

PADI

FILM FESTIVAL



WINNER

Community Event of the Year



August 2023

ODEON STAR SEMAPHORE

SPONSORSHIP OPPORTUNITIES

ABOUT THE FESTIVAL



The PORT ADELAIDE DIVERSITY & INCLUSION FILM FESTIVAL was born to great success in 2022, and recognised as Community Event of the Year at the 2023 Australia Day Awards for Port Adelaide Enfield Council. Our mission is to recognise and showcase films and screenplays that represent cultural diversity, under-represented and minority groups in our communities, and those made with a balanced, diverse and inclusive team or crew.

In 2023 we want to increase the range of our audience, believing there are many more people who would enjoy this presentation of short films in a traditional, family-run theatre like the **Semaphore Odeon Star**.

The festival is a vehicle for social change – a place where diverse voices are included to drive change for a better future.

Why become a PADIFF Sponsor?

- Sponsorship packages are an opportunity to build brand awareness and local support, drive traffic, and promote products/services.
- PADIFF offers tailored packages created in line with your organisation's marketing.
- Supporting PADIFF is a small but important step to build a better society

OUR VALUES

CURIOSITY	Exploring opportunities
CREATIVITY	Encouraging discovery
COURAGE	Equal opportunity
CONNECTION	Uniting people and giving voice through the arts

WE BELIEVE

- Creativity is beyond race and culture.
- Film has the power to transform.
- Creative minorities are undervalued.
- Diversity should be celebrated.
- The world needs creativity to enrich lives and society.



For more information including 2022 festival videos and galleries, visit www.padiff.com/2022-festival

SPONSORSHIP PACKAGES

Festival Partner (\$10,000 +GST)

- Exclusive sponsorship rights for your industry
- Special message promo played on foyer tv and big screen at venue
- Sponsor's speech at festival opening
- Brand inclusion for PADI website and e-newsletter
- Dedicated social media mentions and post sharing for your channel
- Logo inclusion on all festival materials and media
- Start and end intermission reel promo videos and slides
- Invitation to PADI festival launch
- Brand signage in & access to VIP Lounge
- Ten complimentary PADI screening & awards night tickets.

Platinum Sponsor (\$5,000 +GST)

- 10-second promo played on foyer tv at venue (supplied or recorded)
- Brand inclusion for PADI website and e-newsletter
- Dedicated social media mentions
- Logo inclusion on official PADI poster, signage & promotional material
- Logo on-screen prior to PADI screenings & in promotional trailer
- Intermission reel promo slide
- Invitation to PADI festival launch
- Brand signage in & access to VIP lounge
- Six complimentary PADI screening & awards night tickets.

Gold Sponsor (\$2,000 +GST)

- 10-second promo played on foyer tv at venue (supplied)
- Brand inclusion for PADI website and e-newsletter
- Dedicated social media mentions
- Logo inclusion on official PADI poster, signage & promotional material
- Logo on-screen prior to PADI screenings & in promotional trailer
- Intermission reel promo slide
- Invitation to PADI festival launch
- Brand signage in & access to VIP lounge
- Four complimentary PADI screening & awards night tickets.

Silver Sponsor (\$1000 +GST)

- Brand inclusion for PADI website and e-newsletter
- Dedicated social media mentions
- Logo inclusion on official PADI poster & promotional material
- Logo in promotional trailer
- Intermission reel promo slide
- Invitation to festival launch
- Two complimentary screening & awards night tickets.

Bronze Sponsor (\$500 +GST)

- Brand inclusion for PADI website and e-newsletter
- Logo in promotional trailer
- Invitation to festival launch
- Two complimentary screening/awards night tickets.

Steel Sponsor (\$250 +GST)

- Brand inclusion on PADI website
- Invitation to festival launch
- Two complimentary screening/awards night ticket.



AWARD / PRODUCT SPONSOR

To sponsor via awards prizes and/or other contributions (eg. drinks, catering packages), please contact us via info@padiff.com