

INDO - AMERICAN ARTS COUNCIL PRESENTS

20
16 **NYIFF**

16th NEW YORK INDIAN FILM FESTIVAL

May 7 - 14

SPONSOR

PRESENTATION

Indo-American Arts Council

Mission Statement

The Indo-American Arts Council (IAAC) is a secular, not-for-profit service and resource arts organization, charged with the mission of promoting the awareness, creation, production, exhibition, publication and performance of Indian and cross-cultural art forms in North America.

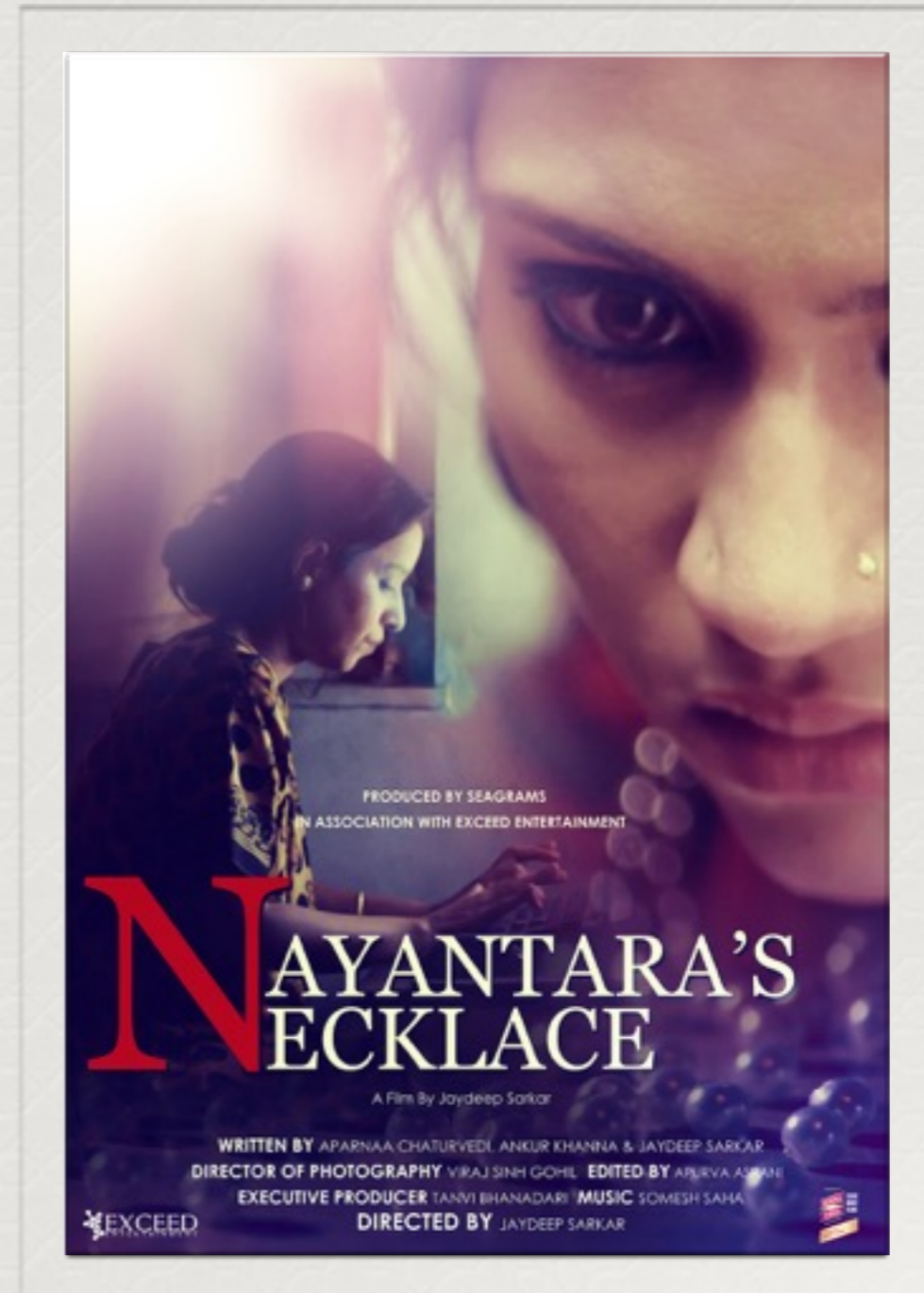
Over the past decade the IAAC has created specific programming to promote Indian Art, Literature, Dance, Fashion, Film, Music and Theatre with over 200 events. Events include:

