

A film by
SRINIVAS THIMMAIAH
www.srinivasthimmaiah.com



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INVITING

**PRODUCERS
SPONSORS
BUSINESS TYCOONS
BRAND MERCHANTS**





SCAN FOR FILM BRANDING VIDEO

CREATIVE INCORPORATION
WITH TRUE BRAND VALUE

★ PROJECT PROPOSAL ★

FOR BRANDS AND SPONSORS

in  total film branding 

PRODUCTION HOUSE Srinivas Thimmaiah & Film Factory

"SIAFF" is an established, film-firm that represents entertainment, innovation and creative achievement in film. Our operations include intriguing documentaries, hilarious short films, cinema classics and the independent feature films on the Indian film circuit. Our panels are focused on growing the local film community through authentic topics with industry experts – covering legal, distribution and projection in India and overseas.

VARNAVEDAM

Our mission this year is to bring the film story that made us fall in love with the movies. At the same time, we'll be embracing the independent lens of today's thought-provoking and game-changing filmmakers from across the country and around the globe. We invite you to join us as we share in a one-of-a-kind experience, the power of watching timeless stories told on the silver screen.

At "SIAFF" we change, we believe stories shape and transform who we are and what we do both individually and collectively. We produce, promote and present socially conscious media and the related arts, which celebrates the art of being human and the craft of being an artist and storyteller. We strive to work with filmmakers, storytellers, artists, musicians and change makers to bring about a more tolerant and compassionate world.

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SIAFF
Srinivas Thimmaiah & Film Factory



WE BELIEVE IN

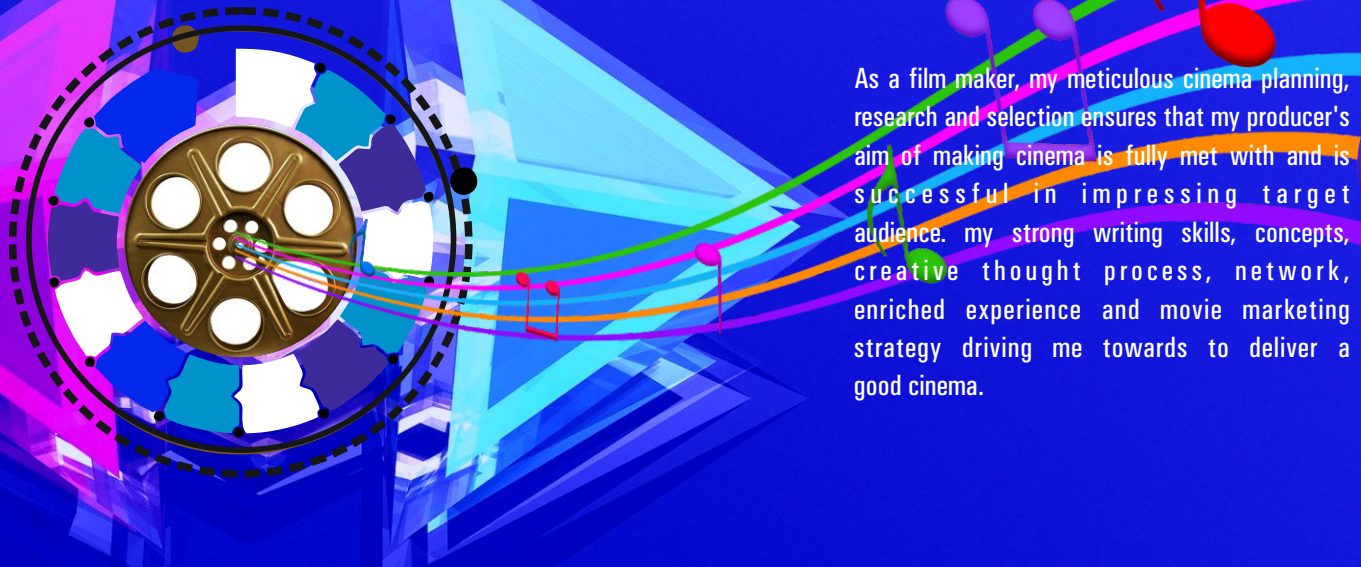
★ STAR VALUE ★

CREATIVE INCORPORATION
WITH THE REAL BRAND VALUE



My extreme curiosity about Cinema grabbed me deeply into the deep route of Cinema with a higher force, I begun observing the bond between the commerce and arts, slowly i got actively involved in the process of gaining the knowledge in Art and Entertainment industry. I begun my career with Business India Television as an Title / Ad, graphic editor continued with Hathway Cable and Datacom Pvt. Ltd, later under Kite Entertainment I made Ad films, Corporate films, documentaries.

