

FORM FESTIVAL OF RECORDED MOVEMENT

f-o-r-m.ca

@formvancouver

- 
-  **SOPHIA WOLFE** Organizational Director
 -  **TAMAR TABORI** Artistic Director
 -  **ERIN LUM** Youth Programmer
 -  **CHIARA LUCCHETTA** Creative Producer
 -  **CHINGEE MENDEE** Communications Producer
 -  **JINGYI LIU** Graphic Designer

November 4 - 18 2023

SPONSORSHIP PACKAGE

FORM 2023



Past festival year posters

Reeling off the success of our first ever hybrid festival last year, F-O-R-M is returning again in live+digital formats! Our **8th annual festival** will take place November 4-18, co-presented by SFU Woodward's Cultural Programs.

F-O-R-M is an **international movement-on-screen festival** that centers the voices of **youth and emerging artists**. We **screen and commission** films that explore the limitless possibilities of the body in motion through film. We provide a platform to support early-career artists in the exploration of this medium while introducing our audiences to **expansive, genre-defying filmmaking**.

ABOUT



[Watch the 2021 trailer here](#)



[Watch the 2022 trailer here](#)

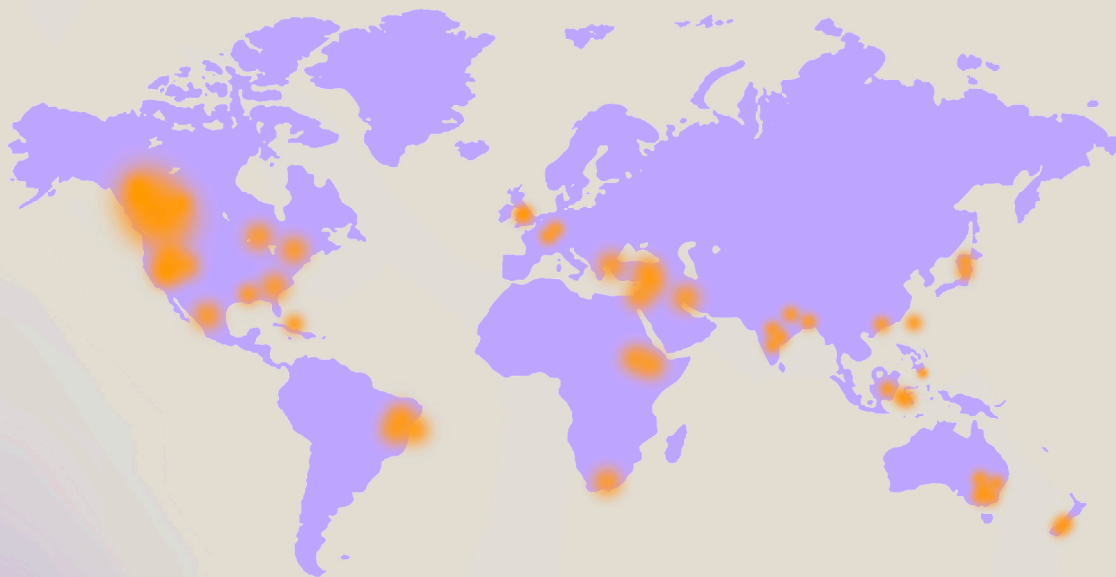
F-O-R-M presents films that investigate the body in motion through curiosity, experimentation, and imagination.

Recorded Movement is the theme - any movement or dance practices, genres, or styles are invited. We are interested in how movement can be utilized as a vehicle for expression. How do you define movement? How do you portray this definition within your practice or discipline? How does this movement collaborate with film? We invite your dreams and concepts around the theme of Recorded Movement, and to challenge this definition as you see fit!

F-O-R-M strongly encourages and prioritizes applications from Youth artists, and those from intersecting identities and traditionally marginalized communities; Black, Indigenous, People of Colour, folks with disabilities, and diverse sexual orientations, gender identities, or expressions (LGBTQ2S+).

SPONSORSHIP BENEFITS & VISIBILITY

As our festival continues to grow, so does our audience and reach. During our pivot to an online festival in 2020, we saw a **223% increase in attendance**. To maintain connections with our international audiences that started tuning in during the pandemic, we successfully presented our 2022 festival as a hybrid format for the first time - offering our programming in both **live and digital formats**.



