



Fantasia

INTERNATIONAL FILM FESTIVAL

JULY 16 — AUGUST 5 2020

“Fantasia is a shrine.”
GUILLERMO DEL TORO

“Fantasia is the most important and prestigious
genre film festival on this continent.”
QUENTIN TARANTINO

“One of Canada’s hottest film events.”
VARIETY



— 02 —

Fantasia: Truly international in scope

Now entering its 24th year, the Fantasia International Film Festival is not just the most popular film festival in Montreal, it is the largest and most popular genre film festival in North America and one of the world's most-respected genre film festivals. Showcasing the best in original, imaginative cinema from all over the globe, Fantasia has become an enormously influential and important event to filmmakers, distributors and audiences everywhere who flock to Montreal every July to see the kind OF unique cinematic experience that only Fantasia can bring.

Beyond our local popularity and success, Fantasia enjoys an outstanding reputation in the international film community in part thanks to «Frontières» - our International co-production market, a separate edition of which is also presented at the Cannes Film Festival. Every year, Fantasia and Frontières together welcome a large number of international guests and prestigious worldwide media outlets. With a highly valuable media plan for its partners and sponsors, Fantasia offers a unique opportunity to reach a large and passionate audience both on-site and online.



1 Samara Weaving 2 Satoshi Miki 3 Sam Elliott 4 Josh Safdie, Benny Safdie, Robert Pattinson 5 Guillermo del Toro 6 Alexandre Goyette 7 XX
8 Kate Bosworth 9 Kevin Bacon

ROUGHLY

100 000

SPECTATORS FOR THE NINTH
CONSECUTIVE EDITION



350+ SPECIAL GUESTS
AT THE FESTIVAL

400+ INDUSTRY PARTICIPANTS
AT THE FRONTIÈRES CO-
PRODUCTION MARKET

Over 100
FILMMAKERS FROM QUEBEC AND
CANADA

270+

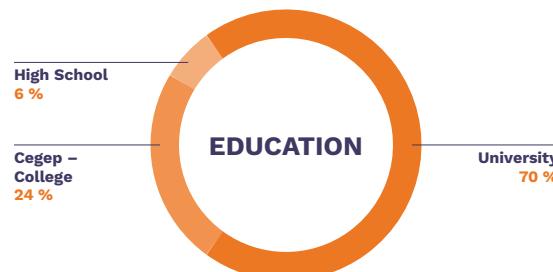
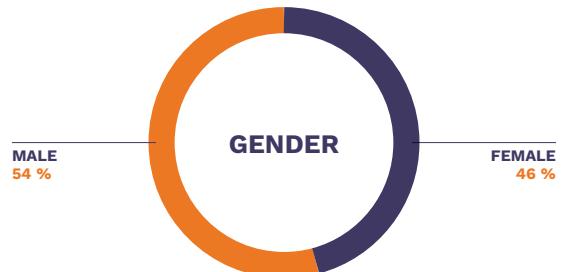
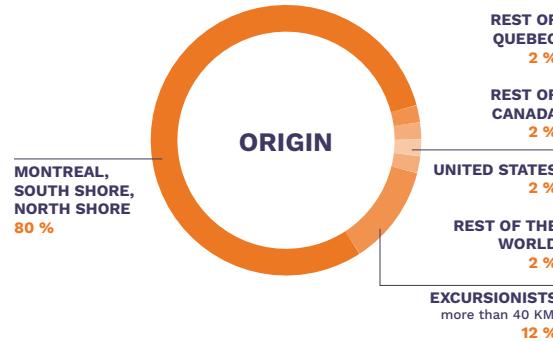
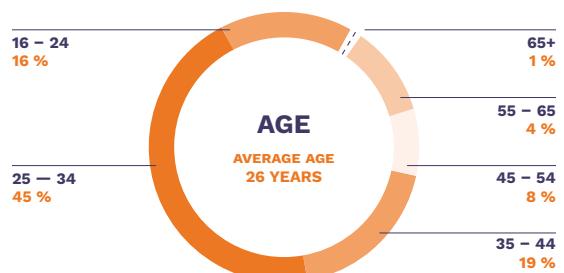
JOURNALISTS IN ATTENDANCE
COVERING THE EVENT

139

FEATURE FILMS, 114 OF
WHICH WERE PREMIERES



253
SHORT FILMS, WITH A LARGE
NUMBER PRESENTED AS WORLD
OR INTERNATIONAL PREMIERES



SOURCES
SOM survey (2018) and Admission network sales reports (2018)



The 23rd edition of the Fantasia International Film Festival was acclaimed by the media all over the world. For the sixth consecutive year, more than 3000 articles about the festival and its original programming were published, a significant number of which came from some of the most prestigious outlets in the world.

