

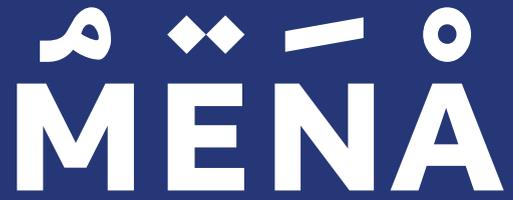
مَـنَا
MĒNĀ
Film Festival

menafilmfestival.com

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BOUL

EVERSEMENT



Film Festival

SPONSORS AND PARTNERS INFORMATION KIT

SEPTEMBER 2022



MENA inauguration in 2019
at Reliance Theatre, Emily Carr
University of Art and Design

ABOUT MENA FILM FESTIVAL

Every year Vancouver plays host to dozens of film festivals: local and international; big-budget and grassroots. Taken together they would represent the panorama of Vancouver's cultural life: from the Vancouver Italian and Jewish Film Festivals to the Vancouver East Asian, Latin American and Queer Film Festivals.

In spite of its strong economic and cultural roots, one demographic is missing in action, and - as far as the local film circuit goes - has been absent for too long: members of the Middle Eastern and North African community. MENA Film Festival was founded in 2019 with the purpose of filling that space with the voices of filmmakers and artists-local and national, young and established-who identify as part of the larger Canadian-Middle Eastern community. MENA aims to provide a stage for artists and emerging voices to share their work, open a space for dialogue and celebrate our place in the Canadian arts landscape.

MENA 2022 VISION

Beginning in 2019, MENA has programmed work that encompasses the geographical MENA/SWANA region, from documentaries, shorts, and features to genre films and experimental. November 2022 marks our fourth edition running, as well as second consecutive in-person screenings post-pandemic in partnership with VIFF Centre's Vancity and Studio theatres.

We continue to proudly dedicate space to film art from this region and its diaspora, with particular attention given to first-time and early-career artists to help them reach a wider audience. We aim to provide our audience with an opportunity to witness the experiences and narratives that inform the world around them, and for those who feel unrepresented, to see themselves on-screen. We wish to break through the walls of cultural division to locate a community, language and art that seeks to diversify and complicate Canada's cultural life, within the MENA/SWANA community and beyond.

LEADERSHIP TEAM



Arman Kazemi: Festival Director

Arman is a Vancouver-based writer, journalist and filmmaker. His work has appeared in the Globe and Mail, CBC and the Georgia Straight with films exhibited in festivals in North America and Europe. Born in England to Iranian parents and reared in the west coast, Arman has always teetered along the hyphenated tightrope of his Iranian-Canadian identity. Arman's work engages more and more with immigrant ontologies and especially the Iranian diaspora experience.



Ghinwa Yassine: Director of Strategy

Ghinwa is an anti-disciplinary artist and film-maker. She has a background in video installation, performance, writing, and drawing. She was born and raised in Beirut, Lebanon, worked in Dubai and London, studied in the Netherlands, and moved to Vancouver in 2017. Ghinwa has exhibited her video art in many galleries in the Netherlands, UAE, Canada, Croatia, Iran, Lebanon, and others.



Anaïs Elboujdaini: Programming Director

Anaïs is a Montréal-based reporter, documentary filmmaker and poetry writer. She is one of the festival's co-founder and the Programming Director for the MENA Film Festival and has been instrumental in shaping the festival's vision as part of the programming collective. She holds a degree in Political Science from the University of Ottawa.

A photograph of a group of people in a social setting, possibly a conference or networking event. The central figure is a woman with dark hair and bangs, wearing a white button-down shirt and a small circular badge on her chest. She is smiling and looking towards the right. She is holding a white paper with a blue logo. To her left, a man in a blue jacket is partially visible. To her right, a person with long dark hair and a beard is partially visible. In the foreground, the back of a person's head and shoulder is visible, wearing a yellow jacket. The background shows other people and a brightly lit indoor space. The text "WE'RE BUILDING CONNECTIONS" is overlaid in white, bold, sans-serif font across the center of the image.

