



**Be Part of CIFF 2020!**

**September 24 – October 4, 2020**

## ONSCREEN ADVERTISING OPPORTUNITIES

The **Calgary International Film Festival** offers on-screen advertising opportunities during the **11-day festival** providing great brand exposure & audience reach. This year, we'll also have online film streaming, providing a wider audience reach and additional exposure opportunities!

*Showcase your message on the big screen to a captivated audience!*



### Pre-Show Motion Graphic SLIDE

Motion graphic slide played on screen while the house lights are up prior to screenings.

Price		Screenings
\$600 +GST	3 days (in-cinema screenings)	22 - 28 screenings
\$1,050 +GST	6 days (in-cinema screenings)	45 - 50 screenings
\$1,750 +GST	All 11 days regular in-cinema screenings	96 screenings
INCLUDED	Static slide with clickable link on our online film streaming page(s) for 1-3 films	

### Pre-Show VIDEO (formerly “Lights Up VIDEO”)

Your video ad played on screen while the house lights are up prior to screenings.

Price		Screenings
<b>15-Second Advertisement</b>		
\$900 +GST	3 days (in-cinema screenings)	22 - 28 screenings
\$1,650 +GST	6 days (in-cinema screenings)	45 - 50 screenings
\$2,500 +GST	All 11 days regular in-cinema screenings	96 screenings
<b>30-Second Advertisement</b>		
\$1,200 +GST	3 days (in-cinema screenings)	22 - 28 screenings
\$2,300 +GST	6 days (in-cinema screenings)	45 - 50 screenings
\$3,750 +GST	All 11 days regular in-cinema screenings	96 screenings

To Advertise with CIFF please contact:  
[partnerships@ciffcalgary.ca](mailto:partnerships@ciffcalgary.ca)

**Booking Deadline: August 7th, 2020**  
**Materials Deadline: August 17th, 2020**



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## **ONLINE SPECIALS FOR 2020**

### **Sponsor a Film**

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All of our films, both in-cinema and online will have filmed introductions this year. Make your mark by introducing a film yourself via a CIFF-produced intro! Your name and business will appear on the screen and you can let everyone know how you support CIFF.

**Verbal mention of your business sponsoring the film = \$1,500**

**See yourself on the silver screen - be part of the intro = \$2,200** (shooting Sep 1-3, 2020)

### **Clickable Ad on Film Page**

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Tile ad on one (1) CIFF film streaming page with clickable link to your website **\$400 - \$600**

### **Advertise During Live Virtual Event**

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Your business name and logo appearing on CIFF Live Event screen **\$500 - \$900**

Verbal mention of your business name during CIFF Live Event **\$800 - \$1,200**



**Ask your questions  
in the chat!**



**Birds & The Bees**  
1.5 Cointreau  
1.5 Fresh Lemon Juice  
1oz Simple Syrup  
Dash of Absolut



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**If you are interested in combining any of the above options, we would be happy to provide a further discount!**

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