The 23rd edition of the Fantasia International Film Festival received worldwide media coverage. For the sixth consecutive year, more than 3000 articles about the festival and its original programming were published, a significant number of which came from some of the most prestigious outlets in the world, such as Variety, Entertainment Weekly, Deadline, The Daily Beast, The CBC, Entertainment Tonight and such local press outlets as The Montreal Gazette and La Presse. Over 525 outlets from 33 countries covered the event, while some 270 journalists attended the festival, a number that grows every year.

Fantasia's media plan is valued at roughly \$850,000 and reaches over 2,000,000 Quebecers. The plan includes 30 second ads

broadcasted throughout the month of July across the TVA, LCN, Télétoon, Télétoon la nuit and MAtv networks. The ads also run prior to feature films at the Cinéma Beaubien, Cinéma du Parc and the Cinéma du Musée. A printed ad campaign is coordinated in the Journal de Montréal, the Journal de Québec, the 24H, Cult Mtl and Exclaim!. The festival has a significant billboard campaign, targeting high traffic areas such as bus shelters across the city. On the radio side, CISM-FM and CJLO-AM broadcast the festival's ads.

In addition to these campaigns, interior and exterior posters (2'x3' and 4'x6') and a printed schedule are distributed throughout public spaces, businesses, cafés and bars across the island of Montreal, the South Shore and the North Shore.

Praises

— 90

"This cinematic orgy is really something else – without a doubt, the most important concentration of cinematic pop culture there is." — **LE MONDE**

"Fantasia Fest [...] showcases some of the most exciting and engaging films from all over the world." — **IGN**

«Fantasia ne fait pas les choses à moitié. Quand ce festival démarre, c'est sur les chapeaux de roues. Et ça ne ralentit pas.» — **SONIA SARFATI, LA PRESSE**

'In a lot of ways, my career started at Fantasia. This is a true film festival and I hope to be a part of it for years and years to come.' — **MIKE FLANAGAN**

"[A] three-week extravaganza of fantastic movies, amazing people, and memorable experiences." — **FILM SCHOOL REJECTS**

"The most important event dedicated to genre film in North America." — **LES CAHIERS DU CINÉMA**

"Simply the most badass, pumped-up genre fest you will find on this planet." — **MOVIE MAKER MAGAZINE**

«Une fois sorti de la salle, on a eu le sentiment d'avoir assisté à quelque chose d'unique et de complètement surréaliste. C'est entre autres ce qui fait la beauté du festival.» — **HORREUR QUÉBEC**

"The Frontières market is one of the major ways that Fantasia Fest has been setting itself apart from the dozens of other genre-focused film festivals that keep popping up around the world." — **NOEL MURRAY, ROGEREBERT.COM**

"One of the country's greatest cinematic events." — **CBC NEWS**



Special Events

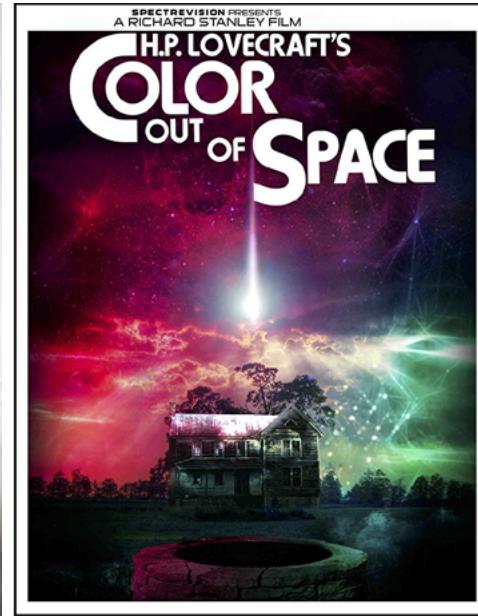
Fantasia hosts a multitude of special events throughout the festival, including live musical events, exterior screenings, Virtual Reality showcases, book launches, live podcasts as well as several networking cocktails.

Since 2016 the festival has produced a talk show dedicated to genre cinema, with each episode featuring stars and filmmakers from both the International and Quebec's film industry. Broadcasted on MAtv and on demand for Illico subscribers, the platform reached some 300,000 viewers in 2019. With several rebroadcasts throughout the year,

exclusive content on Fantasia's youtube page and a promotional campaign across its social media, Fantasia uniquely maintains its relationship with its fans all year long, building a following that extends beyond the festival into a community of fans and friends.

