



Independent Filmmakers Co-operative of Ottawa

Light yourself up.

Imaginative sponsorship opportunities with IFCO

The Independent Filmmakers Co-operative of Ottawa (IFCO) nurtures independent filmmaking in Ottawa through equipment and facility rentals, workshops and screenings throughout the year. We believe in artistic freedom and individuality and encourage our members to test the limits of their imaginations. Founded in 1991 and based in the Arts Court in downtown Ottawa, IFCO now has more than 150 individual members who, whether seasoned or budding filmmakers, all share a passion for creating works on film.

Multifaceted exposure – exceptional venues.

IFCO sponsors benefit from having their name or brand on a variety of promotional material, but more than that, they are also proudly displayed at film screenings – where people really do pay attention. Furthermore, IFCO's screenings are covered by local media, both print and electronic, and this extends sponsor visibility to a broad National Capital Region audience. With five screenings per year at venues including the National Archives, the ByTowne Cinema and others – combined with day-to-day exposure – sponsors can expect to reach thousands of potential customers every year.

IFCO sponsorship payback.

You can expect these tangible results when you become an IFCO sponsor:

1. **Brand Exposure.** Advertise your company, product or service in a cost-effective fashion by simply being there. By being visible...
2. **Brand Association.** Create a feeling of like-mindedness with people who have a real passion for individuality. By creating connectivity...
3. **Differentiation.** Show others that you're willing to stand out in the crowd. By building character...
4. **Demonstrate good corporate citizenry.** Enhance the vitality and joie de vivre of the nation's capital through the arts. By supporting Ottawa's independent filmmakers...

Three levels of sponsorship to help promote your organization.

1. **35mm.** Sponsor IFCO itself, along with select ongoing programs. A 35mm sponsorship offers the widest possible exposure within the independent filmmaking and general arts community.
2. **16mm.** Sponsor a specific IFCO program or workshop. A 16mm sponsorship is ideal for smaller organizations who may be on a tight budget, but still want to get involved.
3. **Super 8mm.** Put a smile on someone's face and help IFCO in its mission by becoming a Super 8mm special event gift sponsor.

Depending on your level of sponsorship with IFCO, we can help promote your brand through onscreen credits at film screenings, onsite signage, on the IFCO website, in our regular online communications, member mailings, programs, itineraries, posters and flyers – and in our always popular Sprockets newsletter. All that's missing is you!

Bring your business to *light*.

Contact IFCO today to discuss this unique opportunity.

2 Daly Ave. Suite 140
Ottawa Ontario K1N 6E2
www.ifco.ca | 613.569.1789 | info@ifco.ca

