

PROGRAM SPONSORSHIP

Program Sponsors of Seattle's 5th Independent South Asian Film Festival will co-sponsor a specific program of the festival that is directly related to the organization's mission and interest. ISAFF takes place September 24th-28th, 2008 at the *Broadway Performance Hall*. Below are the responsibilities of ISAFF and the Program Sponsor.

ISAFF Responsibilities

The festival will try our best to cater the programming needs of the Program Sponsor, for example accommodate scheduling or screen a related PSA before the film. Note that we may not be able to meet every request due to festival logistics.

The festival will acknowledge the sponsor name anywhere that it mentions the program, including but not limited to:

ISAFF Promotional Materials

- On the official ISAFF website, there will be acknowledgement on the program page with link to Sponsor's website
- Sponsor Acknowledgement on any emails, e-newsletters, flyers, or slide about the program

During ISAFF

- Program Sponsor can have an on site presence on the day of the program. This includes having a table in the upstairs lobby.
- We will verbally acknowledge the Program Sponsor at the beginning of the program. The Sponsor also has the opportunity to introduce the program.
- Invitation to speak at post-film discussion if applicable.

Other

- First time sponsors will be added to the website's Partners page.

Sponsor Responsibilities

Below are some of the expectations that the ISAFF has of the Program Sponsor. It will vary from sponsor to sponsor. Generally speaking, we would like the Program Sponsor to take ownership of the event and make the most of

- The suggested Program Sponsor fee is **\$500**. For special cases, the amount may vary on the sponsor's capacity, nature of the program, and needs of the Program Sponsor.
- Promote the festival program to the sponsor's community and beyond. We encourage sending out emails to listserv as well as creating.
- Provide knowledge on the program topic. This might include moderating a discussion, providing a speaker, providing printed materials on the topic, or offering opportunities for direct action.



FESTIVAL DIRECTORS

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MAJOR SPONSORS



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ISAFF is produced by Tasveer, a community-based not-for-profit organization promoting independent South Asian film in the Northwest.