



PROPOSAL: A PERMANENT HOME FOR TINFF IN BRAMPTON

tinff + **ebdfm**
TORONTO INTERNATIONAL
NOLLYWOOD FILM FESTIVAL

CANADA BLACK & DIVERSITY
FILM MARKET SUMMIT



BRAMPTON



We are thrilled that the Toronto International Nollywood Film Festival (TINFF), a registered not-for-profit organization, will be held in Brampton on an annual basis! The long-term partnership between TINFF and Brampton will bring filmmakers, investors, industry experts, executives, and other stakeholders to the festival and market summit, serving as a creative hub for filmmakers and industry professionals to close deals.



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About TINFF

The Toronto International Nollywood Film Festival (TINFF) and the Canada Black and Diversity Film Market Summit (CBDFMS) are happy to announce that Brampton, Ontario, will serve as a permanent home and host as part of their tourism and culture program for the annual TINFF Festival and CBDFM Content Summit scheduled for September every year. This will gather industry professionals from all over the world in Brampton, Ontario.



BENEFIT TO BRAMPTON

When the city of Brampton serves as the permanent home of the TINFF's yearly festival, it is simpler to create a distinct vision, objective, and goal. The TINFF and its subsidiary affiliation, the Black Actors and Film Guild Canada, will aim to market Brampton as a multicultural, diverse, and inclusive festival destination, attracting industry investors and stakeholders, boosting tourism, culture, social, business, and economic development in Brampton, creating new job opportunities, and luring new foreign investors and delegates to the city every year.



MISSION

TINFF's mission is to promote Brampton's rich heritage to global, regional, and local audiences through film and music.



COMMUNITY BENEFITS

TINFF helps lay the groundwork for new and upcoming artists, filmmakers, actors, and the performing arts sector, in addition to fostering the careers of more seasoned professionals, inspiring its patrons, continuing to celebrate its diverse brand here in Brampton, and ensuring that Brampton remains a film epicentre for years to come.





THE FESTIVAL

TINFF has been successful in showcasing, promoting, commemorating, and supporting the advancement of multiple different filmmakers and artists through cinematic storytelling throughout the previous six years, in addition to its yearly red-carpet award presentation activities. It has also arranged live events, movie screenings, conferences, stage performances of music, dance, and theatre-drama, and cooperated with institutions such as Humber College's film departments to offer internships to graduating students while also creating volunteer opportunities for many.



YOUTH DEVELOPMENT PROGRAMS

The TINFF's Bridging the Gap Mentorship Program (BTGMP), in collaboration with its subsidiary, The Black Actors and Film Guild Canada's "Black in Canada Youth Mentorship Program (BICYMP)," offers two distinct programs designed to provide mentorship, skills and professional development, career advancement, and training directly to Brampton's marginalized communities and residents.



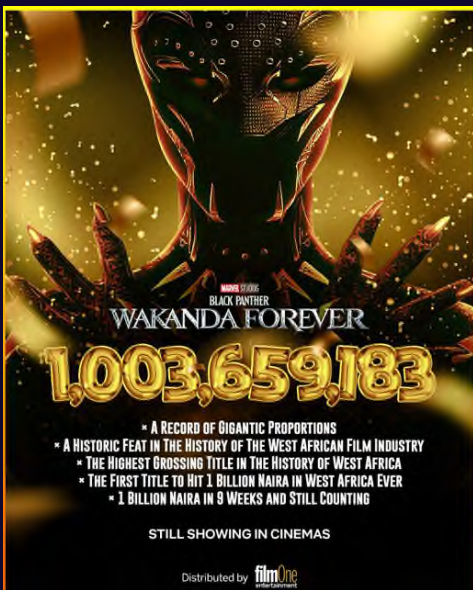
TINFF MARKET: THE CBDFM SUMMIT BRAMPTON

The Canada Black and Diversity Film Market Summit will result in social, business, and economic progress in Brampton. Brampton will welcome industry executives, stakeholders, investors, and all those connected to and offering services to the motion picture industry globally.



