

KITFO^{TV}

FILM FESTIVAL 2024

INGLEWOOD, CA





OUR MISSION

To empower first-generation Ethiopian and Eritrean creators, creating a space to celebrate our culture and narratives. Our vision is to lead in showcasing these stories, enhancing how they're experienced worldwide, promoting diversity and inclusivity.

PURPOSE OF THE FILM FESTIVAL

To introduce KITFO brand, build community, and showcase first-generation Ethiopian and Eritrean filmmakers and creatives.

Launching Fall 2024.

ABOUT KITFO TV.

CAPTIVATE A GLOBAL AUDIENCE.

BE PART OF THE FIRST EVER KITFO TV FILM FESTIVAL



High visibility within a niche yet global audience deeply passionate about film and the diverse cultures of East Africa.



Unique positioning as the first festival of its kind for Ethiopian and Eritrean creatives in the diaspora.



Association with a pioneering cultural event and the innovative KITFO TV brand.

FESTIVAL OVERVIEW.

**DATE**

September 20, 21, & 22, 2024

VENUES

The Miracle Theatre

FORMAT

Screenings, Mixers, Panels,
Networking Events, Award
Ceremony & After Party

THE VENUE.

THE MIRACLE THEATER

The Miracle has hosted events for HBO, Red Bull, Motown Records + more

Configured with 373 fixed seats with capacity able to increase to 598 seated and standing.

Main room, Backyard Stage, Lobby & Bar, South Wing

8,120 sq ft





AUDIENCE DEMOGRAPHIC.

Sponsors have a unique opportunity to connect with a vibrant, culturally engaged, and economically active segment of the Ethiopian and Eritrean diaspora globally.

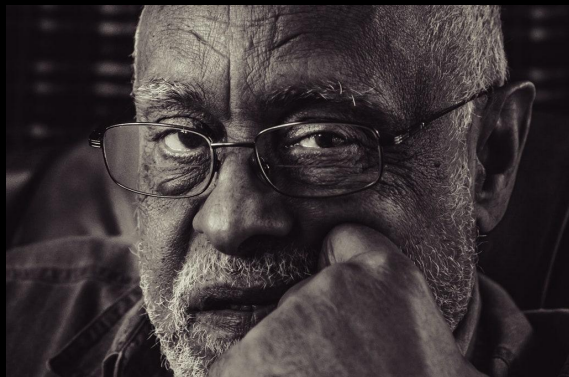
The festival audience represents a wide age range, offering diverse marketing opportunities from cultural heritage products to modern lifestyle brands.

Engagement with the festival offers sponsors a platform for meaningful connection with a community passionate about supporting initiatives that celebrate and elevate their cultural identity.



PARTNERSHIP OPPORTUNITIES.

HAILE GERIMA.



Critically acclaimed filmmaker from Ethiopia is fundraising for his upcoming documentary

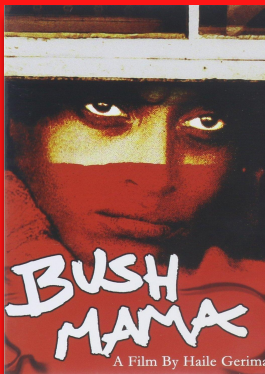
“Lions, Roman Wolves: The Children of Adwa,” a 6-hour long doc featuring footage from Italy, France, Germany, the United Kingdom, and Russia, as well as first-hand interviews with Ethiopian veterans of the war.

Sponsor The Haile Gerima Screening.

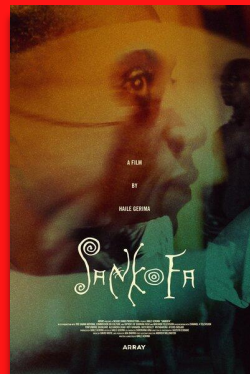
- Partial screening of the *Lions, Roman Wolves: The Children of Adwa* documentary
- Masterclass presented by Haile Gerima
- Q&A with Haile Gerima about the film

SPONSORS WILL GET

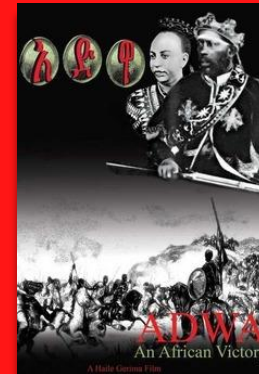
- Exclusive naming rights for Haile Gerima involvement
- Logo placement on all promotional materials
- Opportunity to introduce Haile Gerima at event



