival pass patrons arrive at screenings 20 minutes before showtime. Advertising is shown while they wait.

### Advertise in the Festival Guide and see your ad up on the silver screen !

To advertise in the Festival Guide, please contact Dot Campbell at the Peak at 604.483.6503

# GIFF

qathet international  
film festival