



BLOOD IN THE SNOW FILM FESTIVAL + DEADLY EXPOSURE

**PARTNERSHIP AND
ADVERTISING
OPPORTUNITIES**



ABOUT

The Blood in the Snow Film Festival (BITS) is a unique and imaginative showcase of Canadian horror, genre, and underground cinema that exists to challenge social boundaries, explore artistic taboos, and support and exhibit independent Canadian genre media artists. It was first created in 2012 as a non-profit organization with a mandate to highlight the best in contemporary genre filmmaking in Canada. The Blood in the Snow Film Festival is also on the eligibility list of festivals for the Canadian Screen Awards.

OUR MISSION

Blood in the Snow strives to be a leader in the industry by representing intersectionality within genre film. Each year, the number of BIPOC, queer, trans and female-identifying submissions varies; however, our duty will be to ensure representation within the festival's final selections. We are dedicated to helping these numbers grow yearly with expanding outreach initiatives. Our Development Horror Lab program is a business initiative for BIPOC and LGBTQ2IA+ filmmakers to have the opportunity to meet those development partners in the industry, who will play a role in facilitating the production of these projects. We aim to change the face of the marketplace to show there is room for inclusivity, diversity and representation.

OUR PLANS

Our screenings will be at the 500 seat Isabel Bader Theatre just steps away from Museum Station. This will be done in conjunction with our Deadly Exposure Industry Events and our BITS Horror Development Lab happening at the Tranzac Club during the daytime. The Tranzac Club will also serve as our after party location after the screenings throughout the week.

OVERVIEW

- All screenings at the Isabel Bader Theatre.
- All industry and after party events at the Tranzac Club.
- Our Horror Development Lab will continue to support 12 filmmakers with their feature film projects.
- 13 screenings planned over six days.
- Expected attendance is 3,300 to 4,800.
- We attract 150-200 press hits on average every year.
- Strong social media presence on Instagram, Facebook and TikTok
- Over 60 expected industry guests.

OUR TEAM AND REPRESENTATION

- 100% of the Board of Directors are women.
- 100% of our development jury is a mix of BIPOC, LGBTQ2IA+ and/or women.
- 75% of the programming team are women.
- 50% of the programming team has BIPOC representation.
- Consistently listed on Film Freeway's top 100 rated festivals



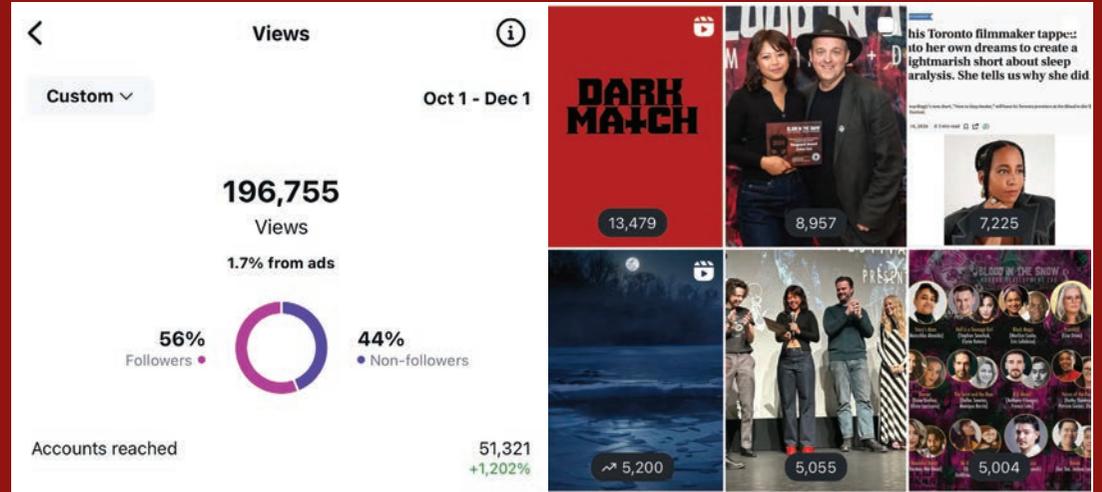
Isabel Bader Theatre - 500 seats, Christie IMB 2200 Digital Cinema projector





KEY METRICS

- **2,500+** people attend screenings yearly.
- **2,000+** people attend industry events and after parties.
- Large majority attend more than one screening.
- High percentage of film industry in attendance.
- **196,755** Instagram views during festival period. ▶▶▶
- **51,321** Instagram accounts reached.
- Strong presence on Facebook, Tiktok, Threads & Letterboxd.



SPONSORSHIP LEVELS

We have sponsorship packages designed for every budget. Through Blood in the Snow you have an opportunity to reach our audience in a very targeted way. Because of the high media presence we have every year (including TV, radio, print and on-line) your exposure will be both local and national.

