



Reel 2 Real
International Film
Festival for Youth

Vancity Theatre & Roundhouse
Community Centre
April 2-8, 2017

2017

Sponsorship Opportunities



Our mission

The Reel to Real: A Celebration of Moving Images for Youth Society (R2R) is a non-profit charity dedicated to showing the best in film and media for young audiences.

R2R presents a weeklong film festival annually, and filmmaking programs year-round. Through interactive screenings and filmmaking workshops, R2R involves young people in actively viewing films that explore diverse cultural perspectives, and in creating films that explore issues relevant to their young lives.

A unique sponsorship opportunity

R2R is the only organization of its kind in Western Canada, offering young people the opportunity to see extraordinary films from around the globe, and to learn the craft of filmmaking to tell their own stories. Our corporate partners share our commitment to inspiring youth, through film, to make positive changes in their schools and in their communities.

Our corporate partners connect with a media savvy young audience, and the families and teachers in their lives. Our festival atmosphere is exhilarating, as hundreds of children and youth take part in screenings and workshops at the Roundhouse Community Centre and Vancity Theatre. Our workshops at the Vancouver Museum, Richmond Cultural Centre, and Port Moody Arts Centre are just as electric, as young people discover the skills to animate their ideas to life.

Who is the audience?

Youth between the ages of 6 and 19 enjoy our annual film festival with their families and teachers. R2R works with elementary and secondary schools, public and private, across Metro Vancouver. R2R also travels to remote communities in BC, to bring filmmaking workshops to young people least able to afford and access such opportunities.



Director

\$500 - \$999

- Logo and name placement on R2R website and festival promotional trailer
- Two complimentary Family Passes for the festival
- Contest opportunities and giveaways (up to 10 tickets to one film)
- Social Media Outreach (one post, with at least two interactions)



Sponsorship Possibilities

Tell us what you're looking for! R2R welcomes innovative ideas for engagement from our corporate partners. Or choose from the following festival sponsorship packages:

Producer

\$1,000 - \$2,999

- Logo and name placement on R2R website, festival promotional trailer, and posters
- Four complimentary Family Passes for the festival
- Contest opportunities and giveaways (one promotion of up to four Family Passes)
- Social Media Outreach (two posts a month, with at least four interactions)
- Verbal recognition at the Opening Night screening

Studio Head

\$3,000 - \$5,000

- Logo and name placement on all of the above, plus festival program and venue signage
- Ten complimentary Family Passes for the festival
- Contest opportunities and giveaways (focused co-promotion)
- Social Media Outreach (focused co-promotion)
- Verbal recognition at the Opening Night screening and Closing Awards Celebration
- Four complimentary tickets to Opening Night and Closing Awards
- Logo placement in paid advertisements in the Georgia Straight
- Free theatre advertisement (one slide) projected before festival film screenings
- Banner placement at all venues (one banner)
- Acknowledgement in festival press releases

Auteur

\$5,000 +

Everything in the Studio Head package plus:

- Presentation booth at the Behind the Scenes Expo for branded merchandise distribution
- Animation workshop for 30 participants, or a private screening for up to 175 employees
- Exclusivity and naming rights, negotiable

What R2R events are available for sponsorship?

The R2R festival has a variety of events and programs that offer targeted opportunities for sponsors to engage with young audiences and families. Some highlights include:

Opening Film & Party

The Opening Film & Party at the Vancity Theatre kicks off our Festival each year. This event is a fabulous opportunity to celebrate films for youth with local filmmakers, visiting Canadian and international artists, the media, our sponsors, and our community partners. Following the opening night film screening is a reception with food, drink, and fun activities for the whole family.

Youth Jury

The Youth Jury Program aims to foster a deeper appreciation for independent film from Canada and around the globe. This innovative program begins in January with a free workshop in film criticism. A challenging and interactive experience, students sharpen their critical eye, gain appreciation for different genres, and learn what makes a film great.

Beginning in February, two youth juries (ages 9-12 and ages 13-19) of up to twenty-five young people are formed to evaluate short films in their age category and to choose the award winners. During the Festival, these juries attend the feature films in competition and choose the award winners.



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It was different from being just a passive viewer... The result is that we'll watch movies and TV differently, based on what we've learned. In a world dominated by the media, it's an important skill to be able to... look at these images more critically.

*Adriana Byrne,
Grade 11*



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The Youth Jury is an opportunity to see film through a new lens. You are exposed to movies you wouldn't otherwise see: foreign, local, feature, and short. By watching with a critical eye and discussing with fellow jury members, film takes on a whole new dimension.

*Saskia Vaisey,
Grade 9*



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I was continually blown away by the number of talented filmmakers from across the globe that submitted their films to the festival... I hope that filmmakers keep remembering the youth as an important and influential audience in the future.

*Yasmin Kassam,
Grade 11*



Sunday Fun Day!

Films + workshops

Bring the whole family to see an amazing selection of animation, live-action, and documentaries from around the world. Then take part in hands-on animation workshops.

Pancake Breakfast

Come early and enjoy our all-you-can-eat breakfast of homemade pancakes and sizzling bacon. We'll also have juice, and gallons of hot coffee for the grown-ups. Vegan and gluten-free options are available.

Youth Media Conference

Our day-long conference combines panel discussions, short film programs, a job fair for the local entertainment industry, a showcase for youth-made content, and our closing night presentation. Sponsoring this event provides your company with the opportunity for brand association with some of the biggest players in Vancouver's entertainment industry. This is where recruiters, schools, and film production companies do their best to woo the talent of tomorrow.

Media Literacy

Panel Guests from British Columbia and around the world come together to discuss the latest trending topics that relate to youth and media literacy.

Behind the Scenes Expo

This one of a kind job fair is designed for students to gain insight into Vancouver's fastest growing industry.

Youth Filmmakers Showcase

The annual Young Filmmakers Showcase provides a venue to showcase the best film and video made by youth ages nine to 19 from across British Columbia. The films are judged by film professionals and awarded prizes during our Closing Night Celebration.