



UBISOFT®

présente

Fantasia®

A UNIQUE & POWERFUL PROMOTIONAL OPPORTUNITY FOR
REACHING A VAST, SOUGHT-AFTER ADULT AUDIENCE

“Ubisoft’s recent alliances with influential directors from the world of films, combined with our creation and acquisition of visual effects studios, dovetails perfectly with the obvious interplay between video games and cinematography. Moreover, the Ubisoft / Fantasia partnership—which began in 2003—precisely illustrates this common desire to promote artistic works that are immersive, creative and authentic.”

—UBISOFT MONTRÉAL, COMMUNICATIONS



FANTASIA

ONE OF THE MOST SUCCESSFUL FILM FESTIVALS IN CANADA

“Beyond being a rallying event, Fantasia provides an opportunity for the discovery and promotion of emerging talents. I commend the work of the organizers for making this international event possible and offering such highly-valued and eagerly-anticipated programming.”

M. JEAN-G. CHAPUT, PRESIDENT AND CHIEF DIRECTOR, SODEC

THE FESTIVAL’S POPULAR SUCCESS with an immense, knowledgeable adult audience is undeniable;

THE FESTIVAL GENERATES sustained and enthusiastic press coverage from both local and international media outlets;

A PROGRAMMING FORMULA that has proved influential on the worldwide film festival scene;

A JURY SELECTION that shows the interest in our event from both the Quebec and Canadian artistic communities;

AN IDEAL SPRINGBOARD to launch a huge number of films as international, North American or Canadian premieres;

A VAST GROUP of returning sponsors, partners and advertisers, which proves our relevance and importance as a communication vehicle.

The **FANTASIA INTERNATIONAL FILM FESTIVAL** returns in July 2009 to celebrate its thirteenth edition. The organizers and programmers will again satisfy the enthusiastic crowds in the Concordia Hall Theatre (720 seats) and the J.A. de Sève Cinema (200 seats). In 2008, the festival broke all previous attendance records (with 81,000 spectators in 2007, exploding to 90,000 in 2008).

After twelve editions, Montreal’s Fantasia, already recognized as the most important genre film festival in North America and a leader on the international scene, is now considered a unique Canadian cultural institution of major importance. This commercial and critical success is because of our proven ability to showcase the best imaginative cinema from around the world, from intimate auteur films to entertaining, commercially-gearred genre films.

DEMOGRAPHICS

AGE	
14-17	5 %
18-24	30 %
25-29	32 %
30-39	25 %
40 YEARS +	8 %
AVERAGE AGE	28 YEARS

SEX	
MALE	58 %
FEMALE	42 %

ANNUAL INCOME	
LESS THAN \$40,000	46 %
\$40 000 – \$59,999	24 %
\$60,000 AND UP	30 %
AVERAGE ANNUAL INCOME:	\$45,000



“This prestigious event gives Montrealers an open window to the world and is a natural fit for a city as diversified as Montreal and bolsters our city’s role as a global epicentre of culture.”

GÉRALD TREMBLAY, MAYOR OF MONTREAL

PRECISELY TARGETED SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

The Fantasia festival offers an unprecedented promotional opportunity for reaching loyal, enthusiastic, educated adult consumers. This powerful and unique opportunity guarantees high visibility, not only among Fantasia’s large and sought-after audience but also through a targeted provincial and national advertising campaign. Our Marketing Director will work closely with your company to provide tailor-made options to suit your objectives and your budget, giving you maximum impact.

“Fantasia’s organisers comb film production throughout the world in order to present original experimental works that will definitely provoke a range of emotions. More and more of the world’s cinephiles, as well as those in the film industry, hurry to this annual event in Montréal.”

CHRISTINE ST-PIERRE, MINISTER OF CULTURE, COMMUNICATIONS AND THE STATUS OF WOMEN

OUR SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES INCLUDE :

Prominent visibility reaching more than 3 million young Canadians with a media blitz including television spots, a strong Internet presence, subway and bus shelter posters and a high-profile print campaign;

Logo placement on the cover of our program guide;

Your ad on the complimentary DVD included with each program guide;

Advertisements strategically placed in our program guide;

Your logo in our free schedule;

The privilege of sponsoring specific films, with your company name mentioned before these films and printed on each movie ticket;

Product sampling at the cinemas;

Commercials on the big screen before selected films (notably in the 700-seat Hall Theatre);

Logo placement on our transit advertising campaign in the Montreal subway system and strategically located bus shelters across downtown Montreal (a \$95,000 media value);

Visibility and links on our Web site, which attracts over 15,000 visitors per day;

VIP passes and tickets to Fantasia for your clients and/or employees;

Your logo on our eye-catching, full-colour banner, which hangs across De Maisonneuve Street in the centre of downtown Montreal.

PRESENTING SPONSOR:

Ubisoft.

ASSOCIATE SPONSORS:

Sympatico/MSN, Films Séville.

PARTNER SPONSORS:

Anchor Bay/Starz, Bell, Brasserie McAuslan, Burger King, Concept Audio Visuel, Entreprise Vidéo Service, Génération Mobile, Guru, HMV, Hong Kong Economic & Trade Office (Canada), Irish Embassy, Magra, Manhattan Portage, Nintendo, Office Nationale du Film, Pepsi, Sun Chips, SuperClub Videotron.

MEDIA SPONSORS:

CBS Affichage, CJLO radio, Ici-Mirror, Magazine Convergence, Magazine Écran Fantastique, Magazine Exclaim!, Magazine Fangoria, Magazine Rue Morgue, Magazine Séquences, MusiquePlus, Soundbeat Radio, Voir-Hour, Z télé.

GOVERNMENT SPONSORS:

Ministère affaires municipales et régions, Sodec, Tourisme Quebec and City of Montreal.

INDUSTRY SPONSORS:

Admission, Alliance Films, Black Eye Design, Blank, Bureau du cinéma et de la télévision de Montréal, Centre NAD, Cinémathèque Québécoise, Concordia University, CV Films, DEP Distribution, European Federation Fantastic Film Festivals, Images photographie, Imavision, INIS, Ivan & Co, Koch Entertainment, Le Social, National Filmboard of Canada North American Fantastic Festival Alliance (NAFFA), Ottawa International Animation Festival, Place des Arts, Plank, Régie du Cinéma, Société Audio Technologique (SAT), Sony / M2Universal, Tourisme Montréal, Vidéo Festif, Warner Bros.



PARTNERS OF THE FANTASIA FILM FESTIVAL

The Fantasia festival is truly honoured by the high quality of its sponsors, partners and advertisers, many of whom have been involved with us since the beginning. For our most recent edition, we were able to count on the support of over 50 private partner-sponsors and advertisers. After twelve highly successful years, tremendous media coverage and unparalleled contact with the 18–40 generation, more and more companies are linking themselves to us as sponsors and partners in order to positively and effectively reach our audience.

“The 2008 edition of the festival was an ideal springboard for us to promote our new products and distribute samples to our downtown Montreal target-market.” PEPSI

“Our collaboration with the Fantasia Festival allowed us to reach a new clientele, to create a very effective province-wide promotion in our stores and to solidify our relationships with several distributors.” HMV

Fantasia

1396 SAINTE-CATHERINE STREET WEST, #408, MONTREAL QC CANADA H3G 1P9
T: 514 876-1760 // MARC@FANTASIAFESTIVAL.COM // FANTASIAFESTIVAL.COM

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