My strong writing skills and far-fetched vision lead me to get into Cinema, with authentic ideology and unique thoughts drove me towards to Direct movies, as a result my first movie "Premagaami" happened, the film yet to get release. While working on Bataas and RowDRAM movie which is under Pre Production, I got an offer from Bangalore based Production house to direct Nannu Matthu Gunda a content oriented subject an emotional journey between a man with a dog, the movie got released and it was well received and appreciated by the Media, Industry and Audience, it was declared as First Hit of the year 2020.



As a film maker, my meticulous cinema planning, research and selection ensures that my producer's aim of making cinema is fully met with and is successful in impressing target audience. my strong writing skills, concepts, creative thought process, network, enriched experience and movie marketing strategy driving me towards to deliver a good cinema.

"STAFF" is designed to represent culture and ethical values Attitude contribute to the rich cultural fabric of India. From celebrities, educators, artists, politicians, business leaders and trend setters, "STAFF" invites the sophisticated business tycoons the creative enthusiasts, intellectuals, the corporate giants, professionals production houses and upcoming producers to manufacture finest "CINEMA" for the nation which stays in audiences hearts forever.

"STAFF" approaches Producers, Investors , Sponsors and Music / Audio Merchants as true partnerships designed to meet both the needs of the cinema and its audience. Year around, there is a broad spectrum of possible associations, from corporate entertainment to marketing exposure, naming opportunities and Profit booster. An association with this "VARNAVEDAM" movie will provide your company with access to a very valuable audience it will generate phenomenal goodwill...

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PROJECT

PROPOSAL

PRODUCERS

SPONSORS

"SIAFF" offers many levels of sponsorship. Depending on the level of sponsorship you choose, your package will include the special benefits shown on the following slide. With your feedback and input, we will be able to customize a sponsorship to fit your needs perfectly. Customize your sponsorship package to best suit your key marketing objectives and budget. "SIAFF" ability to draw sizable audience attendance, media and publicity campaign means your company will achieve the position you desire, uncluttered and easily recognizable with filmgoers



OUTFILMBRANDING

EVENTS

- ★ TITLE LAUNCH
- ★ MUHURTH
- ★ AUDIO LAUNCH
- ★ RED CARPET PREMIERE

IN addition TO A TARGETED MEDIA CAMPAIGN, will bring INCREASED AWARENESS TO YOUR BRAND THROUGH FRESH, AGGRESSIVE AND ENGAGING MARKETING AND PROMOTION INCLUDING SIGNIFICANT PRESENCE AT THE EVENTS. SPONSORS ARE OFFERED A UNIQUE OPPORTUNITY FOR DEVELOPING BOTH BUSINESS AND CUSTOMER RELATIONSHIPS THROUGH THE FOLLOWING: TELEVISION , RADIO CHANNELS, SOCIAL MEDIA, WEBSITE, PRINT ADS, GRASS ROOTS, WORD OF MOUTH AND EVENTS LIKE TITLE LAUNCH, MUHURTH, AUDIO LAUNCH AND RED CARPET PREMIER SHOW.

- ★ YOUR BRAND NAME AND LOGO WILL BE CARRIED IN ALL PRINT MEDIA LIKE MAGAZINES, HOARDINGS, POSTERS, INVITEE PASSES, AUDIO CD LABELS, CREW T SHIRTS
- ★ YOUR BRAND NAME AND LOGO WILL BE DISPLAYED ON BACKDROP, SIDE WINGS, BANNERS AT THE RESPECTIVE EVENT VENUE
- ★ YOUR BRAND NAME AND PROMOS WILL BE TELECASTED AT THE VENUE'S DIGITAL LED WALL
- ★ ONE STALL SPACE WILL BE PROVIDED TO DO BRAND ACTIVITIES AND YOUR BRAND AMBASSADOR REPRESENTATIVE WILL BE INVITED ON STAGE
- ★ YOUR BRAND NAME WILL BE REFLECTED IN THE BYTE SCREENS FOR MEDIA INTERACTIONS FLASH MOB AND FREEZE MOB





