

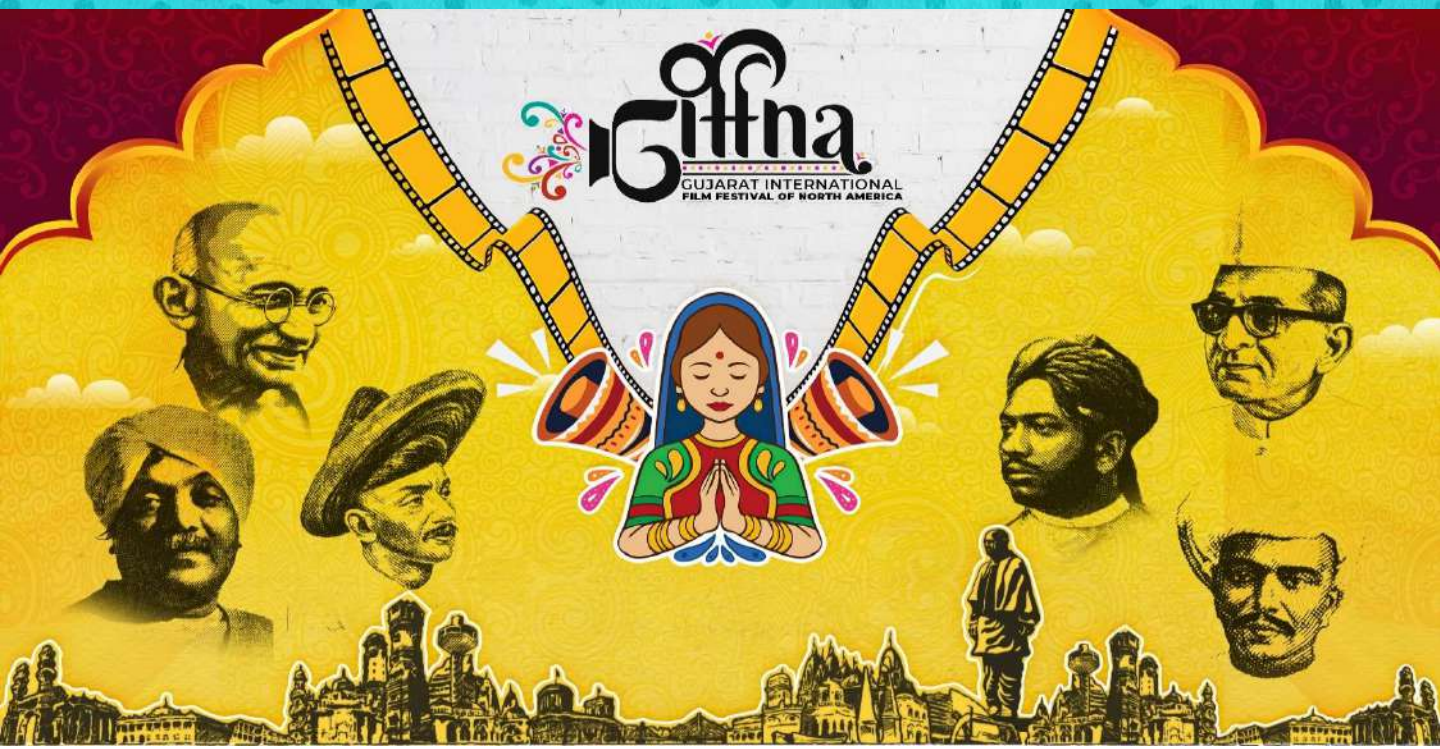
# Giffna

GUJARAT INTERNATIONAL  
FILM FESTIVAL OF NORTH AMERICA

15<sup>th</sup> to 25<sup>th</sup> August, 2021

On Virtual Platform

Giffna  
GUJARAT INTERNATIONAL  
FILM FESTIVAL OF NORTH AMERICA





## 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 to the makers and audience.
- 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, recognizing brands associated and thus generate business too.
- Creating Learning Opportunities through knowledge sharing
- Creating a strong market for Gujarati content & brands in USA
- Establishing long term relationship with content creators who want access in America & becoming a strong support .



# WE INVITE

## **Gujarati Films**

Films produced and directed in Gujarat in Gujarati

## **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





## Festival & Contest

- All feature , documentaries & diaspora films will be webcasted for one time watch.
- The festival will be supported by number of cultural events, workshops and talk shows.
- A jury will select the films for suitable content
- Mass promotions will be done to enroll minimum of 1.5 lakh viewers
- 360 degree promotion through social handles, TV channels, newspaper will be done to promote festival.
- Along with festival, there is a contest for makers who will be recognized with monetary prizes, certificates, trophies & special screening too.

# Title Sponsor

## Advantages

**\$25,000 & more**

- ❖ **Sponsor's Name will be announced as event partner of GIFFNA**
- ❖ **Sponsor's Logo will be placed on all print and online materials.**
- ❖ **Representation in Opening ceremony virtually.**
- ❖ **30 second to 1 min. Commercial on screen between Film Blocks.**
- ❖ **Brand Logo Tag in GIFFNA TV Promos - GIFFNA Promo will run 1 month prior to the event.**
- ❖ **Sponsor's Logo and Links on the website and other social media**
- ❖ **To run a crawl during films and in commercial breaks.**
- ❖ **Participation in Pre- Events & Post Events**

# Platinum Sponsor

## Advantages

**\$ 20,000 and up**

- ❖ **Sponsor's Name will be announced as Powered By**
- ❖ **Sponsor's Logo will be placed on all print and online materials.**
- ❖ **Representation in Opening ceremony virtually.**
- ❖ **30 second to 1 min. Commercial on screen between Film Blocks.**
- ❖ **Brand Logo Tag in GIFFNA TV Promos - GIFFNA Promo will run 1 month prior to the event.**
- ❖ **Sponsor's Logo and Links on the website and other social media**
- ❖ **To run a crawl during films and in commercial breaks.**
- ❖ **Participation in Pre- Events & Post Events**

# Gold Sponsor

**\$ 10,000 and up**

## Advantages

- ❖ Sponsor's logo will be placed on all print and online materials.
- ❖ Brand Logo Tag in GIFFNA TV Promos, GIFFNA TV promos will run 1 month prior to the event.
- ❖ Sponsor Logo and Links on the website and other social media.
- ❖ Representation in supportive Events
- ❖ To run a crawl in commercial breaks.



# Other Sponsors

## Advantages

**\$3000 to \$5000**

- ❖ **Sponsor's logo will be placed on all print and online materials.**
- ❖ **Brand Logo Tag in GIFFNA TV Promos, GIFFNA TV promos will run 20 days prior to the event.**
- ❖ **Sponsor Logo and Links on the website and other social media.**
- ❖ **To run a crawl in commercial breaks.**

# Contact Us



+91 8780978260/ 9426621868



contact@giffna.com



GiffnaFilmFestival21



giffna



www.giffna.com