- Salman Rushdie's Launch of "Shalimar the Clown"
- Chandrika Tandon's Grammy award nominated CD Launch
- Shashi Tharoor's launch of his book Riot
- Tendulkar festival (theatre, film, discussion)
- Perspectives of Gandhi (discussion, film, theatre)
- Global Runway's Night Out (fashion show featuring top International designers)
- Erasing Borders Annual Festival of Indian Dance
- Erasing Borders Annual Exhibition of Contemporary Indian art of the Diaspora
- Mallika Sarabai's Hot Talas Cool Rasas (dance)
- Annual IAAC Literary Festival

"...Promoting Indian Art & Artists in North America since 1998..."

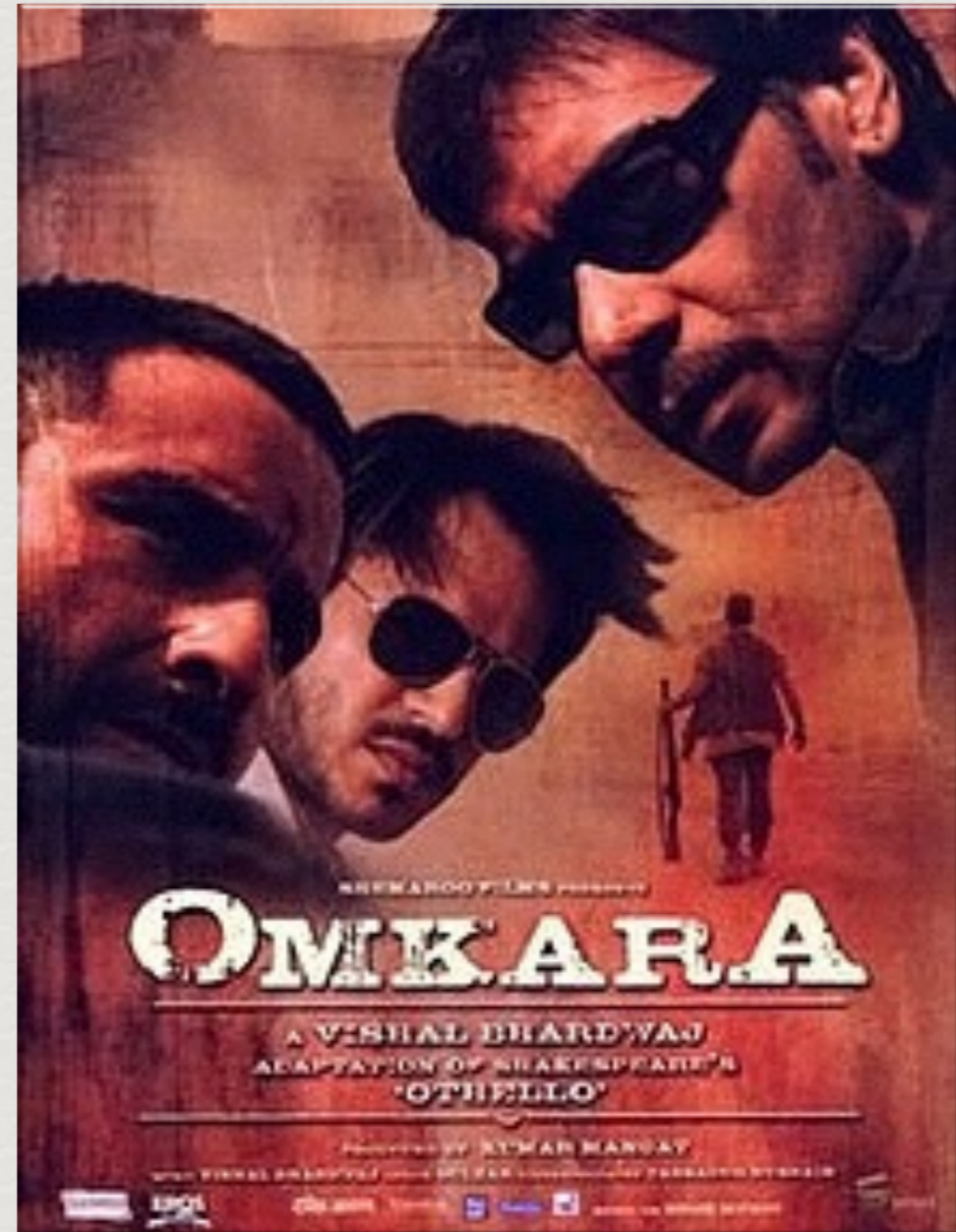
IAAC Film Festival Overview

- Largest, most prestigious South Asian Film Festival in North America
 - Independent, art house, alternate, and diaspora feature films, documentaries and short films
 - Provides emerging filmmakers an opportunity to tell their stories, meeting financiers and forge distribution relationships