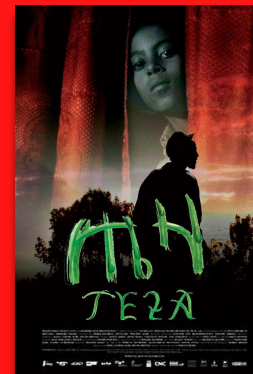
Bush Mama, 1979



Sankofa, 1993



Adwa, 1999



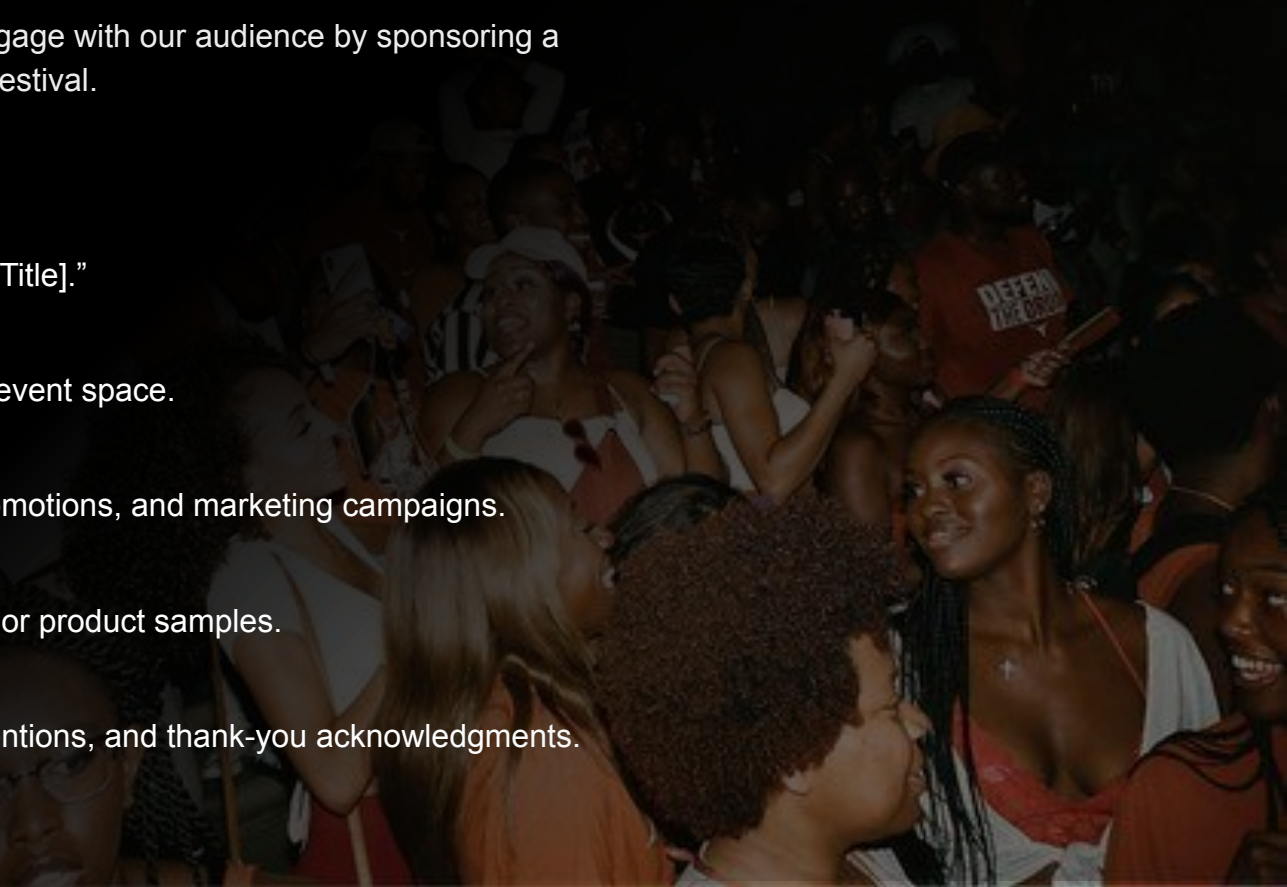
Teza, 2008

SPONSOR A CUSTOM PANEL OR NETWORKING MIXER.

