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UMBAI

FILM FESTIVAL

October 13-20, 2011



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THE FESTIVAL



October 13th - 20th, 2011

Mumbai Film Festival has the distinction of being the first independent film festival of the country organized by a body of film professionals.

Key objective being:

Discover new talent

Offer robust networking opportunities on a global platform

FESTIVAL FILMS

MFF showcases the best of world and independent cinema. Highlights from the 12th Mumbai Film Festival include:

238 films from 58 countries
312 screenings in 9 screens

The International Competition for the First Feature Films of Directors is for the best of debut feature films of directors from around the world.



The Social Network



Beautiful



Copie Conforme (Certified Copy)



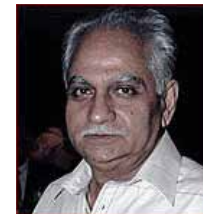
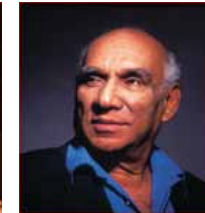
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TRUSTEES

Chairman - Film maker
Oscar nominee
Doyen of the Hindi film industry
Renowned film artist
Chairman of Reliance Big Entertainment,
lyricist, producer
Renowned actor and filmmaker
Renowned artist
Celebrated filmmaker
Young turks Filmmaker
Young turks Filmmaker

Shyam Benegal
Ashutosh Gowariker
Yash Chopra
Jaya Bachchan
Amit Khanna

Amol Palekar
Shabana Azmi
Ramesh Sippy
Karan Johar
Farhan Akhtar



Supported by Reliance Big Entertainment &
Government of Maharashtra

GUESTS



MFF attracts high-profile talent from around in the world.

FESTIVAL MEDIA

The Mumbai Film Festival cannot be faulted at least on one very important score. Its selections are outstanding. Undoubtedly"
Hindustan Times.com, October 31, 2010



The Festival is covered by media including The Hollywood Reporter, El Watan, Colorstorm Media, The Times of India, Hindustan Times, The Indian Express, The Hindu, Financial Chronicle, Business India, The Outlook, The Telegraph, Navbharat Times, Loksatta, Maharashtra Times, Press Trust of India, Time Out Mumbai, Super Cinema, Mumbai Mirror, DNA, Femina, CNBC TV18, NDTV, Bloomberg UTV, Zoom, Star TV, Times Now, Business of Cinema, Bollywood Hungama, Rediff.com

FILM BUSINESS CENTRE

The Film Business Centre is an initiative along with Reliance Entertainment, to facilitate interactivity amongst all the participating film professionals and opens different traditions for future trends to follow.

International companies represented:

Pathe (France and UK)

Studio Canal (France)

IM Global (USA)

Wide management (France)

Pioniwa (Japan)

MK2 (France)

Memento Films International (France)

Bavaria Films International (Germany)

Yomiuri TV (Japan)

Huayi Brothers Media (China)

CJ Entertainment (Korea)

Sheherazad Media International (Iran)

Visual Media Institute (Iran)

Danish Film Institute (Denmark)

Indian delegation:

The Indian Film Federation

Film & Television Producers Guild,

Film Exporters Association

IMPPA

Yash Raj Films

UTV

Shemaroo Entertainment

Cinergy Independent Film Services

Star Entertainment



Delegates included:

Buyers and Sellers, Distributors,

Talent Agents, Producers,

Filmmakers, Flncancers

FESTIVAL ADMISSIONS



In 2010, the total footfalls were 108,700





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ATTENDEE DEMOGRAPHICS

Young, urban, affluent.
Culture and experience seekers.



SPONSORSHIP OPPORTUNITIES & BENEFITS



The Mumbai Film Festival approaches sponsorships as true partnerships, designed to meet the needs of the client, the Festival and its attendees. There is a broad spectrum of associations: from corporate entertaining to marketing exposure and sampling opportunities.