- Initiated in 2001 in response to Mayor Giuliani's call to resuscitate New York City by energizing New Yorkers after the shock and horror of the 9/11 attack
 - First festival opened with Merchant Ivory's *Shakespearewallah* and Closed with Mira Nair's *Monsoon Wedding*
 - -Other notable premieres include Danny Boyle's *Slumdog Millionaire*, Mira Nair's *Namesake*, Deepa Mehta's *Midnight's Children*, Mani Ratnam's *Raavan*, Shyam Benegal's *Well Done Abba*, Anurag Kashyap's *Gulaal*, Sudhir Mishra's *Yeh Sali Zindagi*.
 - Seven days of red carpet gala screenings, nightly networking parties, industry panels, post-screening discussions, amazing media & industry attention, overflowing with audiences and celebrities, an award ceremony and numerous special events.



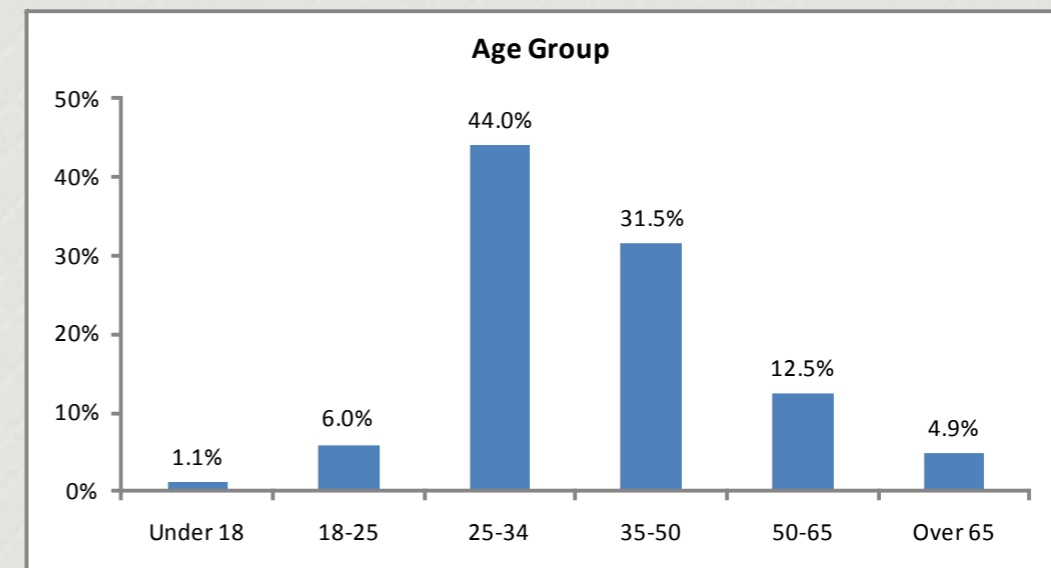
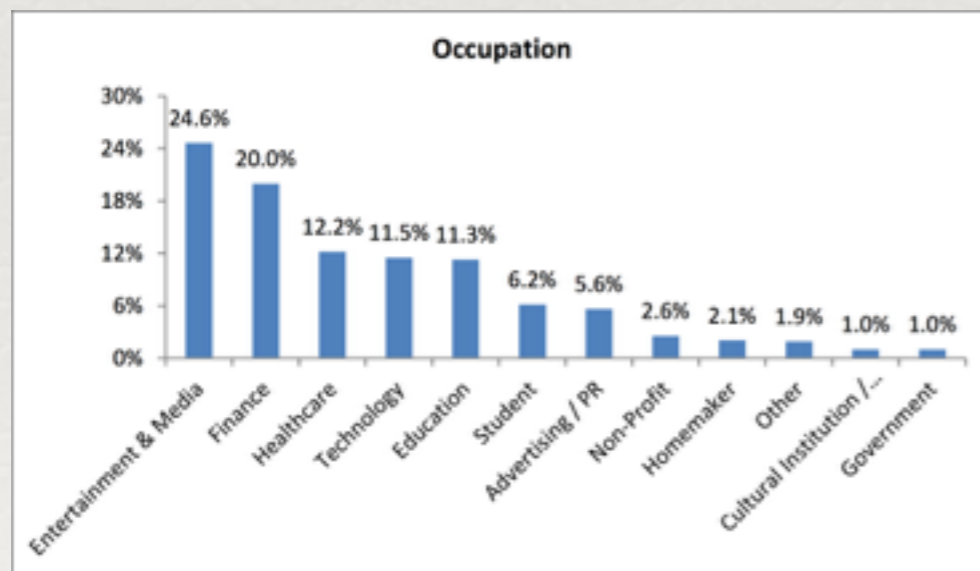
Film Festival Growth

