



For the past 3 years, the *Mpenzi: Black Women's International Film and Video Festival* has brought quality local and international films and videos directed and/or produced and/or written by emerging and established, local and international filmmakers from among Straight, Lesbian, Bisexual, Queer or Questioning Black women, and Black Transgendered, Transsexual and Intersexed women and men.

Mpenzi is a Swahili word with many English translations, the essence of which are “one who loves” and “one who is loved”.

Each year, our audience evaluation forms rate *Mpenzi* as consistently and overwhelmingly “excellent”. We continue to grow both in audience and sponsorship. Our new home (as of 2006) at the University of Toronto Medical Science Building Auditorium has a capacity of 500 people.

Each year, sponsorships such as yours allow us to increase our reach as we solicit film submissions and promote the festival. Your sponsorship would help us to continue to bring films to Mpenzi that are relevant and meaningful to the Black women's and Black Queer communities. No other festival in Toronto can boast this, which is why we have such a large following of people that anxiously await our unique program every February during African Liberation Month.

The benefits of sponsorship are listed on the chart provided. All sponsors are acknowledged in our **program** (with a 100-word description of your organization) and at the festival. Publicity in the **trailer, website, print ads, and radio promotion** are linked to your level of sponsorship, as outlined in the chart.

I hope that you will consider becoming a sponsor. If you have any questions, please feel free to contact me.

Sincerely,

Annemarie Shrouder
Program Coordinator

info@mpenzi.ca
416 910 8653

SPONSORSHIP CHART

	Sponsorship Amount	Your Logo displayed:	Festival Invitation	Advertising
BRONZE	\$100 - \$150	Festival Program	1 ticket	Signs and promotional material on display at the Festival
SILVER	\$151 - \$300	Festival Program & Trailer	1 ticket	Signs and promotional material on display at the Festival
GOLD	\$301 - \$499	Festival Program, Trailer, Website, Print Promotional material	2 tickets	Signs and promotional material on display at the Festival
PLATINUM	\$500 +	Festival Program, Trailer, Website (+ a link to your site), Print Promotional Material, Radio Promotion	2 tickets, reserved seating	Signs and promotional material on display at the Festival

ORGANIZATIONAL & NON-PROFIT COMMUNITY (eg. Film) SPONSOR POSSIBILITIES:

- Cash donations
- In-kind donations for:
 - Festival programming and delivery
 - Raffle prizes at the festival
- Distribution of Mpenzi promotional materials (Media Release, posters, etc.) – for display at your location, to include in your mail-outs or newsletter, on your website, etc.

MEDIA SPONSOR POSSIBILITIES:

- In-kind donations such as:
 - Advertising space
 - Promotional assistance
 - Items for raffle prizes at the festival