

2026 Partnership Opportunities



Why Partner with the Forest City Film Festival

The Forest City Film Festival is one of Southwestern Ontario's most visible and impactful cultural events—bringing people downtown, generating significant economic activity, and creating meaningful connections between audiences, artists, and the businesses that support them.

Each year, FCFF welcomes **over 10,000 in-person attendees** and reaches a **total audience of more than 26,000 people** through live events, year-round programming, and digital platforms. In 2025 alone, the festival generated **over \$1 million in direct local economic impact**, driving spending at restaurants, hotels, venues, and local businesses across London and the surrounding region.



Our 2025 Audience

Total 2025 audience exceeded **26,000**

- Over 10,000 in-person attendees
- 4.4 million Social Media Impressions
- over \$1 million in direct local economic impact

For sponsors, FCFF offers a highly visible platform that combines **brand exposure with authentic community alignment**. Our audiences are engaged, loyal, and invested in the festival's presence in their city—**99% of attendees say FCFF is important or extremely important to the community**, and more than **60% are first-time attendees**, reflecting both strong retention and continued growth.

Partnerships with FCFF are designed to deliver value on multiple levels. Sponsors benefit from integrated on-site presence, on-screen recognition, and year-round digital visibility, while also aligning with an event that audiences trust and actively support. With **4.4 million social media impressions** and strong engagement across platforms, FCFF provides meaningful reach alongside measurable impact.

The FCFF Experience

Each fall, the Forest City Film Festival transforms downtown London into a hub of film, conversation, and shared experience. Across **11 days of programming** and multiple venues, FCFF brings together audiences, filmmakers, industry leaders, and community partners for an event that is vibrant, accessible, and deeply rooted in place.

The festival presents a wide-ranging slate of films—from major international selections to powerful regional stories—alongside live Q&As, special events, and community-focused screenings. Audiences don't just attend FCFF; they participate in it. Screenings spark conversation, venues are filled with energy, and the festival becomes a visible and celebrated presence throughout the city.

Beyond the festival dates, FCFF continues to expand its role as a year-round cultural organization—keeping audiences engaged, supporting local venues, and strengthening London's film culture throughout the calendar year.

Signature Programs & Experiences

Lifetime Achievement Award

Each year, FCFF honours an individual whose career reflects excellence and a meaningful connection to Southwestern Ontario. These celebrations have become defining moments of the festival—drawing packed theatres, extensive media coverage, and extraordinary audience engagement.

Past recipients include **Victor Garber**, whose career-spanning celebration became one of the most memorable nights in the festival's history when he was surprised on stage by **Jennifer Garner, Martin Short, J.J. Abrams, and Eugene Levy**—a moment that resonated well beyond the festival itself.

More recently, the award honoured **David Shore**, creator of *House M.D.* and *The Good Doctor*. His celebration featured a surprise appearance by **Hugh Laurie**, creating an unforgettable experience for audiences and reinforcing FCFF's ability to attract internationally recognized talent while celebrating artists with strong regional roots.



Community Deep Dive Screenings

FCFF's Deep Dive screenings pair timely films with thoughtful post-screening discussions led by experts, filmmakers, and community voices. These events focus on issues that matter locally, using cinema as a catalyst for dialogue, learning, and shared civic experience—positioning the festival as both entertaining and socially relevant.



Forest City Youth Film Festival

Supporting the next generation of storytellers is central to FCFF's mandate. The Youth Film Festival celebrates high school filmmakers through screenings, awards, and red-carpet experiences—offering young artists a professional platform while engaging families, schools, and educators across the region.

Year-Round Screenings at the Hyland

Beginning in April, FCFF will partner with the historic Hyland Cinema to present monthly year-round screenings of classic films on **35mm and 70mm prints**, offering audiences the rare opportunity to experience landmark cinema as it was meant to be seen.

Sponsorship Opportunities with the Forest City Film Festival

The Forest City Film Festival offers a wide range of sponsorship opportunities designed to meet different marketing objectives, budgets, and levels of engagement. From high-profile festival moments to targeted program support, FCFF partnerships provide meaningful visibility, strong audience connection, and authentic community alignment.

Sponsors are invited to align with opportunities that reflect their brand priorities, values, and desired level of engagement. Each opportunity is offered within a defined sponsorship level, with detailed pricing and customization options outlined in the following pages.

A Flexible Partnership Model

Sponsorship opportunities are available across multiple partnership levels, ranging from \$3,000 to \$50,000. FCFF works collaboratively with partners to ensure each sponsorship delivers clear value, strong visibility, and alignment with shared goals.

What All FCFF Sponsors Receive

All FCFF sponsors benefit from a comprehensive recognition and visibility package designed to deliver marketing value before, during, and after the festival. Depending on sponsorship level, benefits may include:

- On-screen logo recognition before festival screenings
- Logo placement on FCFF marketing materials and digital platforms
- Recognition on the FCFF website with hyperlinking
- Inclusion in festival newsletters and email communications
- Social media recognition across FCFF platforms
- On-site brand presence at festival venues
- Opportunities for audience engagement and activations
- Festival tickets and VIP access to select events
- Acknowledgment in FCFF's annual report

A full breakdown of benefits by sponsorship level is provided in the following pages.