World map of where festival attendees came from

In 2022, we:

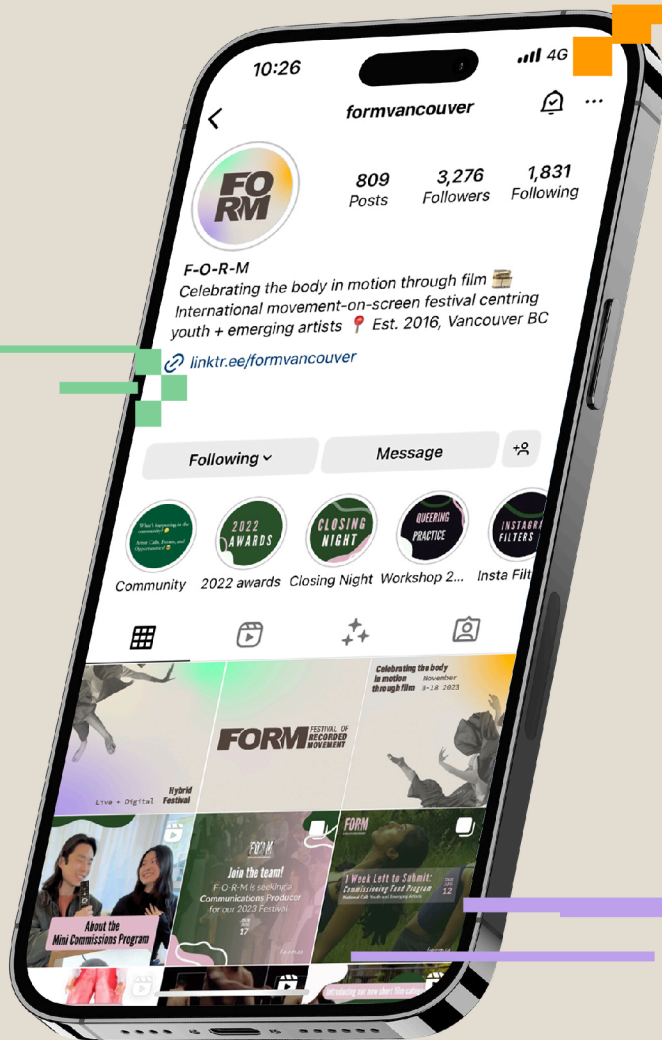
had over 460 festival attendees between in-person and digital platforms

over 235 people browsed our digital program guide

over 800 views on our Vimeo showcases across three screenings

and saw a 23% increase in social media followers during the festival

SOCIAL MEDIA



Since launching in October 2015 and having our first festival back in June 2016, we have seen a steady growth on social media.

Facebook ([@formvancouver](#)) has over **2,200** followers, with the majority of our fans being between the ages of 18-34. On Instagram ([@formvancouver](#)), we have over **3,200** followers, the majority of which are in this same demographic.

CO-COMMISSIONING PARTNER

What is a Commission? Every year, F-O-R-M commissions youth and emerging artists with \$3000 towards the creation of a new movement-on-screen creation which premieres at our festival. Our commissioning program is an opportunity for artists to develop their creative voices through experimentation and collaboration.

As a Co-Commissioning Partner, your organization will be matched with a Commissioned artist. Our Artistic Directors take careful consideration to your organizational mandates and values in matching you with the appropriate artist and their film's themes. Your contribution goes directly into the artist's hands and will support their film financially.

Value	Social Media	Logo	Passes	
\$2000+ cash	<ul style="list-style-type: none"> Listed as supporter in all newsletters IG story (when announcing commissioned films before festival) 	<ul style="list-style-type: none"> 1 mini article in our newsletter 2/3 page ad in our program guide 	<ul style="list-style-type: none"> Dedicated bumper on commissioned films Listed in program with film as "co-commissioned by" logo 	15 Festival Passes

Our 2022 Co-Commissioning Partners:

TARA
CHEYENNE
PERFORMANCE



MINI CO-COMMISSIONING PARTNER

What is a Mini Commission? F-O-R-M also commissions High School Aged Youth to create a 1-2 minute film to premiere on our Instagram page during our festival. Ten young artists (ages 15-18) are awarded \$500 towards the creation of their new film. From July to August, artists participate in creative workshops, receive mentorship, and take part in peer-to-peer feedback sessions to support their filmmaking processes.

As a youth-driven festival, we've seen firsthand the power that young artists have when their creative voices are empowered. Since launching this program in 2022, we are now looking for Mini Co-Commissioning Partners to help support these filmmakers.

