

2024



# CHANGE THE NARRATIVE

Partnership and Sponsorship Opportunities  
with BIPOC TV & FILM

Prepared by

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## BIPOC TV & Film was founded in 2012 as Indigenous and Creatives of Colour by writer and director Nathalie Younglai.

For over a decade, we've worked tirelessly to build, fortify, and empower a growing community of Indigenous, Black and Racialized screen media artists, creators, entrepreneurs, and leaders.

Through ongoing advocacy, we challenge and dismantle structural and systemic barriers to the creative freedom and economic sustainability of Indigenous, Black and Racialized media professionals.

In partnership with stakeholders such as **Bell Media, Screen Nova Scotia, Paramount+, DGC Ontario, INDEED, the National Screen Institute, TIFF, Hilman Grad Productions, Toronto Metropolitan University** and the **CBC**, and support from **Telefilm Canada, the Canada Media Fund, the Cities of Toronto and Brampton, and Ontario Creates**, among others,

we deliver high-impact professional development programs and strategic initiatives that clear pathways to funding, training, and entrepreneurial and employment opportunities.

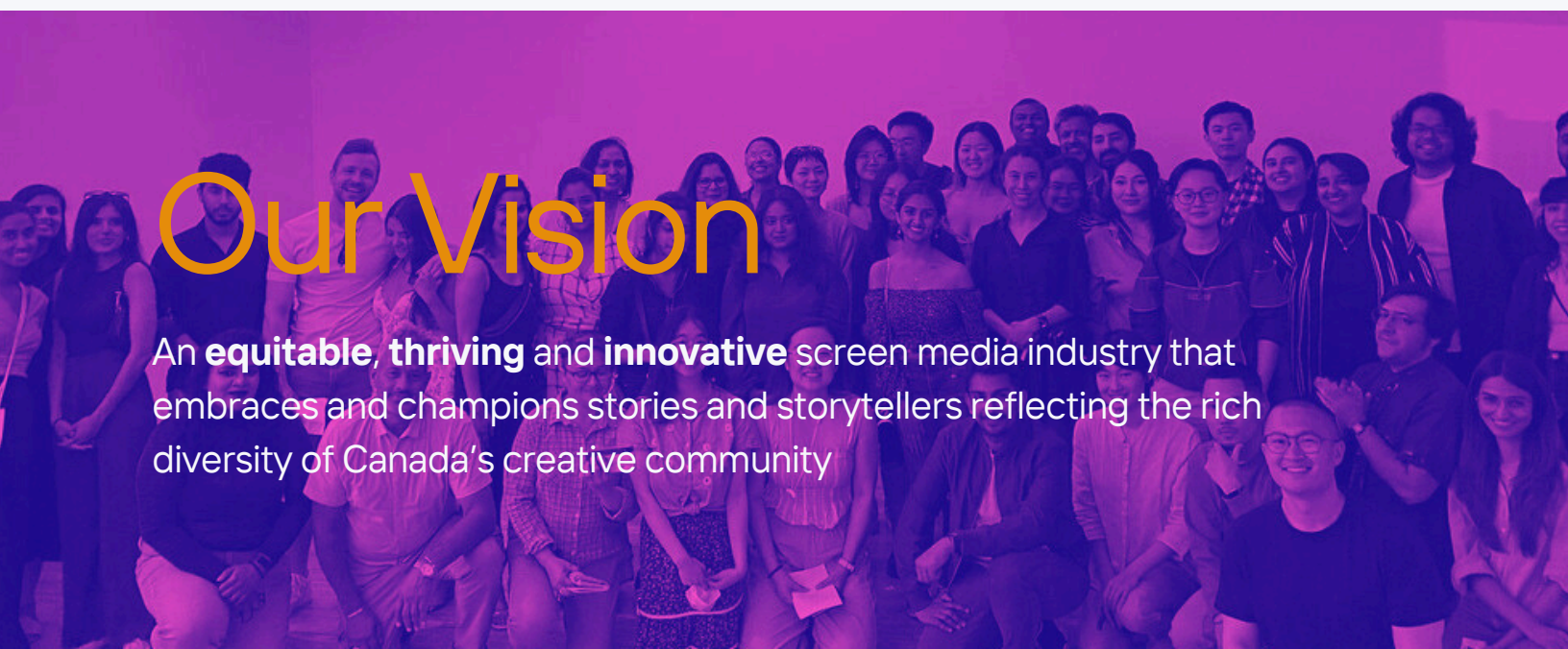
Our intention has always been to create a solidarity community. We are a movement within movements. Our programs and strategic initiatives clear pathways to funding, training, and entrepreneurial and employment opportunities in solidarity with community and industry allies.