CHANGING THE LANDSCAPE:

BLACK PANTHER BOX OFFICE RECORD IN NIGERIA



Nollywood was valued at \$3.6 billion in 2016 and may soon be worth \$6.4 billion, according to the US International Trade Administration. Black Panther: Wakanda Forever breaks the Nigerian Nollywood box office record of N1.3 billion naira (3 million Canadian dollars).

NOLLYWOOD-BOLLYWOOD INDUSTRY PRESENCE IN BRAMPTON

Two of the world's three most prolific film industries are Bollywood and Nollywood. Every year, TINFF presents a diverse selection of films and performers from both industries.

TINFF will annually bring top-tier Nollywood and Bollywood actors, producers, business leaders, and investors to Brampton, thanks to strong industry linkages to Nollywood and a good relationship with the Bollywood industry. The marketplaces for the event are huge and easily accessible.



BRAMPTON



PLACE BRANDING:

In a thriving city with a vast, diverse culture of people who identify with this industry, a Nollywood-Bollywood presence is good for place branding. It assures that this market may contribute to the cultural, commercial, and economic development of Brampton by increasing commerce for local tourist attractions, hotels, restaurants, small enterprises, parking, and other services.

POTENTIAL BUYERS



BLACK ACTOR & FILM GUILD CANADA

Black in Canada Youth Mentorship Program

The BAFGC has been crucial in collaborating with production companies, TV media networks, and festivals to establish a hub for professional skills, mentorship, and development programs and events that promote and generate opportunities for its members, residents of Brampton, and the larger Canadian black community.

ABOUT BICYMP

The goal of the Black in Canada Youth Mentorship Program (BICYMP) was to establish a center for the skill-building of black Canadian creatives, including those who work in the performing arts, film, and the visual arts. The Black Actor and Film Guild Canada (BAFGC), a legally recognized non-profit organization with its headquarters in Ontario, is the source of the BICYMP mentorship, training, and development programs.



The Black Actor and Film Guild Canada (BAFGC) is a one-of-a-kind artist-run creative platform that exists to promote and provide support for black people and members of the Canadian black creatives industry, such as black filmmakers, artists, curators, exhibitors, and the performing arts within the black community, through skills development, workshop training, and mentorship programs.



WHAT WE'RE AIMING TO ACCOMPLISH

OUR OVERALL PURPOSE

- Invest in youth development by providing training, workshops, and mentorship opportunities.
- Generate millions of dollars in economic impact for Brampton.
- Increase business, tourism, and cultural engagement in Brampton.
- Ongoing educational training programs will be offered with the goal of building industry enterprises as well as emerging producers, directors, and performers.
- Make Brampton a major partner in the TINFF Festival program's marketing and promotions to millions of people worldwide.
- Leverage the TINFF Festival and Market Summit to attract Nollywood, Bollywood, and international businesses and investors to foster Brampton's economic development.
- Ensure that the TINFF Festival and CBDFM Summit have a permanent physical presence in Brampton, hosting their annual festivals year after year.



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THE TEAM THAT WILL ACHIEVE THIS



OUR OVERALL OBJECTIVE

- Youth Development Programs
- Boost Brampton's business, tourism, and social activity.
- Create employment opportunities and new opportunities for Brampton's film, television, and entertainment industry.
- Use the TINFF Festival and Market Summit to attract Nollywood businesses and investors to support the economic development of Brampton.



CITY OF BRAMPTON BENEFIT



Events tickets

- 20 tickets for movie screening
- 20 VIP Passes to the Opening and Closing of the Festival Red Carpet Awards Ceremony.
- A Table for 10 VIP passes to TINFF's Red Carpet Gala Night.

Digital Assets

- Recognition on the official festival and summit websites
- Opportunity to utilize event social media channels to engage fans.
- The logo appears in the official trailer.