For more information regarding sponsorship opportunities related to the talkshow, please contact:

TANIA MORISSETTE
Producer Fantasia: the Talk-show
tania@fantasifestival.com



Frontières

Fantasia /  MARCHÉ DU FILM
FESTIVAL DE CANNES

FRONTIÈRES is an international co-production market and networking platform specifically focused on genre film financing and co-production. Organized by the Fantasia International Film Festival, in partnership with the Marché du Film – Festival de Cannes, Frontières connects emerging and established filmmakers and producers from across North America and Europe with industry leaders in production, sales, financing and distribution. Frontières is now established within the industry as the most effective and influential professional platform for genre films.

In 2020, Frontières will present the 12th edition of its annual four-day co-production market at Fantasia. Selected genre film projects from across Europe and North America will meet with 400 members of the international film industry. 2020 will also feature the third edition of the Frontières Finance & Packaging Forum, an invitational event for

projects at the packaging stage to work with experts in financing, marketing & distribution. Finally, the most advanced Frontières projects will be presented to the international industry as part of the Frontières Platform at the Marché du Film – Festival du Cannes, which provides genre-focused industry programming & networking opportunities.

Frontières successes include: *Color Out Of Space* (Richard Stanley), *Turbo Kid* (Rkss Films), *Raw* (Julia Ducournau), *78/52* (Alexandre O. Philippe), *The Lodgers* (Brian O'malley), *The Ranger* (Jenn Wexler) and *Les Affamés* (Robin Aubert).

For more information, please contact:

LINDSAY PETERS

Frontières Executive Director
lindsay@fantasiafestival.com

or visit the website:
frontieresmarket.com



Sponsorship Opportunities

The Fantasia International Film Festival offers a privileged access to an enthusiastic public for over 20 days. With close to 100 000 participants and over 200 000 unique visitors on its website, Fantasia enjoys a significant traffic and reaches a large number of educated consumers in a festive environment.

The festival offers several possibilities for sponsorship, as detailed below:

- LEAD SPONSORSHIP** (p. 09)
- MAJOR SPONSORSHIP** (p. 10)
- PLATINUM SPONSORSHIP** (p. 11)
- GOLD SPONSORSHIP** (p. 12)
- SILVER SPONSORSHIP** (p. 13)

For more information about our partnership opportunities, please contact:

FRANÇOIS LEFEBVRE
fantasia.francoislefebvre@gmail.com
Cell: (450) 470-2039

Lead Sponsorship



Make your business one of Fantasia's exclusive LEAD SPONSORS!

**YOUR COMPANY WILL BENEFIT FROM A HIGH VISIBILITY TAILORED TO YOUR NEEDS,
INCLUDING:**

Your LOGO with hyperlink on every page of Fantasia's website, on top of every page above the Fantasia logo (limit of two Lead sponsors)

Your LOGO with hyperlink as Lead sponsor on Fantasia's sponsors web page

Your LOGO with hyperlink in the rotative partners banner on the Fantasia website

Your LOGO on the front page of Fantasia's official printed program

Ad pages in Fantasia's official printed program (several options available)

Rotative banner ads for your business on the front page of Fantasia's website

Ads for your company projected on the big screen before select Fantasia screenings

Distribution of your promotional items at various locations at the festival

Your LOGO on Fantasia's banner on de Maisonneuve blvd.

Your LOGO on Fantasia's official poster

Your LOGO on Fantasia's printed schedule

Your LOGO on the big screen, in a priority placement in the ad rotation before each Fantasia screening

Possibility to offer a prize, an award or discounts in your company's name

Corporate tickets for your employees and guests

Reserved seats for you and your guests

Possibility to execute activation plans for your products with Fantasia's audience

Your company may freely advertise its partnership with Fantasia

Major Sponsorship



Make your business one of Fantasia's three (3) MAJOR SPONSORS!

