

• BYZANFEST 2022 •

INTERNATIONAL ORTHODOX FILM FESTIVAL



Sponsorship Proposal 2022

WHAT IS 'BYZANFEST'?



It's not just a film festival...it's **The Way in Motion**.

Byzanfest is an established and respected platform for Orthodox Christian short-films, features-lengths and screenplays-in-development. The Festival has always been focused on promoting Orthodox filmmaking and encouraging the Orthodox *phronema* during the creative process. Byzanfest aims to share faith-inspired visual-stories with the whole **world**.

Being an international event means reaching out to a global audience. The very best Orthodox-focused films are **screened** and **streamed** around the world. The Festival does not just showcase high-quality cinema, but provides Orthodox filmmakers support and incentives, including revenue-splitting, to build a more robust and resilient Orthodox cinema industry.

In addition, our **on-demand** feature enables audiences world-wide to watch these films anytime on any device. This access exposes diverse, **global audiences** to Orthodox creativity and stories. Engaging online through art and entertainment is an effective means of **digital evangelism**.

STATISTICS FROM BYZANFEST 2021



7,000 unique online audience members,
67% **increase** from 2020



55% of audience was
25-44yr old



Most visited countries: USA,
Australia, Serbia, Romania &
Greece

FESTIVAL PROGRAM 2022

Firstly, Byzanfest will run a **3-day** venue-screening program in Melbourne, Australia and in other countries, where possible. This is scheduled for 28th – 30th October 2022.

The films will then be made available via streaming for **9-days**, scheduled for 4th – 13th November 2022. Short-films will be available on Byzanfest's YouTube channel for free and features via Vimeo as digital-rentals.

As in previous years, Byzanfest will host several online networking sessions to help filmmakers connect and coordinate future projects with one another. The purpose is to generate a globally-connected network of Orthodox talent who will work together to expand the presence of Orthodox cinema.

SPONSORSHIP OPTIONS

#1: Naming Partner

Amount: \$2,000 USD

Promotion

- Name and logo **incorporated** with Festival – i.e. University of St Katherine's Byzanfest
- Publish interest-piece about Naming Partner.
- Best Film Awards for Short and Feature named after Naming Partner.
- Logo will appear **prominently** on all Festival publications.
- Logo will appear on Byzanfest website with **embedded link** to site/store.
- Logo will appear in official Festival Trailer.
- Logo will appear at start and conclusion of YouTube screening program.
- Naming Partner can have own **promo video** played at start of online short-film program.
- Special thanks given at all venue screenings.
- Naming Partner's product/services shared **6-times** on Byzanfest's Facebook page before and during the Festival period.
- Naming Partner-focussed SEO search settings on Festival site.
- Sponsor Laurel
- Appreciation Video by Festival Director
- 30-minute ZOOM presentation with staff/students/customers

#2: Festival Partner

Amount: \$750 USD

Promotion:

- Award named after company/organisation (limited availability).
- Logo will appear **prominently** on all official Festival publications.
- Logo will appear on Byzanfest website with **embedded link** to site/store.
- Logo will appear in official Festival Trailer.
- Logo will appear at start and conclusion of YouTube screening program.
- Special thanks given at all venue screenings.
- Partner's product/services shared **3-times** on Byzanfest's Facebook page before and during the Festival period.
- Sponsor Laurel

#3: Platinum Sponsor

Amount: \$500 USD

Promotion

- Logo will appear on all official Festival publications.
- Logo will appear on Byzanfest website with **embedded link** to site/store.
- Logo will appear in official Festival Trailer.
- Logo will appear at start and conclusion of YouTube screening program.
- Sponsor Laurel

#4: Supporter

Amount: \$250 USD

Promotion

- Logo will appear (in small) on official Festival poster.
- Logo will appear on Byzanfest website.



GOD'S WILL, Winner of Best Female Director, Best Short Screenplay & Audience Favourite, Byzanfest 2021

ABOUT THE FESTIVAL DIRECTOR



Chris Vlahonasios is the founder and owner of TRANSFIGURE MEDIA.

Chris graduated from Victoria University with a Bachelor of Laws (Hons) / Bachelor of Marketing. Whilst at university, Chris made several short-films and worked on the sets of many others. Chris has much experience operating film festivals having established and directed Queen St Film Festival from 2005-2009.

Chris is a member of Vatopedi Monastery's International Association of Digital Media and Orthodox Pastoral Care (DMOPC). Chris regularly speaks at Orthodox events and conferences about film, creativity and social media.

Byzanfest and TRASNFIGURE MEDIA were the proud sponsors of St Ypomoni Children's Short-Film Competition 2021.

CONTACT

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