



CHARLOTTETOWN FILM FESTIVAL

OCT 15-19, 2025

-2025- CHARLOTTETOWN FILM FESTIVAL

The *Charlottetown Film Festival* is a 5-day event held in Charlottetown, PEI, that presents an exciting lineup of films showcasing diverse voices and stories. Hosted by Club Red Productions, the *Festival* features an incredible variety of local, national, and international film productions of all genres.



2025 marks the 11th anniversary of the *Charlottetown Film Festival*. For over a decade, the *Festival* has fulfilled its mandate to champion emerging voices, program exciting new films, and provide rewarding networking opportunities for creatives in the Canadian entertainment industry. **This year**, the *Festival* will partner with The PEI Writers' Guild to expand their focus to screenwriting and comedy, all while keeping PEI creatives at the forefront.



Running in tandem with the *Festival*, **The *Charlottetown Film Industry Forum*** invites stellar panelists from across Canada to engage with local filmmakers. The forum sessions equip island creatives with tools to strengthen PEI's film industry, highlighting the ever-changing trends and developments in our field. The forum also provides opportunities for professional networking through events like 1-on-1 meetings with delegates, pitching sessions, and casual mixers.

The Charlottetown Film Festival is for professionals and enthusiasts of all ages, backgrounds, and life experiences, united by their shared passion for storytelling. The *Forum* and the *Festival* create a perfect amalgamation of events that celebrate our film communities' accomplishments while ensuring its continuous growth.



GOALS FOR OUR COMMUNITY

- **Create strong networks** for PEI-based creatives.
- Help island creatives **evolve with developing industry trends**.
- Make PEI a hub for industry professionals, **increasing the number of productions made on PEI**.
- **Make Charlottetown a must-visit destination** for film enthusiasts across Canada, supporting off-season tourism.



TESTIMONIALS

- “CHFF has taken a huge step forward these past few years by bringing the wider world of Canadian film right here to PEI. The connections I made were invaluable for my film career.”
- “The networking events provided ample opportunities to make new connections. Of all the festivals I have attended in my career, the extraordinary hospitality of everyone at CHFF is unmatched.”

CHFF 2025 HIGHLIGHTS

- **Script to Screen Live Pitch Event:** Island screenwriters pitching their original concepts to a jury of Film & TV professionals. One candidate will **receive \$15,000** to produce a proof of concept for their original idea.
- **1-on-1 Meetings:** Connecting local creatives with the industry’s key decision-makers.
- **Closing Night Gala:** Red carpet and screening of the festival’s most anticipated feature film, followed by a talk from some of the film’s prominent cast and production team.
- **Live Table Read:** Facilitated by a stand-up comedian, this workshop’s participants read and react to a comedy script written by an islander.



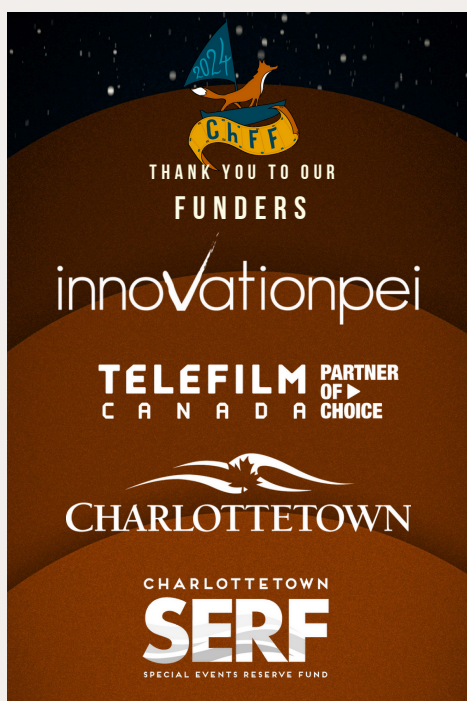
Join the PEI Film Community by Sponsoring the Festival today.

Brand Visibility AND ROI:

As a sponsor of The 2025 Charlottetown Film Festival, your brand will be seamlessly integrated into our promotional materials. We reach a wide audience through digital and print news sources, social media campaigns, and radio promotions. Depending on your sponsorship tier, your brand will enjoy prominent exposure across a variety of these platforms, such as posters, street banners, online ads, the event program guide (digital and print), and our social media pages. Your contribution will also be acknowledged at events associated with your sponsorship tier, ensuring your brand stands out and engages directly with your target demographic.

Program Guide:

The Charlottetown Film Festival 2025 program guide will include welcome messages, sponsorship promotion, screenings schedule, forum schedule, speaker biographies, and will be available in print and online.



2024 large logo placement



2024 regular logo placement

Pick Your Seat!

We have **5 sponsorship tiers** with their own unique perks.

Blockbuster – Festival Title Sponsorship | \$10,000

- **Acknowledgement from the stage during all events**
- **Speaking opportunities** at the Opening & Closing Night Gala
- **Extra-large logo placement** on all promotional/marketing assets: posters & flyers, program, on-site sponsor board, website, e-newsletter
- **Full page ad** in the program guide
- Logo in the **credits of the official film festival trailer**
- VIP hosting opportunities for staff, delegates, friends, or family
- Invitation to Opening & Closing Night Gala
- Volunteer opportunities available for your staff, delegates, friends & family
- **Multiple dedicated social media *thank-you* posts** with your logo
- 8 All-Access Festival passes

Silver Screen – Screening Sponsorship | \$5,000

- **Title Sponsorship of a Screening** at the *Festival*
- **Large logo placement** in the program guide
- Logo in the **credits of the official film festival trailer**
- Logo placement on **all print and digital marketing materials**
- Invitation to Opening & Closing Night Galas
- Volunteer opportunities available for your staff, delegates, friends & family
- **Dedicated social media *thank-you* post** with your logo
- 6 All-Access Festival passes

Slate – Networking Sponsorship | \$2,500

- **Title Sponsorship of a Networking Event** at the *Festival*
- Logo in the **credits of the official film festival trailer**
- Logo placement on **all print and digital marketing materials**
- **Social media *thank-you* post** with your logo
- Invitation to Opening & Closing Night Galas
- Volunteer opportunities available for your staff, delegates, friends & family
- 4 All-Access Festival passes

Sponsorship Tiers Continued

Red Carpet – Panel Sponsorship | \$1,000

- **Title Sponsorship of a Panel** at the *Charlottetown Industry Forum*
- Logo placement on **all print & digital marketing materials**
- **Social media *thank you* post** with your logo
- 2 All-Access Festival passes

Rising Star – Sponsorship | \$500

- Written acknowledgement on our **website & program**
- Logo featured on **on-site sponsor board**
- 2 All-Access Festival passes

LET'S CHAT!

Please contact our Sponsorship Coordinator to learn more

sam@clubredproductions.com