

Tasveer

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TASVEER ANNOUNCES SEATTLE'S FIFTH ANNUAL INDEPENDENT SOUTH ASIAN FILM FESTIVAL

Tasveer is proud to present the fifth annual Independent South Asian Film Festival (ISAFF) from September 24 – 28, 2008 at the Broadway Performance Hall. With past audiences of over 1,500, we expect an even higher turnout this year!

Tasveer is an independent South Asian film organization flourishing in the Pacific Northwest since 2002. Our goal is to bring awareness to the local community about the rich cultural heritage of their South Asian members by providing alternative and thought-provoking films that are independently produced. We are proud to announce that Tasveer is the recipient of a grant from 4Culture and the PRIDE Foundation allowing us to introduce a focus on South Asian Queer films for ISAFF 2008. In line with Tasveer's mission to provide vision to the unseen and a voice to the unheard, we recognize that the South Asian Queer voice has been historically, and in many cases systematically, underrepresented. Our aim is to provide a safe space for community members to view and discuss films that reflect not only on Queer themes but also the diversity of Queer voices within the South Asian community. **Our diverse voices need to be heard, our faces seen, and our art celebrated by the Pacific Northwest community.**

Seattle is recognized as having one of the fastest growing South Asian populations along with Houston and Atlanta (US Census). Our South Asian community is comprised of diverse national origins, languages, economic status, and religious affiliation. They identify themselves as coming from Afghanistan, Bangladesh, Bhutan, Pakistan, India, Nepal, the Maldives, or a variety of Diaspora communities such as Fiji, Mauritius, Trinidad, and Tobago. We reach diverse audiences within the South Asian community who are newly immigrated, as well as second generation South Asians who are students and professionals and non-South Asians who are eager to participate and learn about the culture through the perspective of film.

We urge you to help make this much-anticipated event an even bigger success in 2008. Historically, more than 50% of ISAFF funding has been provided by community support. Our sponsorship levels are designed to engage your contribution at any level and provide a substantial benefit in outreach and awareness to your organization.

- **Producer:** Theater rental/House Manager fee, (2007: \$5,000)
- **Director:** Rental for 35mm print (\$350), Round-trip shipment of 35mm print from India (\$700)
- **Actor:** Economy airfare ticket for guest speaker from New York (\$600), 1-Day Hotel accommodation and Meals (\$150)
- **Publicist:** Cost of Web services and posting flyers (\$700), Program Guide (\$500 per 1,000 festival guides)
- **Fan of Tasveer:** Tickets and Audience Voting Slips (\$200), Signage (\$100), and Volunteer Training Sessions (\$100)

We look forward to your participation in ISAFF and thank you for your consideration in advance. Should you have any questions, or would like to find out more about ISAFF sponsorship, please contact me at (845) 893-1904.

Angie Pazhavila

Sponsorship Coordinator
Independent South Asian Film Festival 2008

ISAFF 2008 SPONSORSHIP INFORMATION

Sponsor Level	Contribution	ISAFF Marketing Benefits	ISAFF Admission Benefits	Other Great Tasveer Perks
Producer (3 Available)	\$5,000	<ul style="list-style-type: none"> • Full cinema screen ad* playing between programs • (1) Full page b/w ad in festival guide • Special mention before all programs • Company name listed in every festival newsletter with a link to your site • Your company logo on the festival Web site with an active link to your Web site • Display your banner on-site • Your company logo on widely distributed fliers and posters 	<ul style="list-style-type: none"> • Priority Seating • 10 All Access Festival Passes • Reserved seating at all programs 	<ul style="list-style-type: none"> • Invited to “Brunch with Filmmakers and Tasveer Guests” • 2 Tickets to “Yoni Ki Baat” at Aaina 2009 (a sold out event every year!)
Director (5 Available)	\$2,500	<ul style="list-style-type: none"> • Half cinema screen ad playing between programs • (1) Half page b/w ad in festival guide • Special mention before all programs • Company name listed in every festival newsletter • Your company logo on the festival Web site with an active link to your Web site 	<ul style="list-style-type: none"> • Priority Seating • 5 All Access Festival Passes • Reserved seating at all programs 	<ul style="list-style-type: none"> • Invited to “Brunch with filmmakers and Tasveer guests” • 2 Tickets to “Yoni Ki Baat” at Aaina 2009 (a sold out event every year!)
Actor (10 available)	\$1,000	<ul style="list-style-type: none"> • (1) Quarter page b/w ad in festival guide • 50% Discount on additional or upgraded ads • Your company logo listed on the festival Web site • Special mention in opening and closing programs • Company name listed in every festival newsletter, festival Web site and program guide 	<ul style="list-style-type: none"> • 2 All Access Festival Passes • 5 Free Program Passes • Reserved seating at all programs 	<ul style="list-style-type: none"> • 2 Tickets to “Yoni Ki Baat” at Aaina 2009 (a sold out event every year!)
Publicist (Unlimited)	\$501 to \$999	<ul style="list-style-type: none"> • (1) Quarter page b/w ad in festival guide • 25% Discount on additionally purchased or upgraded ads • Your company logo listed on the festival Web site and newsletter 	<ul style="list-style-type: none"> • 2 All Access Festival Passes • Reserved Seating 	<ul style="list-style-type: none"> • 2 Tickets to “Yoni Ki Baat” at Aaina 2009 (a sold out event every year!)
Fan of Tasveer (Unlimited)	\$250 to \$500	<ul style="list-style-type: none"> • (1) Business card b/w ad in festival guide • Listed on the festival Web site and newsletter • 25% Discount on all ads 	<ul style="list-style-type: none"> • 2 All Access Festival Passes • Reserved Seating 	
	\$0 to \$249	<ul style="list-style-type: none"> • Special mention in festival guide/Web site and newsletters • 25% Discount on all ads 		