Elevate your brand's presence and engage with our audience by sponsoring a custom event during the KITFO Film Festival.

SPONSORS WILL GET

- **Event Naming Rights**
"[Brand Name] Presents: [Event Title]."
- **Custom Activation**
Branded experiences within the event space.
- **Promotional Opportunities**
Press releases, social media promotions, and marketing campaigns.
- **Branding Collateral**
Distribute branded merchandise or product samples.
- **Post-Event Coverage**
Photo/video highlights, press mentions, and thank-you acknowledgments.



MOTHERLAND SOUNDS AFTER PARTY

In partnership with Motherland Sounds, we're proud to present a curated selection of music, food and culture from East Africa.

SPONSORS WILL GET

- Branded experiences within the event space
- Logo placement on all promotional materials for the after party
- Distribute branded merchandise or product samples

AFTER - PARTY WITH MOTHERLAND SOUNDS

Continue the celebration with Motherland Sounds, known for their eclectic mix of African beats, hip-hop, and world music. It's more than an after-party; it's a cultural journey.

Be part of an experience featuring special guest DJs and surprise performances that keep the energy high and the music rooted in East African traditions.



MEDIA SPONSORS

Join us as we spotlight groundbreaking films, nurture emerging talent, and create unforgettable experiences for audiences worldwide. Explore the unparalleled exposure, exclusive benefits, and meaningful connections awaiting you as a Media Sponsor. Together, let's illuminate the power of storytelling and shape the future of cinema.

Media Sponsorship Benefits:

- **Prominent Brand Exposure:** Your logo prominently displayed in all promotional materials, including press releases, posters, and digital advertisements, reaching diverse audiences locally and globally.
- **Exclusive Marketing Opportunities:** Customized mentions on our social media platforms, website, and during festival events, showcasing your commitment to fostering the arts.
- **VIP Access:** Gain exclusive access to premieres, screenings, and networking events..
- **Tailored Brand Integration:** Collaborate with us to create unique content or activations that authentically represent your brand and resonate with our audience.



okayafrica.

VARIETY



Indiewire®

THE WRAP
Covering Hollywood

THE
Hollywood
REPORTER

IN- KIND DONATIONS

Become a vital part of our esteemed film festival as an In-Kind Donations. Your contribution not only champions artistic expression but also aligns your brand with creativity, innovation, and cultural enrichment.



In-Kind Donation Perks:

- **Recognition & Appreciation:** Your generosity acknowledged in our festival program, website, and on-site signage, showcasing your dedication to supporting cultural endeavors.
- **Networking Opportunities:** Connect with filmmakers, industry professionals, and fellow sponsors, fostering valuable relationships and potential partnerships.
- **Customized Exposure:** Tailored promotional opportunities, such as branded merchandise or exclusive screenings, designed to amplify your brand's presence and engagement.

SPONSORSHIP PACKAGES.

Small Business Showcase: \$2,500

- Logo placement on all event materials including website
- Company logo rotated on main screen between film blocks
- Exclusive sponsorship of a festival component (panel, workshop, mixer)
- Custom branded activation with premium location
- Six all access film festival passes
- Dedicated sponsor table for six during film festival
- Dedicated social media, press mentions + email blasts
- Exclusive content creation - recap video 60 sec

Cultural Ambassador: \$1,000

- Logo placement on all event materials including website
- Company logo rotated on main screen between film blocks
- Four all access film festival passes
- Dedicated sponsor table for four during film festival
- Dedicated social media, press mentions + email blast
- Product table to sell merch
- Company logo included in festival recap video

Community Engagement: \$500

- Company name and logo in print on festival brochure
- Company name and logo on film festival website
- Company logo rotated on lobby screens during festival
- Listing in marketing materials and promotion for festival
- Dedicated social media post
- Two all access film festival passes

Community Partner \$250

- Company name and logo in print on festival brochure
- Company name and logo on film festival website
- Company name & logo in marketing materials and promotion for festival
- Social media shoutout - group mention for all partners

INQUIRE FOR DETAILS



COMMUNITY PARTNERS.

LET'S WORK.

Join Us in Elevating the Ethiopian and Eritrean Arts

Contact us today to explore
partnership opportunities and
make a lasting impact on the world
of film.



INFO@KITFO.TV