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- ★ **YOUR BRAND NAME AND LOGO WILL BE DISPLAYED ON THE BACKDROP AT THE ENTRANCE OF THE EVENTS LIKE MOVIE MUHURTH, MOVIE AUDIO LAUNCH, MOVIE ROAD SHOW AND MOVIE PREMIERE.**
- ★ **YOUR BRAND VIDEO ADS WILL BE TELECASTED ON LED SCREEN DISPLAYED DURING MUHURTH, AUDIO LAUNCH AND MOVIE PREMIERE**
- ★ **THE MOVIE WILL CARRY YOUR BRAND NAME AND LOGO FOR 60 SECONDS IN THE MOVIE TALKIE SCENE / 60 SECONDS IN THE MOVIE SONG**
- ★ **TV SHOWS / INTERVIEWS RELATED TO OUR MOVIE YOUR BRAND INCORPORATION WITH THE MOVIE WILL BE PRESENTED**
- ★ **YOUR BRAND NAME / VIDEO AD WILL APPEAR ON OUR SOCIAL MEDIA NETWORK, MAKING VIDEO, CHAT SETUP ABOUT THE MOVIE AND MOVIE WEBSITE**
 - ★ **YOUR BRAND NAME WILL APPEAR OVER THE TRAIN AND BUS RAPPING**
 - ★ **HOARDINGS AND MAGAZINES WILL CARRY YOUR BRAND NAME AND LOGO**
 - ★ **WE WILL PROVIDE OPPORTUNITIES TO CREATE CONCEPTS FOR YOUR BRANDING AND PROMOTIONAL ACTIVITIES THROUGH THE MOVIE**

Publicity Stunt strategy stages :

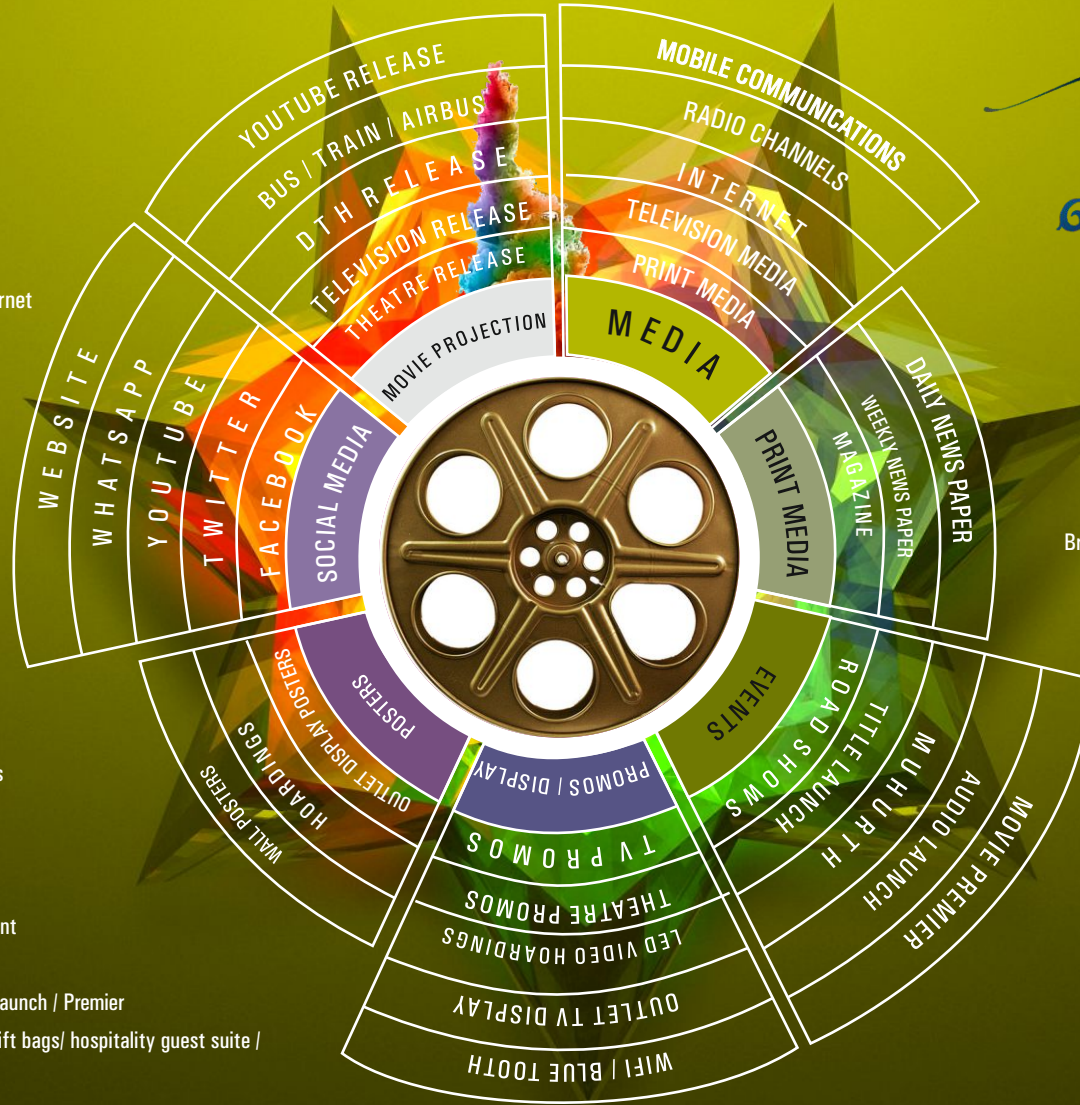
1). Brand advertisement :
Pre-film Branding: Print media, Electronic media and Internet social media including movie Muhurth event