ISAFF 2008 ADVERTISING

***Full Cinema Screen Ad:** Your ad can be submitted as a business logo, commercial, or other notice continuously looping before and after each program. Cinema Hall ads will be displayed to 1,500 to 2,000 attendees and afford high recognition for your organization. Limited to 7-30 seconds per ad.

Program Guide: The program guide is available during ISAFF and all associated launch events. The guide includes articles on media activism, independent media, filmmaker interviews, program schedule, and ads from local businesses and non-profit organizations. Sponsorship of our program guide is an excellent form of outreach by businesses and non-profits to address the needs of Seattle's South Asian community. The booklet is 8.5 x 11 inches with color ads on the cover. All other ads will be in black and white.

On-Site Vendor: Promote your non-profit or small business on-site at a low cost facility fee! Vendors are subject to approval by Tasveer's Board of Directors, and may not provide any food or beverage services. If you require merchant services please contact your local provider; services will not be independently offered on-site.

	Type of Advertisement	Contribution	Details
Live Ads	* Full cinema screen ad for all programs	\$500	Your ad plays before and after every program in the main theater
Festival Guide	1-Page Full Color Ad Festival Guide Back Cover 7.5" X 9.25" (1 available)	\$500	Your full page ad in our annual festival guide (8 x 10.5) <ul style="list-style-type: none"> • (2) Free ads with a Premier Festival Sponsorship (\$5,000 or more) • (1) Free ad with a General Festival Sponsorship (\$2,500 or more)
	1-Page Full b/w Ad inside Festival Guide 7.5 X 9.25" (5 Available – 3 for Producer Level Sponsors)	\$400	Your full page ad in our annual festival guide (8 x 10.5) <ul style="list-style-type: none"> • (2) Free ads with a Premier Festival Sponsorship (\$5,000 or more) • (1) Free ad with a General Festival Sponsorship (\$2,500 or more)
	Half (1/2) b/w Page Ad in Festival Guide 7.5"X 4.5" (8 Available- 5 for Director Sponsors)	\$350	Your half page ad in our annual festival guide <ul style="list-style-type: none"> • (1) Free with a Program Sponsorship (\$1,000 or more)
	Quarter (1/4) b/w Page Ad in Festival Guide 4.25" X 4.5"	\$250	Your quarter page ad in our annual festival guide <ul style="list-style-type: none"> • (1) Free with Community Partner Sponsorship (\$500 or more)
	Business Card Sized Ad in Festival Guide 2.5" X 2"	\$100	Your business card sized ad in our annual festival guide
Online	Link from the festival Web site to your Web site	\$200	Drive Web-traffic to your site
	Have your ad or PSA play on tasveer.org	\$500	Your ad is displayed in our program or event location pages
Vendors	Food Vendor (1 Available)	Unavailable	June 2008: This vendor has been secured
	On-Site Vendor (2 Available / Day)	\$100 / day	Subject to approval from board, you may not provide food and/or beverage site (If you require merchant services please contact your local provider, not provided on-site)

Your Tasveer Sponsorship Dollars At Work...

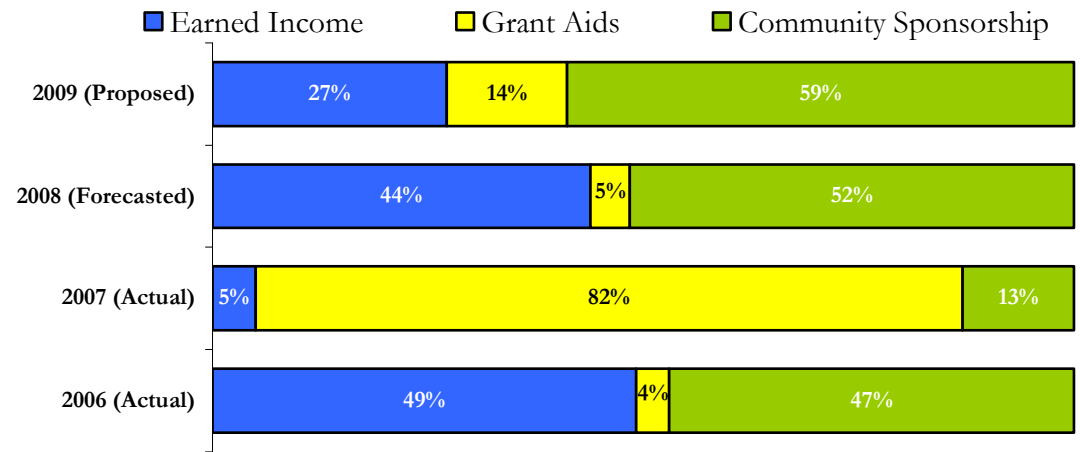
Tasveer does a lot with very little.

