

Sponsorship and Marketing Opportunities



February 6 – 8, 2015

Africa through African Lens

Let your Brand be a part of this special experience!

WHAT IS THE HOUSTON AFRICAN FILM FESTIVAL (HAFF)?

The **Houston Museum of African American Culture (HMAAC)** and the **Silicon Valley African Film Festival (SVAFF)** have partnered to bring Houston a weekend film festival that promotes the understanding and appreciation of Africa and Africans through moving images.



HOUSTON MUSEUM OF AFRICAN AMERICAN CULTURE (HMAAC)

HMAAC is a nonprofit organization whose mission is to collect, conserve, explore, interpret, and exhibit the material and intellectual culture of Africans and African Americans which includes a monthly film series of critically acclaimed films reflective of the African Diaspora.

Our story in Texas informs and includes not only people of color, but people of all colors. As a result, the programming and exhibitions that HMAAC is bringing to Texas are about the indisputable fact that, while our experience is a unique one, it has been impacted by and continues to impact numerous races, genders and ethnicities.

SILICON VALLEY AFRICAN FILM FESTIVAL (SVAFF)

- ❑ The Oriki Theater, nonprofit organization, produces SVAFF in Mountain View, California.
- ❑ The mission of SVAFF is to promote an understanding and appreciation of Africa and Africans through moving images.
- ❑ The weekend showcase of over 30 films from various African countries will take audiences of all ages across the continent, presenting a mix of feature films, shorts, documentaries and animations from Africa's seasoned and emerging first-voice filmmakers.
- ❑ The festival has become a respected and high visibility destination event in the Silicon Valley region and is attended by the high tech industry executives, civic leaders, African and African American Hollywood celebrities as well as international media including Link TV, The Africa Channel, BBC Africa, TV5 Monde, Vox Africa, etc.

WHY IS HOUSTON THE PLACE TO BE?

- ❑ Houston, with **2.3 million residents**, is the fourth most populous city in the United States, trailing only New York, Los Angeles and Chicago.

- ❑ Houston is the nation's demographic future. In racial and ethnic composition, the Houston of today very much resembles the U.S. 40 years hence.
 - 40% Anglo
 - 35% Hispanic
 - 17% African American
 - 8% Asian/Other

- ❑ Houston ranks first among U.S. cities where paychecks **stretch the furthest**, according to Forbes.

- ❑ **Ninety-three** foreign governments have official representation here through consulates or trade offices.

- ❑ Houston's cultural events and exhibitions report **9.2 million visits per year**.

SPONSORSHIP LEVELS & BENEFITS

- Presenting / Title Sponsor: \$20,000.00
- Producing Sponsor: \$15,000.00
- Directing Sponsor: \$10,000.00
- Promoting Sponsor: \$5,000.00

(Sponsorship value can be calculated in-kind, cash, products or any combination thereof.)

SPONSORSHIP LEVELS & BENEFITS

Presenting/ Title Sponsor: \$20,000

- Opportunity to speak at the Opening & Closing Ceremonies
- Verbal acknowledgement by announcer as “Title Sponsor” before every film screening.
- Name and Logo on festival’s promotional video played throughout the festival
- Banner display rights on stage and in the lobby throughout the festival
- Name and Logo prominently displayed on Red Carpet Backdrop
- Full page prominently placed ad in Film Festival Souvenir Program Booklet
- Staffed custom lobby display stand throughout the festival
- Logo on festival T-shirts, posters, flyers, banners and postcards
- Prominent banner ad on the Film Festival Website with click through to your site
- 24 VIP Access Passes to all films and festival events
- 8 official festival T-shirts
- Official Film Festival sponsorship plaque

SPONSORSHIP LEVELS & BENEFITS

Producing Sponsor: \$15,000

- Opportunity to speak at the Opening or Closing Ceremony
- Acknowledgement by announcer as “Producing Sponsor” before every film screening.
- Name and Logo on festival’s promotion video played throughout the festival
- Banner display rights on stage and in the lobby throughout the festival
- Name and Logo prominently displayed on Red Carpet Backdrop
- Full page prominently placed ad in Film Festival Souvenir Program Booklet
- Logo on festival T-shirts, posters, flyers, banners and postcards
- Prominent banner ad on the Film Festival Website with click through to your site
- 18 VIP Access Passes to all films and festival events
- 12 official festival T-shirts
- Official Film Festival sponsorship plaque

SPONSORSHIP LEVELS & BENEFITS

PRESENTING SPONSOR: \$10,000

- Opportunity to speak at the Opening or Closing Ceremony
- Acknowledgement by announcer as “Presenting Sponsor” before every film screening.
- Name and Logo on festival’s promotion video played throughout the festival
- Name and Logo prominently displayed on Red Carpet Backdrop
- Full page ad in Film Festival Souvenir Program Booklet
- Logo on festival T-shirts, posters, flyers, banners and postcards
- Logo on the Film Festival Website with click through to your site
- 12 VIP Access Passes to all films and festival events
- 8 official festival T-shirts
- Official Film Festival sponsorship plaque

SPONSORSHIP LEVELS & BENEFITS

PROMOTING SPONSOR \$5,000:

- Name and Logo on festival's promotion video played throughout the festival
- Logo on Red Carpet Backdrop
- Half page ad in Film Festival Souvenir Program Booklet
- Logo on festival posters, flyers, banners and postcards
- Logo on the Film Festival Website with click through to your site
- 8 VIP Access Passes to all films and festival events
- 4 official festival T-shirts
- Official Film Festival sponsorship certificate

FESTIVAL DIRECTORS

Jasmine D. Jones

Houston Museum of African American Culture
4807 Caroline Street
Houston, TX 77004
713-526-1015

Chike C. Nwoffiah

Silicon Valley African Film Festival
2496 Wyandotte Street
Mountain View, CA 94043
415-774-6787