### We are committed to ...

- Advancing **equity** to realize just and liberated futures
- Building **solidarities** to strengthen communities
- Embracing **vulnerability** to cultivate a culture of accountability and healing
- Sowing **reciprocity** through gratitude and generosity
- **Imagining** new worlds and ways of being in community with ourselves and each other

## Our Vision

An **equitable, thriving** and **innovative** screen media industry that embraces and champions stories and storytellers reflecting the rich diversity of Canada's creative community





## ● STRATEGIC FOCUS (2023-2027)

In the past four years, we've grown from a grassroots collective spearheaded by visionary Indigenous, Black and Racialized creators to a respected not-for-profit organization that stands at the forefront of advocating for and building the capacity of BIPOC creators not only domestically but also internationally. Our commitment to strengthening and empowering an engaged, thriving, innovative community is stronger than ever. Our reach, impact, and reputation have grown tremendously, as well as our programming, partnerships, and advocacy work, specifically now with our involvement in the modernization of the Canadian broadcasting sector and involvement with adjacent policy matters such as artificial intelligence, copyright, workforce development and creative export. To continue to meet and anticipate the needs of our growing community and sustain our efforts, we must now turn inwards to strengthen our capacity through staff development, policy engagement, and new financial management processes.

**With a renewed focus on talent and workforce development, entrepreneurship, market expansion, and cultural policy transformation, we've identified these goals:**

- **Amplify and celebrate** the creativity, innovation, and industriousness of Black, Indigenous and Racialized artists, leaders and entrepreneurs
- **Bridge access** to jobs, training, market expansion, and business development opportunities (B2B and B2C)
- **Be a hub** for Black, Indigenous and Racialized people to gather, collaborate, network, and create communities of care
- **Expand our national reach and impact** as a trusted community-centric organization
- **Strengthen our capacity** to be responsive to community needs, be agile, prioritize staff wellness, and ensuring our sustainability
- **Support policies** that advance racial equity, Indigenous sovereignty, gender equality, and disability justice



## ● STRATEGIC OBJECTIVES (2023-2027)



### **BUILD COMMUNITY & SHARE KNOWLEDGE**

- Encourage network-building and collaboration through community engagement events and digital platforms
- Inform members about career and talent development opportunities and encourage their engagement with industry trends and policies
- Provide access to mental health, legal, and financial resources

### **INVEST IN CREATIVE BUSINESSES AND PRODUCERS**

- Work with partners, industry stakeholders, and financial institutions to increase access to capital, business capacity-building initiatives, and international markets / creative export development.
- Provide ongoing business and legal affairs training to emerging and mid-level producers

### **BRIDGE ACCESS TO JOBS & TRAINING**

- Design and deliver career and talent development training programs that respond to community needs and workforce demands
- Connect employers with jobseekers (this includes apprenticeships, internships and shadowing opportunities)
- Facilitate workforce participation through investments in wraparound services (mental health support, bursaries, scholarships, career advice)



## ● CURRENT PROGRAMS & INITIATIVES



We offer a range of capacity-building programs to advance the creative, leadership and business development of Black, Indigenous and Racialized talent in Canada. All our programs are tuition-free thanks to the generous support of our partners and sponsors.

### **MARKET ACCESS & DEVELOPMENT INITIATIVE**

A year-round initiative facilitating access to major Canadian and international markets and conferences providing discounts on registration, complimentary accreditation, and travel assistance through the support of our partners and donors. The initiative also includes market preparation, strategy sessions with experts, workshops, and pitch training.