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SPONSORSHIP OVERVIEW

We customize all of our sponsorship packages to meet the objectives of our sponsors. Your sponsorship package could include any of the following elements:

- Branding
- Advertising
- Promotions
- Product Placement





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BRANDING



Increase your profile through the following branding opportunities:

- Festival awards
- Festival Programmes
- Special Events and Parties
- Signage at Festival Venues
- Public and Industry gift bags
- Festival Press releases
- Festival Website





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PROMOTIONS

Align your brand with the Festival by using the official Mumbai Film Festival® title treatment and Sponsor descriptor on approved merchandise and marketing materials.

big on movies, really big.
8 days, 200 films, 60 countries, 1 big festival.
It is time to celebrate world cinema.

Sweet Evil Acts Black Field Autumn A Stone Thrown Away October If I Want to Whistle I Whistle
Sandcastle Eastigmas Bobbe Mundane History Majority Vital Signs Puzzle It's Already Summer Let
Oliver Du Monde Hold Me Tight Camping The... 8 Times Up Susa Faith There Are Things
You Don't Know The Wanderer Bill... Don't Be Afraid, Bill The Lips The
Invisible Eye Van Diemen's Land... on The Child Prodigy Chongqing
Blues Afterhock Winter Vagabond Crab Trap Just Between Us
Kawasaki's Rose Mamas & Papas... Oldboys Headhunter The
Snow Queen Mammouth O... Gods And Men The Tree
Dordane The Pack Out... Lola Berlin Boxhagenes
Platz The Hairdresser He... You Are Salva The One
Kick Off The Man Who W... He Lies Railways Outrage
The Tiger Factory Barts... Sun The Strange Case of
Angelica The Autobiogr... Summer Black Lamp
Memories Of A Burning Tr... Mother Is A Whole Doomed
River Boulderbala The Mo... Piano Girl Kosmos Honey
Another Year Bright St... Come Where The Social
Network The Inside Jo... The Infidel The Land Of
The Astronauts Sammi... Kicks Kick In Iran Butsu
The Border Once Upon... at Act Rural Little Aller
12 Angry Lebanese All... Living In Emergency
Stories of Doctors With... Sun Bala Open Sky Two
In The Wave The Oath L... and his beloved Equator
United Red Army To o... through The Outcast Fight
Zatoichi Fight The Tycoon... Yotsuya Ghost Story on the
Tokaido Juvenile Jungle... the mist The story of Las
Chrysanthemums Warm Cu... Condition II The Sun's Bute
The Human Condition 7 Iron... The Sting of Death Boiling Pain
Face Departure About Her Brot... In search of Mother A Fugitive
from the Past Zogen Under the Fl... and Paper balloon Until the Day we
meet again When a woman ascen... Summer Pastoral Hide and Seek No
regrets for our youth Bright Future The... at It! Minalini I Am Kalam Hiding The
Ballon Of A Dream The Way Home A... stories in March BSO Mani Manipalattu
ing on a Bus... and Kartik Krishnan Project Buzzwagaman
kadhya All... Florida Road Punyam Ahm The Sound Of
Bombay When Harry Tries To Marry Julia's Disappearance Main
Forget Me Not Quartet Almost What Lies Ahead Good Night Kaveri

12TH
MUMBAI
FILM FESTIVAL
OCTOBER 21-28, 2010

Mumbai Film Festival in association with HT Café brings to you the festival of all festivals. The best films from all over the world, now on the big screens of Mumbai. HT Café, big on movies, really big.

Venue: Chandon Juhu, PVR Juhu, Metro BIG Cinemas, Big Cinemas, Dhakopar.

To win free passes,
SMS HTCAFE space name to 54242

hindustantimes
htcafé

Organized by
MUMBAI ACADEMY
OF MOVING IMAGE

Government of Maharashtra
Sponsor
Big Entertainment
Sponsor

PRODUCT PLACEMENT

Put your product in the hands of the Festival's various Industry leaders through a variety of product placement opportunities. Opportunities are available in exclusive and non-exclusive categories.