WE'RE BUILDING CONNECTIONS

WE'RE BUILDING CONNECTIONS

Our circle of partners, industry stakeholders and community activators has widened since our inaugural year to include many individuals and organizations who believe in MENA mission. Since the digital pivot after 2020 in particular, we have been able to bring renewed focus to our activities from outside British Columbia.

Since 2020, we have been humbled to include among our growing list of partners and sponsors: **the SFU Centre for Comparative Muslim Studies; DOXA Film Festival; Toronto Arab Film and Toronto Palestine Film Festival; the Consulate General of France in Vancouver; Vancouver Film Festival; Telefilm Canada; and Creative BC**, among others.

Sadika's Garden film crew, 2019



Jasmine Road and Roads of Ithriya
film crews, 2021





MENA 2019 opening







WE'RE PUSHING BOUNDARIES

WE'RE PUSHING BOUNDARIES

MENA has established itself as one of the principle organizations representing the culture and art of the MENA/SWANA community in B.C.

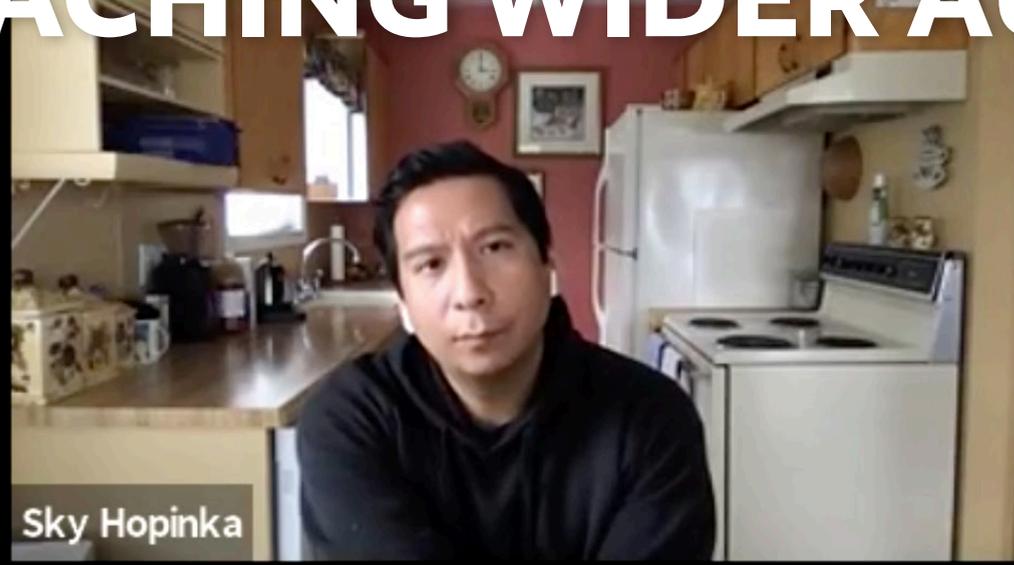
We're committed to bring MENA/SWANA arts and culture to audiences through music, storytelling, food, talks and interventions by activists and academia, and of course film! We strive to highlight intersectional content that brings MENA/SWANA into dialogue with the critical issues facing our communities as a whole: helping engender a decolonial, anti-racist and gender-identity and equity discourse to all our activities.

We select films that complicate the narratives around MENA countries while respecting their uniqueness and diversities.









WE'RE REACHING WIDER AUDIENCES

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We're reaching more people every day as our social media engagement and co-presentations grow. Our digital strategy continues to attract our local audience to the arts and artists that represent the MENA/SWANA community across the diaspora. Through our social channels, we create conversations about issues pertaining to the region, championing artists and events from the region, and supporting local arts and culture events and individuals whose values align with ours.

This year, we are investing in an advertising campaign with the aim to reach 100K individual followers across Canada. Our campaign is targeted towards people from various age groups with an interest in arts and culture, with a focus on film, community and diversity.