- Rapid growth since 2001
 - Film Premieres include
 - Danny Boyle's *Slumdog Millionaire*
 - Mira Nair's *Namesake, Amelia, Monsoon Wedding, The Reluctant Fundamentalist*
 - Deepa Mehta's *Earth, Water, Heaven on Earth, Midnight's Children*
 - Mani Ratnam's *Ravanaan*
 - Vishal Bhardwaj's *Omkara*
 - Shyam Benegal's *Well Done Abba*
 - Anurag Kashyap's *Gulal, Gangs of Wasseypur*
 - Sudhir Mishra's *Tera Kya Hoga Johnny*
 - Aparna Sen's *The Japanese Wife, Iti Mrinalini*
 - Santosh Sivan's *Tahaan*
 - Deepti Naval's *Do Paise Ki Dhoop...*
 - Hansal Mehta's *Shahid*
 - Rituparno Ghosh's *Dosar, Chitrangada*
 - Shonali Bose's *Margarita with a Straw*



Audience

- Over 5,000 attendees from a diverse range of occupations and age groups across New York
- Critical mass of audience members between 25-34 and from the Entertainment, Media, Finance, Healthcare and Technology Industries
- IAAC applies a targeted marketing approach to reach specific audience groups both within and outside the South Asian Community
- A strong base of returning audience members and over 50% new audience members



Film Festival Advisory Committee

The IAAC Film Festival is proud to have a strong and active advisory committee supporting the leadership team filmmakers, actors and the festival



Salman
Rushdie



Shabana
Azmi



Shashi
Tharoor



Deepa Mehta



Mira
Nair



Mani Ratnam



Shyam
Benegal



Sabrina
Dhawan



Sakina Jaffrey



Madhur
Jaffrey

IAAC Advisory Committee members include Satish Kolluri, Robert Browning, Gerson de Cunha, Uma de Cunha, Mahesh Dattani, Vishakha Desai, Wynn Handman, Ustad Amjad Ali Khan, Veena Advani, Nari Pohani, Rajika Puri, Zeyba Rahman, Indur Shivdasani, Sundaram Tagore, Salman Rushdie, Deepa Mehta, Shyam Benegal, Shashi Tharoor, Madhur Jaffrey, Jane Gullong, Mallika Sarabhai, Neelam Deo, Chandrika Tandon, Yakub Mathew, Priyanka Mathew, Dilip Advani, Dr. Sunil Kothari, Suketu Mehta.