From 2006 to 2008 Tasveer has been operating on an average budget of about \$24,000 not including In-Kind Income which includes donated professional services.

The types of grants awarded to Tasveer limit the organization's ability to earn income from programming, leaving it heavily dependant on donated services and community sponsorship.

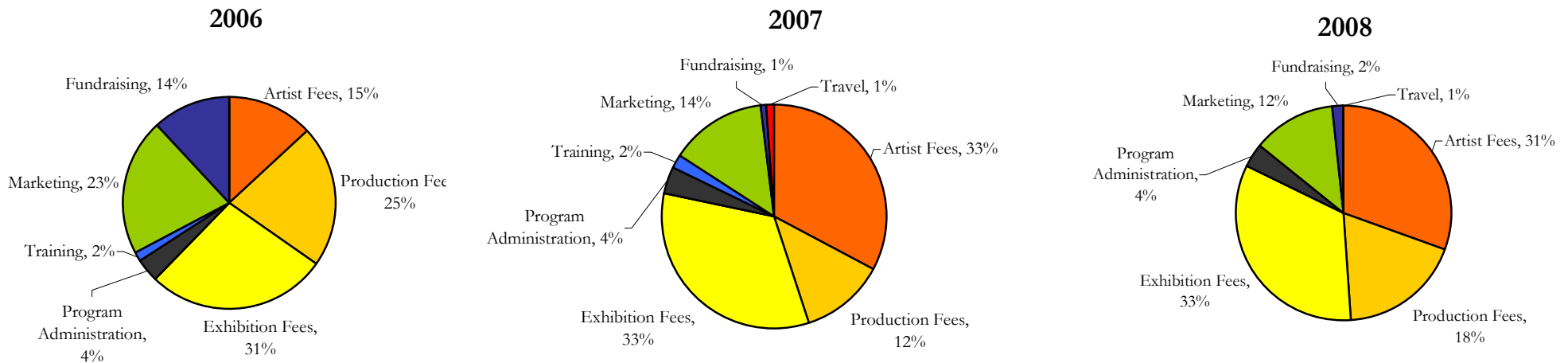
In 2007 Tasveer was awarded a substantial grant from Seattle's Department of Neighborhoods that allowed the organization to shift focus from external fundraising to programming. In 2008 Tasveer has applied for additional grant opportunities. We were recently awarded a \$5,000 grant from 4Culture and \$5,000 from Seattle's Pride Foundation.

Tasveer Income by % Source 2006 to 2009



Tasveer's community impact has grown substantially over the years. In contrast, expenses have had an average change of only 13% from 2006 to 2008 reflecting fiscal responsibility of sponsorship funds. One of the ways Tasveer manages expenses is to work collaboratively with other community partners; since its inception Tasveer has worked collaboratively with over 85 organizations. Additionally, the organization is staffed almost entirely by volunteers, who have logged over 3,000 hours in the preparation and execution of programs which reached more than 2,000 community members. In 2009, Tasveer hopes to formalize one full-time paid role that is focused on central administration and grant writing opportunities.

Tasveer's Major Expense Categories 2006 to 2008



Tasveer's 2008 Event Calendar

Program Name	Description	Attendance
Tasveer Dance Party (JUICE)	Fundraiser: Global Dance Night Event	310
AAINA 2008 South Asian Women Focus	AAINA, meaning "mirror," is a festival featuring visual, performance, and media art by and about South Asian women, hence "a mirror." The festival also includes a youth group with members of the community between the ages of 12 and 20.	725
"Yoni Ki Baat"	Part of the AAINA film festival, Yoni Ki Baat, also translated as "Talk of the Vagina," is a South Asian adaptation of Eve Ensler's "Vagina Monologues." <ul style="list-style-type: none"> Running since 2007, in 2008 the performance had two sold out performances. 	
Madhu Kishwar:: Domestic Violence and Dowry Laws in India	Guest Lecturer	50
BollyGrooves	Fundraiser: Global Dance Night Event	300
Summer Film Screenings (Community Specific Film Screenings)	Community Film Screenings	219 (Plan)
Independent South Asian Film Festival	The annual Independent South Asian Film Festival, fondly referred to as ISAFF, is Tasveer's most extensive production. It is a five-day extravaganza that takes place in late September. It has been in existence since 2004. Every year we have a new theme and Web site design. The 2008 theme is Queer film.	2,000 (Plan)
Total 2008 Outreach to Community Members		3,604

For more information about Tasveer please contact any of our board members at your convenience:

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