**YOUR COMPANY WILL BENEFIT FROM A HIGH VISIBILITY TAILORED TO YOUR NEEDS,
INCLUDING:**

Your LOGO with hyperlink on every page of Fantasia's website, on top of every page right below the Fantasia logo (limit of three Major sponsors)

Your LOGO with hyperlink as Major sponsor on Fantasia's sponsors web page

Your LOGO with hyperlink in the rotative partners banner on the Fantasia website

Your LOGO on the front page of Fantasia's official printed program

Ad pages in Fantasia's official printed program (several options available)

Rotative banner ads for your business on the front page of Fantasia's website

Ads for your company projected on the big screen before select Fantasia screenings

Distribution of your promotional items at various locations at the festival

Your LOGO on Fantasia's banner on de Maisonneuve blvd.

Your LOGO on Fantasia's official poster

Your LOGO on Fantasia's printed schedule

Your LOGO on the big screen, in a priority placement in the ad rotation before each Fantasia screening

Possibility to offer a prize, an award or discounts in your company's name

Corporate tickets for your employees and guests and Reserved seats for you and your guests

Possibility to execute activation plans for your products with Fantasia's audience

Your company may freely advertise its partnership with Fantasia

Platinum Sponsorship

12



Make your business one of Fantasia's PLATINUM SPONSORS and become the MAJOR SPONSOR of one of the festival's eleven (11) sections!

YOUR COMPANY WILL BENEFIT FROM A HIGH VISIBILITY TAILORED TO YOUR NEEDS, INCLUDING:

Your LOGO with hyperlink as Platinum sponsor on Fantasia's sponsors web page

Your LOGO highlighted as a Platinum sponsor in Fantasia's printed program

Your LOGO present on every one of your section's film pages in the printed program

Your LOGO on each of your section's film pages in the printed program

Ads for your company projected on the big screen before select Fantasia screenings

Ad pages in Fantasia's official printed program (several options available)

Rotative banner ads for your business on the front page of Fantasia's website

Distribution of your promotional items at various locations at the festival

Your LOGO on Fantasia's banner on de Maisonneuve blvd.

Your LOGO on Fantasia's official poster

Your LOGO on Fantasia's printed schedule

Your LOGO on the big screen, in the ad rotation before each Fantasia screening, with the mention 'Section presented by'

Possibility to offer a prize, an award or discounts in your company's name

Corporate tickets for your employees and guests and Reserved seats for you and your guests

Possibility to execute activation plans for your products with Fantasia's audience

Your company may freely advertise its partnership with Fantasia

Gold Sponsorship

— 13



Make your business one of Fantasia's GOLD SPONSORS!

**YOUR COMPANY WILL BENEFIT FROM A HIGH VISIBILITY TAILORED TO YOUR NEEDS,
INCLUDING:**

Your LOGO with hyperlink as Gold sponsor on Fantasia's sponsors web page

Your LOGO with hyperlink in the rotative partners banner on the Fantasia website

Your LOGO highlighted as a Gold sponsor in Fantasia's printed program

Your LOGO on Fantasia's banner on de Maisonneuve blvd.

Rotative banner ads for your business on the front page of Fantasia's website

Distribution of your promotional items at various locations at the festival

Ads for your company projected on the big screen before select Fantasia screenings

Your LOGO on Fantasia's official poster

Your LOGO on Fantasia's printed schedule

Your LOGO on the big screen, in the ad rotation before each Fantasia screening

Ad pages in Fantasia's official printed program (several options available)

Possibility to offer discounts in your company's name

Corporate tickets for your employees and guests

Possibility to execute activation plans for your products with Fantasia's audience

Your company may freely advertise its partnership with Fantasia

Silver Sponsorship



— 14 —

Make your business one of Fantasia's SILVER SPONSORS!

**YOUR COMPANY WILL BENEFIT FROM A HIGH VISIBILITY TAILORED TO YOUR NEEDS,
INCLUDING:**

Your LOGO with hyperlink as Silver sponsor
on Fantasia's sponsors web page

Rotative banner ads for your business on the front
page of Fantasia's website

Your LOGO highlighted as a Silver sponsor
in Fantasia's printed program

Your LOGO on Fantasia's banner on
de Maisonneuve blvd.

Corporate tickets for your employees and guests

Your LOGO on Fantasia's official poster

Your LOGO on Fantasia's printed schedule

Your LOGO on the big screen, in the ad rotation
before each Fantasia screening

Ad pages in Fantasia's official printed program
(several options available)

Possibility to execute activation plans for
your products with Fantasia's audience

Your company may freely advertise its partnership
with Fantasia

2019 Edition Partnerships

PRESSENTED BY



IN ASSOCIATION
WITH



SCREENING PARTNERS



CULTURAL AND ECONOMIC INSTITUTION



MEDIA PARTNERS



15

MAJOR PARTNERS