Festival Staff - NYIFF 2016

Aroon Shivdasani, *Artistic & Executive Director, IAAC*

Aseem Chhabra, *Film Festival Director*

Shashwat Gupta, *Technical Director*

Katherine Filaseta, *Social Media*

Ramneek Kang, *Event Manager*

Rohan Gupta, *Theatre Director*

Stella Carola, *Submissions Coordinator*

Anjali Manjam, *Development Director*

Vasanti Mirchandani, *Director of Hospitality*

Thomas Kelso, *Accountant*

Interns:

Soham Joglekar

Kleopatra Psarraki

Aroon Shivdasani

- Executive Director and founding member of the Indo-American Arts Council, Aroon is passionate about its mission to build an awareness of Indian artists and artistic disciplines (performing, visual, literary and folk arts in North America). She is equally passionate about nurturing and promoting emerging artists in all the disciplines from the Indian subcontinent.
- Aroon sits on the Boards of the Queens Museum of Art, The Museum Trustees Assoc. and The Lark Play Development Company as well as the Advisory Boards of several other art and charity organizations, as well as the juries of the Lortells, beauty contests, grants, art, film and theatre contests.
- She has received numerous awards and recognition from various groups including:
 - Outstanding Citizen awards from the City of New Rochelle, NY in 1988 "for the organization and execution of a French Fete to commemorate the 200th anniversary of New Rochelle";
 - The NY State Assembly in 2001 "for working to build an awareness of Indian artistic disciplines in New York City, to raise money & social consciousness for domestic violence victims, earthquake victims and the victims of AIDS";
 - The City Council, NYC in 2002, "for exemplary service to the community";
 - An Honor & Appreciation award from the Gathering International Health Professions Network, Greater Hudson Valley "for untiring efforts to serve the community" ;
 - Children's Hope Award in 2010 "in recognition of your passionate efforts to bring Indian Arts and Culture to America through the IAAC".

Aseem Chhabra

- Film Festival Director of the Indo-American Arts Council, Aseem has also been involved for many years in various capacities for programming films from the Indian Subcontinent for a number of film festivals in the US.
- Aseem is also a freelance writer in New York City who writes on a variety of topics, including arts, entertainment, social and political issues stories. Aseem has been published in The New York Times, The Boston Globe, The Philadelphia Inquirer and The Courier-Journal, Time Out, New York. He writes a weekly column for Mumbai Mirror – a Mumbai based daily newspaper and also contributes regularly to two Indian-American outlets -- India Abroad and Rediff.com, the leading news portal that originates from Mumbai. His by-lines have also appeared in India in Outlook, and the Indian editions of People and Cosmopolitan magazines.
- Aseem has been interviewed on film and popular culture by several media outlets, including ABC's Good Morning America and Nightline, National Public Radio, CNN, Associated Press, Reuters, The Los Angeles Times and New York Daily News.
- Aseem is an elected member of the board of the South Asian Journalists Association and the New York Chapter coordinator of SAJA, where he often chairs panel discussions on social and political issues, hosts book reading events and other arts discussions.

2015 Film Festival Overview



- Opening night Red Carpet premiere of Shonali Bose's *Margarita With a Straw* at the Paris Theater, New York City
- Centerpiece Screenings followed by Post Screening Discussions
 - Vishal Bhardwaj's *Shakespeare Trilogy* (*Maqbool*, *Omkara* and *Haider*)
 - Apart Sen's *Saari Raat*
 - Vibha Bakshi's *Daughters of Mother India*
- Closing night screening of Sharad Kataria's *My Big Fat Bride* at Skirball Theatre for performing arts.
- Special Competition, New York University's One minute cellphone films.
- Full day of Industry Panels with film-makers, industry insiders and actors
- Staged readings of screenplays and collaborative promotion of other film festivals.

Partners and Collaborators

In addition to the audience that attends the festival, IAAC has partnered with various local organizations to broaden our message and reach. Organizations we have partnered with include:

- SAJA (South Asian Journalists Association)
- AIF (America India Foundation)
- SAKHI
- CRY (Child Relief and You)
- Bharatiya Vidya Bhavan
- Asia Society
- AIA (Association of Indians in America)
- NetIp (Network of Indian Professionals)
- TiE (The Indus Entrepreneurs)
- GOPIO (Global Organization of People of Indian Origin)
- City Opera
- Sundaram Tagore Gallery
- Aicon Gallery
- World Music institute
- IIT, US alumni (Indian Institute of Technology)
- Lincoln Center Film Society
- Rubin Museum
- Queens Museum of Art
- Newark Museum
- Metropolitan Museum
- MOMA
- Manhattan Theatre Club
- Lark Theatre
- The Play Company