WHAT YOUR SUPPORT GOES TO:

- **VENUE COSTS.** The majority of our films are premieres and we want to make sure the film plays with the best quality projection and sound quality. Our screening venue this year is a gorgeous 500 seat theatre with 5.1 audio sound and that is fully wheelchair accessible.
- **DIVERSE PROGRAMMING.** We want the flexibility to program the best quality films and not be just concerned with ticket sales. With your support we can focus on diverse intersectional challenging programming.
- **STAFFING COSTS.** As a non-profit, the festival is mainly run by volunteers. Your support helps support the part-time staff we have with honorariums.

PRESENTING SPONSOR PACKAGE \$15,000

- Exclusive Title Level Sponsorship with the 2025 Festival branded "The Blood in the Snow Film Festival presented by *Company Name*" mentioned on stage and in all festival references.
- Prominent logo placement on various marketing materials, including:
 - Web site, Poster, sponsor lists, etc.;
 - Festival Sponsor/company referrals where applicable;
 - Social media shoutouts
 - Posts in our BITS newsletter ("Northern Frights").
- Welcome letter in BITS program booklet.
- Opportunity to speak on stage (opening or closing night).
- Invitation to appear as a guest at our Deadly Exposure Industry Conference.
- Custom branded cocktail event with option for invitations to 120 guests and 120 complimentary drink tickets (\$3,080).
- Banner space in lobby of Isabel Bader Theatre (value \$550).
- Back cover page ad in program booklet (value \$550).
- Film trailer or commercial available in front of all screenings at the festival (value \$1,900).
- Free ad in slideshow before screenings (value \$350).
- 16 complimentary VIP Festival passes (value \$2,880).
- 60 complimentary tickets to select BITS screenings (value \$1,200).

SPONSORSHIP LEVELS

GOLD PACKAGE **\$5,000**

- Mention on stage before every screening.
- Logo shown on BITS bumpers shown before all screenings.
- Logo shown on Festival passes (on front) and in Festival program booklet.
- Logo shown on all print advertising (posters, billets, print ads).
- Company mentioned in social media (Facebook invites, website, press materials, Instagram).
- Full page ad in program booklet (value \$450).
- Film trailer or commercial available in front of six screenings at the festival (value \$1,200).
- Free ad in slideshow before screenings (value \$350).
- Eight free VIP Festival passes (value \$1,440).
- 30 complimentary tickets to select BITS screenings (value \$600).

SILVER PACKAGE **\$3,000**

- Logo shown on BITS bumpers before all screenings.
- Logo shown on Festival passes (on back) and in Festival program booklet.
- Logo shown on all print advertising (posters, billets, print ads).
- Company is mentioned in social media (Facebook invites, website, press materials, Instagram).
- Mention on stage before every screening.
- Film trailer or commercial available in front of three screenings at the festival (value \$750).
- Free ad in slideshow before screenings (value \$350).
- Four free VIP Festival passes (value \$720).
- 20 complimentary tickets to select BITS screenings (value \$400).

BRONZE PACKAGE \$2,000

- Logo shown on BITS bumpers before all screenings.
- Logo shown on Festival passes (on back) and in Festival program booklet.
- Logo shown on all print advertising (posters, billets, print ads).
- Company mentioned in social media.
- Two free VIP Festival passes (value \$360).
- 10 complimentary tickets to select BITS screenings (value \$200).



PRINTED PROGRAM ADVERTISING

Each year BITS puts out a high quality 8.5 inch x 5.5 inch **FULL COLOUR PROGRAM** that is given out for free to patrons of the festival. This program booklet will be available to anyone who attends the festival in person and will be available digitally online at bloodinthesnow.ca.

MIDDLE SPREAD - \$800 (10.25 x 8 inches)

BACK COVER - \$550 (5.5 x 8.5 inches)

FULL PAGE - \$450 (5 x 8 inches)

HALF PAGE - \$300 (5 x 4 inches)

QUARTER PAGE - \$175 (2 x 5 inches)

Ad space is limited and it is first come, first serve.
Placement is guaranteed after payment is received.

PRE-SHOW SLIDES

\$350 PER SLIDE (played before every screening)

Before every screening at BITS we have a 20 minute slideshow playing as patrons of the festival come to their seats.

This is played on a rotation before every screening during the festival. This is a great opportunity to promote to an attentive audience.



TRAILERS

Have a business or a film to promote? We can put it in front of one of our screenings. This is by far the most direct way to have a captive audience at Blood in the Snow. Trailers are restricted to only three per screening, so this package is extremely limited. Maximum length is 90 seconds per trailer.

Rates start at \$450/screening but we have packages for multiply screenings at a reduced rate:

1 screening 450 total

3 screenings \$750 total (\$250/screening)

6 screenings \$1,200 total (\$200/screening)

EVERY SCREENING (10 total) \$1,900 total (\$190/screening)