### **RISING VOICES CANADA**

A 6-month first-feature script development program sponsored by INDEED in partnership with Hillman Grad Productions (USA), with support from TIFF and Tribeca Film Festival

### **UNSCRIPTED PRODUCERS LAB**

A lab intensive and mentorship program, sponsored by Bell Media, to equip mid-career unscripted content creators with the leadership and business acumen to advance into a story or series producer, or showrunner role.

### **SHOWRUNNER CATALYST**

A 6-9 month fellowship program for mid-career to senior episodic writers, sponsored by CBC and designed in collaboration with the Canadian Film Centre (CFC)

### **ELEVATE**

A 13-month business development incubator for BIPOC-owned production companies, sponsored by Paramount+ (Canada) in partnership with the National Screen Institute, Toronto Metropolitan University (TMU). Additional funding provided by the Canada Media Fund, Telefilm Canada and Ontario Creates.

**\*In development:** Kids' Content Creator program

## ● OUR REACH



Digital platforms present us with opportunities to maintain a connected community, share resources and industry news, engage in meaningful dialogue and celebrate BIPOC talent.

400

Alumni Network

2,500

Newsletter Subscribers

3,200

Facebook Group members

15,500

Instagram Followers

From intimate talks to masterclasses, workshops and panels, curated networking events in collaboration with our community partners, we activate community in everything we do.

6

In-person Events (2023)

1500

Event Attendees (2023)



## ● EVENT SPONSORSHIP



Sponsor an event, screening, speaker or masterclass series. In-kind sponsorship opportunities also welcomed. Contributions offset the costs of speaker or moderator fees, venue, materials, food and beverage, and volunteer appreciation.

### BRONZE (MIN. \$1,500)

- Company branding at the event (e.g. marketing swag)
- Logo recognition on marketing materials and digital assets
- Social media shout-out to acknowledge the contribution
- Mention in on-stage remarks at the event

### SILVER (MIN. \$2,500)

- Company branding at the event (e.g. 1 stand-up or roll-up banner, marketing swag)
- Logo recognition on marketing materials and digital assets
- Social media shout-out to acknowledge the contribution
- Mention in on-stage remarks at the event

### GOLD (MIN. \$5,000)

- Company branding at the event (e.g. 1 stand-up or roll-up banner, marketing swag)
- Opportunity to present brief remarks at the event
- Logo recognition on marketing materials and digital assets
- Social media shout-out to acknowledge the contribution
- Mention in on-stage remarks at the event

Contributions of \$10,000 or more will be recognized as lead sponsor.

## ● PROGRAM PARTNERSHIP



Partner with us to deliver career accelerating training and industry capacity-building programs and special initiatives. Contributions can be all cash or a mix of cash and in-kind services.

### SUPPORTING PARTNER - \$10,000 (MIN.)

- Be recognized as a program contributor. Provide industry knowledge, expertise, and resource access
- Be named in the program press release, promotional materials (web, e-marketing and print) and social media
- Speak or present at the program

### LEAD PROGRAM PARTNER - \$25,000 (MIN.)

- Co-design or contribute to the development of the program
- Be recognized as the lead contributing partner in the press release, promotional materials (web, e-marketing, social media, print), and program signage
- Provide a quote for the press release
- Speak or present at the program



## ● YEAR-ROUND PARTNERSHIP



Partner with us to deliver career accelerating training and industry capacity-building programs and special initiatives. Contributions can be all cash or a mix of cash and in-kind services.

### **VISIONARY PARTNER - \$50,000 (MIN.), MULTI-YEAR COMMITMENT PREFERRED**

This is a year-round flexible commitment that allows us to be responsive to community needs and sustain our work.

- 20% of this contribution will go directly towards our solidarity fund for BIPOC creators providing emergency support (rent or mortgage relief, transportation or grocery costs, caregiving, utility bills)
- 45% towards the delivery of year-round community events and travel and education bursaries (including union or association fees) to boost participation in industry conferences and career development training
- 35% towards BIPOC TV & Film staff development and capacity-building

● CONTACT



Let's **Change the Narrative** Together

LEAD CONTACTS

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