Sponsorship Opportunity Areas

In addition to the core recognition and visibility benefits included with each sponsorship level, FCFF offers a curated set of ownership opportunities that allow partners to align with a specific program, event, or experience. These opportunities provide a clear point of association and naming presence, giving sponsors something tangible they can point to, activate around, and be publicly identified with throughout the festival.

Each ownership opportunity is customizable and designed to integrate naturally into the festival experience, while complementing the broader benefits that come with sponsorship.

Festival Highlights & Signature Moments

Highly visible opportunities aligned with marquee events and major festival moments.

- Opening Night
- Lifetime Achievement Award
- London On-Screen Day
- Music Video Night
- Launch Party



Audience Engagement & On-Site Experiences

Direct interaction with audiences through high-traffic and repeat-visit environments.

- Filmmaker Lounge
- Q+A Stage
- Box Office
- Concessions
- Silent Auction

Film Programming & Screenings

Brand alignment with the films and programs that define the festival's artistic identity.

- Best of the World Fests Screenings
- Narrative Features (In-Competition)
- Documentary Features (In-Competition)
- Shorts Programs
- Experimental Program



Industry, Education & Community Programs

Support filmmaker development, youth engagement, and meaningful community dialogue.

- Ontario Screen Creators Conference Speaker Series
- Deep Dive Screenings
- Forest City Youth Film Festival

Operational & Festival Infrastructure Partnerships

Consistent brand presence tied to the delivery of the festival experience.

- Car of the Festival
- Printer of the Festival
- Beer of the Festival



The Team Behind the Festival

The Forest City Film Festival is led by a dedicated team of arts professionals, community leaders, and volunteers who bring deep experience in cultural programming, event production, marketing, and non-profit leadership. Together, they deliver a festival that is professionally run, creatively ambitious, and rooted in Southwestern Ontario.

Festival Leadership & Staff

Ethan Hickey – *Executive Director*

Dorothy Downs – *Founder and Artistic Director*

Brittany Whelan – *Managing Coordinator*

Derrick Beckford – *Production Manager*

Mina Ahmad – *Programming Coordinator*

Board of Directors

The Forest City Film Festival is governed by an engaged Board of Directors representing a range of professional backgrounds and community perspectives.

Nancy Branscombe – *Chair*

Angie Francolini – *Vice Chair*

Maria Alexopoulos

Farah Benni

Elle Bernardo

James Boyd

Rob Carver

Andrew Dodd

Megan Fowler

Ryan Gauss

Cameron McCormack

Nord Mensah

Judith Schuyler

Janice Zolf

A Community Effort

Each year, FCFF is supported by a large team of seasonal staff, interns, and over 100 volunteers who help bring the festival to life across multiple venues. Their commitment and professionalism are essential to delivering a welcoming, high-quality experience for audiences, filmmakers, and partners alike.



We'd love to explore how a partnership with the Forest City Film Festival can support your goals.

Online: www.fcff.ca

Email: ethan@fcff.ca

Social Media:

FOREST CITY FILM FESTIVAL

2026 SPONSOR BENEFITS

	Presenting Partner	Star Level \$10,000	Director Level \$5,000	Producer Level \$3,000
Exclusivity of upper-level sponsorship in your market segment (upon request)	✓			
Recognition as Presenting Partner of the relevant event on signage, advertising, printed and digital materials	✓			
Category exclusivity (upon request)	✓			
Logo on festival t-shirts (FCFF Only)	✓			
Logo on festival media wall	✓			
Welcome letter in the relevant program	✓			
Advertising space in the relevant festival program (full-page, inside cover)	✓			
Advertising space in ancillary festival program (½ page)	✓	✓		
15 second advertisement in all relevant program pre-shows	✓	✓		
Personalized advertising slide in festival pre-show	✓	✓		
Recognition on slide prior to all festival activities	✓	✓		
Logo recognition on FCFF.ca homepage	✓	✓		
Logo on relevant tickets and passes	✓	✓		
Logo on festival posters	✓	✓	✓	
Logo recognition on additional relevant webpages (hyperlinked)	✓	✓	✓	
Sponsorship Customization (see next page)	✓	✓	✓	
Opportunity to purchase advertising space in any festival program (50% discount on all sizes)	✓	✓	✓	✓
Logo recognition on Sponsor Page in relevant program	✓	✓	✓	✓
Logo recognition on FCFF.ca Sponsor Page (hyperlinked)	✓	✓	✓	✓
Personalized social media feature	✓ 4 times/year	✓ 3 times/year	✓ 2 times/year	✓ 1 time/year
Group social media feature (2 times a year)	✓	✓	✓	✓
Recognition in all relevant newsletters	✓ min. 4 times/year	✓ min. 4 times/year	✓ min. 2 times/year	✓ min. 1 times/year
Opportunity for product giveaways at festival	✓	✓	✓	
VIP festival experiences: admission to all screenings, ticket to Opening Night Gala, and invitations to exclusive events	✓ 4 passes	✓ 4 passes	✓ 2 passes	✓ 2 passes
Festival tickets	✓ 20 tickets	✓ 20 tickets	✓ 16 tickets	✓ 10 tickets
Acknowledgment in the Forest City Film Festival annual report	✓	✓	✓	✓