



Giffna

GUJARAT INTERNATIONAL
FILM FESTIVAL OF NORTH AMERICA

15th to 25th August, 2021
On Virtual Platform





About GIFFNA

As a one of the few important cultural importers of Gujarati Culture to North America, The Gujarat International Film Festival (GIFFNA) is a Virtual Platform created to showcase Gujarat, Gujarati language, Culture, folklores, Art, history, people and their life stories and audiovisual creation by Creators of Gujarati Roots from around the world. GIFFNA will continuously deliver unique & elevated experience which bring Makers and Audience together and celebrate the Spirit of Gujarat.

GIFFNA is a collaborative mission of those who are from elite background of Films, Media, Events, Networking, Film Distribution & content Making. With an average experience of 25 plus years, the core team holds prominent positions in various organization across USA and India.

Along with Core Committee, the GIFFNA is benefitting by the experts of Digital Platforms, Designers, Networkers & Social Influencers who are known to give best to the society in professional ways.

GIFFNA is also backed up with strong financial, moral & intellectual supporters across different parts of world.





OBJECTIVES

- Delivering a unique and elevated virtual experience
- Utilizing new platforms to spotlight Gujarati content to masses
- Honor established industry professionals
- Launch new networking opportunities for filmmakers to market their films.
- Creating an opportunity for Healthy Choices instead of competitions & routine awards
- Creating network of communities to enjoy Gujarati Creations
- Becoming partner in efforts to celebrate success of movies
- Creating Learning Opportunities
- Knowledge Sharing
- Establishing long term relationship with content creators who want access in America & becoming a strong support .



BENEFITS

- Reaching beyond boundaries & getting new audience across USA
- Easy & Supportive process to feature the film in virtual platform
- Viewership & critic appreciation
- Certificates
- Consolidated & Focused Marketing
- Monetary Gain
- Networking to promote and sale theatre rights in USA
- Community Gathering
- Appreciation & recognition at International level
- Right Audience – Right Partners – Right Promotions
- Aiming to reach at least 1 lakh Gujaraties and other diversity film enthusiast viewers
- There will be multiple community participated events related to Main Screening hence the exposure is wide.
- Competition helps to lead in popularity, appreciation & recognition.



WE INVITE

Gujarati Films

Films produced and directed in Gujarat and Gujarati language.

Gujarati Diaspora Films

Films that feature the work of aspiring & budding filmmakers, writers, directors of Gujarati Roots.

Gujarat Inspired Films

Films made by non-Gujarati that features significant Gujarati content, inspiration and subject matter.

Premiere status

Only films that have not premiered in North America on digital or any other platforms



Film Festival

- Festival will be held on virtual Platform & will be webcasted across America
- Selected Films will be presented to more than 1 lakh viewers
- Publicity across all medias will start before one and half month.
- Mass registrations will be invited from audience through individual enrollments and community enrolments.
- Producers, Directors, Actors, Music Directors, Singers will be given special highlights through video bites, posters & Profile releases.
- Renowned personalities from the industries will speak for films & Festival.
- Series of subsidiary events like talk shows, workshops, performances will be organized along with main screening.
- A specially designed Critic & Appreciation forum



Film Contest

- Along with Festival, makers can participate in Film Contest which will help them getting jury & judgements from the acclaimed film professionals .
- Jury members of different fields will critically examine the content & declare different rankings and put remarks of their judgement too.
- Makers to win prizes in monetary forms along with certificates of winners & merits.
- Increasing viewership & networking with marks of appreciation from jury who are renowned.
- The certificate of participation, merit and winners will help the content get more publicity in local markets.
- The credit will help in increasing prize, profit and thus value of content.
- Its not a race of awards, it is an appreciation with grades.
- Opportunities for business – selling different rights
- Winners & Merit Films will be broadcasted with special events & marked publicity in festival



Token of Appreciation

1. Best Feature Film -	51000.00
2. 2 nd Best Feature Film -	25000.00
3. Best Original Story – Feature Film	11000.00
4. Best Director – Feature Film	11000.00
5. Best Director – Diaspora Film	8000.00
6. Best Actor / Actress -	5000.00
7. Best Music -	5000.00
8. Best Singer – M-F -	5000.00
9. Best Cinematography -	5000.00
10. Best Film on Gujarati Literature -	11000.00
11. Best Diaspora Film -	11000.00
12. 2 nd Best Diaspora Film -	8000.00



RULES

- Selective films will be screened on the platform of GIFFNA through a secured special platform under official broadcast of Film Festival.
- Apart from Film Festivals, makers can participate in Competition to get screened by critics and specialist juries & win prizes with high appreciations.
- For Selected Films & Specially recognized films, revenue sharing and/or pay-per-view options will be discussed. The same is not for all Films.
- GIFFNA is inviting digital & theatre rights for one to three years.
- Film-makers to provide press kits, posters, trailers & other publicity materials with rights to display on GIFFNA's platform.
- All commercial / private IPs must come along with authorized written permission for screening of long term partnership.

Contact Us



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GiffnaFilmFestival21



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