Logo

- On the Festival's official poster.
- On events tickets & Passes.
- On TINFF's Website with a hyperlink to your corporation's website for 1 year
- On pr-show slides.
- On awards
- Logo displayed in the Official Festival Program

Printed Assets: Banner

- Online banner during screening.
- Online Banner during all festival events on social media.
- Full-page colour ad in the Official Festival Program
- Banner display at the Opening and Closing Night Awards Ceremony
- Banner display at Opening and Closing Night Galas

Social Media

- Ongoing posting on social media
- Commercial Video for your product

Benefits

- Invitation to attend Press Conference and Display Banner
- Opportunity to bring greetings at Festival Press Conference
- Recognition in all Festival Press Releases
- Opportunity to bring greetings at Opening Awards & Gala Night
- Invitation to attend Eat, Drink & Be Scene and display banner
- Space for promotional materials/swag in Delegate Bags

Speaking Opportunities

- Welcome message from the City of Brampton during opening ceremonies.
- Festival Awards presentations for Mayor and key City Councillors
- Community Achievement Medal ceremony presentations for Mayor
- Quotes in future releases

BRIDGING THE GAP: BRINGING NEW OPPORTUNITIES FOR THE BIPOC COMMUNITY

Brampton, one of Canada's fastest-growing cities, exemplifies the country's diverse civilization. Creating a permanent connection with TINFF and the CBDFM Summit in Brampton will leave a lasting legacy for the city's Black, Indigenous, and People of Colour (BIPOC).

The TINFF festival and CBDFM Summit will act as landmarks or place branding for this thriving city as part of its culture and tourist industry, which is set to increase every year in Brampton. This Legacy Project (TINFF) promises to be the equivalent of the Cannes Film Festival, Sundance, or TIFF.

It is crucial that the event incorporates a strategy that will encourage skill development, promote tourism through the festival and market events, and have an impact on the city's economic development through the festival and market summit.



STRATEGIES WILL INCLUDE:

- **Community Outreach:** TINFF and the Black Actors and Film Guild Canada (BAFGC) collaborate to plan capacity-building initiatives geared toward individual skill development improvement through workshops and mentorship programs that instruct, train, and inspire the youth and residents of Brampton.



- **Enhanced Programming:** Set up no-cost, practical script-to-screen training workshops; encourage participation in and knowledge of creative arts fields such as music, editing, drama, writing, acting, directing, producing, and other opportunities within diverse cultural communities in Brampton.
- **Social Engagement:** Enhance the cinematic storytelling experience by hosting Q&A sessions, volunteering opportunities, and providing free tickets for Brampton youths to attend and participate in festival screenings, conferences, networking, a red carpet, and an award ceremony

A LEGACY PROJECT



- **Business and Economic Development:** Thousands of national and international delegates, corporate executives, producers, investors, participants, and other stakeholders will visit Brampton as part of the TINFF Festivals and CBDFM Summit, supporting the city's heritage, cultural, and economic development.

A permanent partnership with TINFF ensures that this legacy project welcomes thousands of visitors to Brampton each year and promises to leave a legacy in this dynamic city.

OUR REQUEST TO YOU

BRAMPTON, A MAJOR PARTNER OF TINFF

WE ARE ASKING THE CITY OF BRAMPTON FOR \$300K TO HELP OFFSET SOME OF THE FESTIVAL'S OPERATIONAL EXPENSES.

We are asking for \$300,000 from the City of Brampton as a long-term major partner to help offset some of the expenses of our operational budget for the festival, market summit, and capacity-building youth development programs and activities.

The proposed funds will be used to expand operations, such as seeking a large studio facility in Brampton. The studio area will function as a multipurpose creative hub, including:

- **Soundstage:** A warehouse-style structure used for film and stage training, workshops, and mentorship programs.
- **Post-Production Studios:** intended for all post-production workshop and mentorship training such as video editing, sound editing, colour grading, and other workshop-related projects.
- **Office Space:** For all TINFF and subsidiary group business operations, including festival administration.
- **Screenings:** Using cinema-sized projectors and a professional cinema audio system, a huge space will be transformed into a theatre for screening and marketing films relevant to the target demographic.
- **Hall Space:** Holding festivals and other programs relating to the target demographic in Brampton.

- **Festival Logistics:** Admin, Ticketing, PR, And Advertising, Volunteers, Performers, Artists, Mentors, And Speakers, Event Planning and Execution, and Logistics (renting a hall, a theatre, an auditorium, and equipment)

Having this space available not only provides year-round skill development training through workshops and mentoring training, but it also provides a secure and inclusive atmosphere for its target audience to feel heard and effectively represented in Brampton. It also provides the opportunity to create jobs.






THANK YOU

For Your Time And Support!

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