*As a Mini Co-Commissioning Partner, your contribution will go directly toward supporting **2 Mini Commission Films at this year's festival.***

Value	Social Media	Logo	Passes
\$1000 cash	<ul style="list-style-type: none"> Listed as supporter in all newsletters 1 mini article in our newsletter 1/3 page ad in our program guide 	<ul style="list-style-type: none"> Dedicated bumper on commissioned films Listed in program with film as "co-commissioned by" logo 	10 Festival Passes

COMMISSIONING FUND PRODUCTION PARTNER

Our Commissioning Fund Production Partners are independent filmmaking organizations across Canada who support our Commissioned artists through In-Kind Support. These organizations contribute up to \$2000 in facility and equipment rentals to our artists.

Value	Social Media	Logo	Passes
\$1000+ cash/ \$1500 in kind	Listed as supporter in all newsletters	Bumper Text: F-O-R-M Commis- sioning Fund 2023 - [Partner Names] logos underneath	10 Festival Passes

Our 2022 Commissioning Fund Production Partners



2023 SPONSORSHIP TIERS

Our sponsors fuel our continuous growth, enabling us to expand our programming and empower artists in developing their creative voices. Organizing a festival involves a multitude of efforts, and our year-round dedicated staff makes it all possible. Your sponsorship supports:

Artist Fees



Long-term Staff Relations

Venue Fees

Administration

Marketing

Workshop Facilitation

We deeply appreciate everyone interested in supporting our dedicated team, as it takes a village to make this all happen. **Explore our sponsorship tiers below, and let's discuss how we can best align with your organizational goals!**

2023 SPONSORSHIP TIERS

SOAR

Value	Ads (Program Guide)	Social Media	Logo	Passes
\$750+ cash / \$1500+ in kind	Full page ad in program guide <i>(1740 px wide x 920 px tall)</i>	1 dedicated social media post Listed as supporter in all newsletters	On supporters page	5 Festival Passes

PROPEL

Value	Ads (Program Guide)	Logo	Passes
\$350+ cash / \$650+ in kind	$\frac{2}{3}$ page ad in program guide <i>(1185 px wide x 920 px tall)</i>	On supporters page	4 Festival Passes

STRIDE

Value	Ads (Program Guide)	Logo	Passes
\$200+ cash / \$400+ in kind	$\frac{1}{3}$ page ad in program guide <i>(595 px wide x 920 px tall)</i>	On supporters page	2 Festival Passes

2023 SPONSORSHIP TIERS

You can also support us by becoming a...

FILM AWARD SPONSOR

Value	Recognition
\$350 (\$300 to go to winner / \$50 admin fee)	Name on award & help determine category / nature of award



WEBSITE ADVERTISER

Offer 1	Offer 2	Timeline
\$150/month for a landscape (300 wide x 200px tall) or portrait (200 wide x 300px tall) ad	\$275/month for a landscape (600 wide x 400px tall) or portrait (400 wide x 600px tall) ad	October-November (Festival Season)

Thank you to our past supporters!

HEAR FROM OUR ARTISTS

"My experience with F-O-R-M was a very pivotal space for my growth as an artist and person in this early stage of my career. F-O-R-M provided resources, education, and a safe space to approach first time filmmaking in a way that felt accessible and easeful for me."

Juan Imperial 2022 Commissioned Artist



"I truly feel that as a youth, F-O-R-M really helps provide a platform and an amazing learning experience for personal and professional development. Even as an audience member, being immersed in such a supportive and encouraging environment is deeply inspiring."

Jullianna Oke 2022 Commissioned Artist

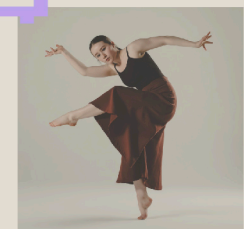
"Working with F-O-R-M was a pleasure. Their communication throughout the whole process was one of the best we have ever experienced as artists. Their funding system allowed us to create a carefully crafted film which can be difficult in a world of fast-consumed media. I highly recommend any artist interested in movement to check this festival out."

Kevin Kim 2022 Commissioned Artist




"My experience with F-O-R-M has been absolutely amazing. I loved every minute of the process from brainstorming ideas to editing the final touches. This project empowered me as an emerging artist and I hope it runs again so more youth can experience it."

Jenna Wadden 2022 Mini Commissioned Artist



CONTACT

If you are interested in pursuing any of these partnership or sponsorship agreements, or would like to create a customized agreement specific to your organization, please email  chiara@f-o-r-m.ca.

f-o-r-m.ca [@formvancouver](https://www.instagram.com/formvancouver)

[Sign up](#) for our newsletter to receive updates about F-0-R-M