Past Sponsors

- Mahindra
- Museum of Moving Images
- Department of Cultural Affairs, New York
- National Film Development Corporation, India
- New York State Council for the Arts
- National Endowment for the Arts
- New York Times
- NYU Tisch
- Nelson Mandela Soundation
- New York University
- New York Film Academy
- Misha Nicole
- Paramount Hotel
- Qatar Airways
- Piakaghar
- India Abroad
- Radisson Hotel
- Reliance Global Call
- Rediff.com
- Reliance Global Call
- Sa Re Ga Ma
- Sahara One
- Air India
- Sufi Wines
- Amrita Singh
- Samma
- Say We
- Showbiz India
- Sa Re Ga Ma
- Signs by Tomorrow
- Saavn
- Sampurn media
- TV Asia
- Teatulia
- Taj Hotels Resorts and Palaces
- Tulsi
- The Cake Designer
- UB Group
- Whistling Woods
- Wells Fargo

Sponsor Opportunity

- IAAC partners with select organizations whose objectives align with those of the Film Festival thereby engaging and nurturing long-term mutually beneficial and culturally rich relationships
- As the festival continues to grow, it becomes an increasingly formidable marketing platform for partners and organizations to garner targeted exposure
 - Provides access to the Indian diaspora in the entire East Coast market
 - Opportunity for an international brand to establish and entrench itself amongst North American consumers
 - Targeted marketing to specific income, occupation and gender based groups
 - Association with brands of a distinguished caliber and recognizable talent who regularly support and participate in the festival
 - Recognition for involvement and support in developing the arts and culture of New York City
- * Reach an IAAC mailing list of 68,000 arts aficionados.

Sponsorship and Branding

Marketing benefits associated with the festival include:

- Effective brand development and visibility
- Showcases social and community responsibility
- On-site corporate hospitality and benefits
- Networking with co-sponsors, developing corporate relationships
- Media exposure
- Signage
- Promotional presence on website and collateral materials
- Networking opportunities with celebrities
- Interaction with members of the US and Indian entertainment industries
- Right to promote / co-brand

Press & Media Coverage

- The festival brings together a collection of indie films as well as better-known Bollywood fare. More than half the films are screening for the first time or making their U.S. debuts. - ***The Wall Street Journal***
- "the best place to see South Asian art in the U.S. and increasingly one of the world's best film festivals in any category." ***Huffington Post***.
- It could become the Indian counterpart to Sundance. This year's NYIFF still features Indian independent and Diaspora films, but each year it's getting to be bigger, better and more exciting than the last! -- ***Yahoo News India***
- With film festivals dedicated to Indian cinema popping up all over the U.S., the granddaddy of them all, Indo-American Arts Council has upped its game with a new moniker, an earlier date and writer Aseem Chhabra as its festival director. - ***Daily Variety***
- Capping off five days of Indian cinematic excellence, the prestigious festival concluded on Sunday night with the spectacular closing night red carpet premiere of Rituparno Ghosh's powerful film *Noukadubi* at the Asia Society in Manhattan. -- ***Hindustan Times***
- Not all of Indian cinema is associated with Bollywood. And the Indo-American Arts Council's 11th annual New York Indian Film Festival, going on from May 4 to 8, is the place to get a real feel for the independent and social aspects of Indian film in New York. It may not be all singing and dancing, but there will definitely be some at the festival's red carpet events and after parties. - ***Audrey Magazine***
- Born in the shadow of 9/11 and conceived by the Indo-American Arts Council, the festival, now in its 11th year, has grown from a two-day showcase for a handful of features to this year's five-day feast of 25 feature films (many U.S. or New York premieres) and 22 shorts, including both documentaries and fiction films. The only kind of filmmaking conspicuous by its absence is the Bollywood spectacle. - ***Film Journal International***
- This film festival wasn't in Cannes, but it didn't lack for celebrities and glamor. It wasn't in Sundance either, but the festival did have serious, well-crafted dramas that would please cinephiles. - ***Khabar***

Sponsorship Levels

- Sponsorship levels range from \$10,000 - \$250,000. Details on specific benefits can be provided upon request. Sponsorship packages may be tailored to specific sponsor requirements.
 - Diamond Exclusive Sponsorship - \$250,000
 - Emerald Sponsorship - \$150,000
 - Ruby Sponsorship - \$50,000
 - Sapphire Sponsorship - \$25,000
 - Amethyst Sponsorship - \$15,000
 - Topaz Sponsorship - \$10,000



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