2021 FESTIVAL ATTENDEES

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Last year's festival saw some 978 audience viewers join us in-theatre and online cumulatively, with 662 attending at VIFF theatre over the festival week. Within the 3 weeks leading up to and the week of the festival, we boasted over 3,300 unique website visitors, with over 2,500 active followers across our social accounts and growing.

The majority of our attendees last year were directly or indirectly related to the MENA/SWANA region, either as recent immigrants or descendants from that region. In addition to that, our festival attracted a broader local audience interested in world cinema. We are adamant at building ties with our audience and as such we have been engaging in meaningful conversations with them during last year's festival and later on through our social media campaigns, and today some of them have turned into long-term supporters, board members, volunteers and friends.

“Very grateful and happy to have been a part of MENA. Let me just say, one of the qualities that stood out to me was the genuine kindness of Arman, Anaïs and Mahtab and their communication with us, such an excellent opportunity to showcase my work. Ran by great people. The screening quality was very high, and the films chosen were all wonderful. Loved it! I highly recommend applying to this fest.”

- Sina Moazzenizadeh, Vancouver-based filmmaker

“The MENA Film Festival is absolutely one of the best festivals for Arab and Middle-Eastern (and diaspora) filmmakers out there! The programming team is dedicated, passionate, inclusive, and extraordinarily helpful and communicative. They are doing such important work and doing it well! We had the pleasure of attending in-person and it was such an honour to see our short film “The Sailor” on the big screen and participate in the filmmakers roundtable! If you have a film that deals with the Middle East or are from the region this is where you want to be. The 2021 edition was at the VIFF Centre which was an incredible bonus! Thank you, MENA team!”

- Ahmed T. Ragheb, Pittsburg-based filmmaker

MENA 2021 Closing Ceremony



OH
MEN

WE'RE GROWING

MEŇA
Film Festival



WE'RE GROWING!

Since starting out with seed funding from Neighbourhood Small Grants for our inaugural screenings at Emily Carr's Reliance Theatre in 2019, we have grown into a multiplatform festival recognized globally as a hub for film art in Canada for the MENA/SWANA region with more than a dozen partners in BC and across Canada.

Some of our sponsors and partners:



WE'RE GROWING!

2019

2-Day Screening Event

200 Attendees
8 Partners
6 Films
8 Countries
4 Q&As

2020

Earth Day Online Screening

50 Attendees
2 Partners
2 Films
2 Countries
1 Q&A Event

1-Week Online Festival

500 Projected Attendees
10 Partners
24 Films
17 Countries
4 Q&A Events
2 Panel Discussions

WE'RE GROWING!

2021

Hybrid Festival

- 7 Days
- 35 Short Films
- 5 Feature Films
- 662 Attendees
- 263 Online Attendees
- 12 Partners
- 17 Countries
- 3 In-Person Events
- 8 Online Q&As
- 1 Art Exhibit

2022

Hybrid Festival

- 7 Days
- 30 Short Films
- 10 Feature Films
- 17 Partners
- 19 Countries
- 4 In-Person Events
- 1 Industry Event and Networking Night
- 8 Online Q&As
- 1 Art Exhibit

- 800 Projected Attendees (20% increase)
- 300 Projected Online Attendees



Reliance The

PURSUE YOUR CREATIVE PRACTICE

MENA

Film Festival



Aleph

MIDDLE EASTERN EATERY

EMILY
CARR
UNIVERSITY
OF ART + DESIGN

vancouver
four
neighbourhood
small grants

Emily Carr Persian Club

JNO
NFB



ART
BOOK
WEEK

WE WANT TO WORK WITH YOU



EMILY CARR
STUDENTS' UNION
BC FEDERATION OF
STUDENTS LOCAL 10



SPONSORSHIPS

SPONSORSHIPS

Below are our available sponsorship and partnership opportunities for companies, organizations, and individuals.