Sample Benefits:

- Sampling in gift bags, theatre line-ups and at the box office
- Product Displays and activation at Festival events
- Opportunity to increase sales with Festival attendees





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KEY EVENT - DIMENSIONS MUMBAI

Segment: Short film competition

Target: Young Mumbaikars

Participant Age: Below 25 years

Format: Short films of less than five minutes created, depicting any aspect of life in Mumbai

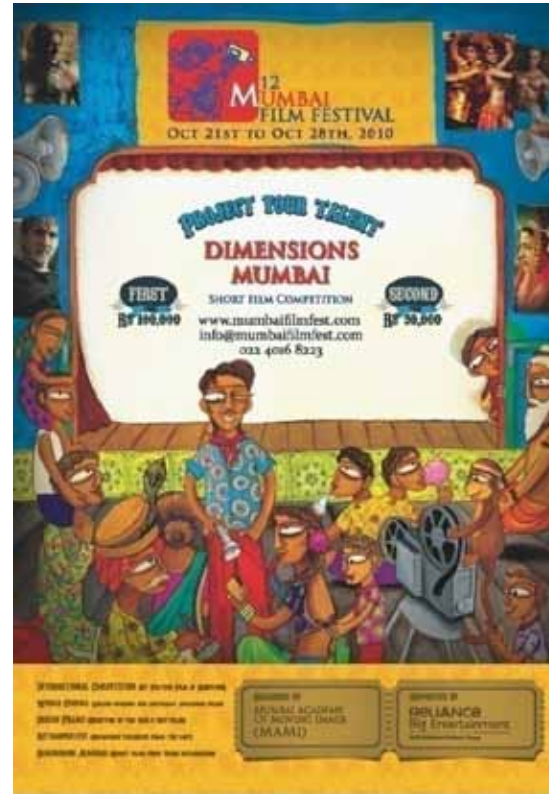
Event: Colleges

Entry: Online

Sponsored: Available for sponsorship

Cash awards: Rs. 1.5 lacs

MAMI award: Trophy



Offerings: Main sponsor of the event + Branding of award

KEY EVENT - DIMENSIONS MUMBAI



Dimensions
Mumbai Jury



Offerings: Main sponsor of the event + Branding of award

KEY EVENT - MUMBAI YOUNG CRITICS

Segment: 32 students for a panel of critics

Target: Young Mumbaikars

Participant Age: Below 25 years

Format: Panel of 32 students to be formed who would critique along with the panel of Jury

Event: Colleges

Entry: Via nominations

Sponsored: Available for sponsorship

MAMI award: Trophy



Offerings: Main sponsor of the event + Branding of award

KEY EVENT - MUMBAI YOUNG CRITICS



Offerings: Main sponsor of the event + Branding of award



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KEY EVENT - AUDIENCE CHOICE AWARD

Segment: Audience choice award
Target: Masses
Age: Across age
Format: Award the movie selected by audience
Event: Cinema
Entry: SMS/Drop box in cinema
Sponsored: Available for sponsorship
Cash Awards: Rs 10 lacs
MAMI award: Trophy



Offerings: Main sponsor of the event + Branding of award



FESTIVAL PROPERTIES AVAILABLE FOR SPONSORSHIPS

Title Sponsor (One)

Co-sponsors (Two)

Celebration of 50 years of Cannes' Critics' Week

Dimensions Mumbai (Short film competition - Youth Oriented Property) – Section Sponsor

Mumbai Young Critics (Youth Oriented Property) – Section Sponsor

Audience Choice Awards

Opening Dinner

Closing Dinner

Daily Dinners

Delegate Cards – Sponsor

Delegate Bags – Sponsor

Catalogue Sponsor

Daily Bulletin Sponsor

Open Forums and Panel Discussions



NEXT STEPS

The purpose of this document is to provide an initial insight into how your company's sponsorship of the Mumbai Film Festival could be leveraged. We would love to meet with your team to discuss some of these concepts in more detail and how a Festival sponsorship would best meet your company's objectives. For additional information about this opportunity, please contact:

13th Mumbai Film Festival,

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