BENEFITS SUMMARY

Benefits per tier	Olive Branch	Saffron Givers	Silver Reel	Gold Pomegranate	Diamond Buraq
Contribution	\$1,000-\$2,500	\$4,999-\$2,501	\$9,999-\$5,000	\$10,000-\$14,999	\$15,000+
Post on social media	✓ Bundled post	✓ Bundled post	✓ 1 unique post during festival period	✓ 2 unique posts during festival period	✓ 3 unique posts during festival period
Logo on website		Logo on Partners page	Logo on Partners page	Large placement on Partners page + in the footer on all pages	Preferred placement on Partners page + in the footer on all pages
Logo on pre-screening static graphics		✓	✓	✓	✓
Logo on poster			✓	✓	✓
Tickets and full festival Access Pass	6 film tickets of your choice	2 all-access passes + 6 film tickets	4 all-access passes + 10 film tickets	6 all-access passes + pre-arranged tickets per request	8 all-access passes + pre-arranged tickets per request
Access to VIP industry event	✓	✓	✓	✓	✓
Invitation to pre-ceremony wine reception on closing date	✓	✓	✓	✓	✓
Mention during Opening ceremony inauguration			✓	✓	✓
Invitation for a representative to speak during opening ceremony				✓	✓
30 sec pre-roll trailer spot					✓
Guaranteed official co-spon of an event or screening					✓

TOP SPONSORS DETAILS

MENA DIAMOND BURAQ SPONSOR

Buraq is a protean figure in the mythology of the MENA/SWANA region whose name comes from the root to shine and give light, and has become the perennial figure of the MENA Film Festival.

Benefits:

As a Diamond Buraq sponsor, your brand visibility across all our marketing platforms is our priority. We aim to connect your brand with our audience in a personal and strategic way. In addition to the festival perks and passes, we offer Diamond Buraq sponsors:

- 30-second advertising time at the start of every film which you may design and edit how you wish;
- Prominent display of brand assets on our online platform, including preferred placement on our website and up to 3 social media posts during the festival run;
- Physical display of logo in newsletters, posters and full-page spread in our festival brochure with copy of your choice;
- Invitation to a representative of your organization to speak during our Opening ceremony.

Contribution:

To become a Diamond Buraq sponsor means to help MENA's screens shine the brilliancy throughout to the world. When you invest \$15,000 or more, your name and organization will shine with us.

MENA GOLD POMEGRANATE SPONSOR

GOLD Pomegranate sponsors are key contributors to our annual event and help make MENA into a thriving space for MENA/SWANA cinema art in Canada

Benefits:

GOLD Pomegranate sponsors are guaranteed visibility across our marketing platforms. In addition to the festival perks and passes, GOLD Pomegranate sponsors receive:

- Prominent display of brand assets on our online platforms, including large placement on our website and up to 2 social media posts during our festival run;
- Physical display of logo in newsletters, posters and full-page spread in our festival brochure;
- Honourable mention during our opening remarks.

Contribution:

GOLD Pomegranate sponsors are key contributors and for up to \$15,000 will ensure MENA becomes a thriving space for MENA/SWANA cinema and art in Canada.

MENA SILVER REEL SPONSOR

SILVER Reel sponsors support MENA Film Festival's mission to provide a stage for emerging artists and new voices from the MENA region to share their work, open a space for dialogue and celebrate their place in the Canadian media landscape.

Benefits:

In addition to the festival perks and passes, Silver Reel sponsors get:

- Recognition on our online platforms, including your logo on our website and as well as mention in a bundled social-media post;
- Physical display of logo in newsletters, posters and half-page spread in our festival brochure;
- Honourable mention during our opening remarks.

Contribution:

By contributing between \$5,000 to \$10,000, SILVER reel sponsors have the benefit of knowing their contributions go directly to paying our contributing artists and filmmaker screening fees (as we ensure every film accepted to the MENA Film Festival receives industry-standard remuneration.)

GET IN TOUCH

Get in touch with us at

sponsorships@menafilmfestival.com

to discuss ways we can work together.

THANK YOU

menafilmfestival.com