2). Brand advertisement :
Branding During film production : Print media, Electronic media and Internet social media

3). Brand advertisement :
Pre-film release Branding: Print media, Electronic media and Internet social media including Audio launch and Premiere

Exclusive brand exposure in events

- Exclusive special event sponsor announcements
- Brand logo projection on events venue
- Brand advertisement and logo inclusion in film related events
- Recognition during in-house events announcements
- Product placement in film events
- Logo inclusion on pre-film events
- Opportunity to submit 30 second pre-film brand advertisement
- Opportunity to brand official event volunteer t-shirt
- Tribute event passes and meet & greet for Muhurth / Audio launch / Premier
- Brand logo on event ticket / invitation / passes/envelopes / gift bags/ hospitality guest suite / event gala opening night film / press screening passes



Exclusivity for Brand in media Segment

- Opportunity to Create High-Visibility Media Campaign
- Distribution of Promo Items to in Theater Lines
- Logo Inclusion in Film events telecast in Television Advertisements
- Logo display Dedicated Film Press Release
- Acknowledgement on Film Press Releases
- Brand Signage on Marketing Materials
- Brand Advertisement in brochures / film related Guide / TICKETS / PASSES
- Brand Logo Inclusion on Poster
- Opportunity to conduct PR outreach

Brand Inclusion in E-blast

- Brand Space On our film related web-Site
- hyperlink to your official website
- Brand Ad Promotion on Film Mobile App*
- Dedicated Facebook Mention
- Dedicated Twitter Mention/Link
- Brand Inclusion in Film Facebook Post
- Brand Inclusion on film Website
- Dedicated Promotional E-Newsletter
- Dedicated Events invitation E-Newsletter



SCAN VIDEO FOR MAKING

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“SIAFF” approaches PRODUCERS & SPONSORS AS TRUE PARTNERSHIPS designed TO MEET BOTH THE NEEDS OF THE CINEMA AND ITS AUDIENCE. YEAR AROUND, THERE IS A BROAD SPECTRUM OF POSSIBLE ASSOCIATIONS, FROM CORPORATE ENTERTAINMENT TO MARKETING EXPOSURE, NAMING OPPORTUNITIES AND Profit booster. AN ASSOCIATION WITH THIS “VARNAVEDAM” MOVIE will provide your company with ACCESS TO A VERY VALUABLE AUDIENCE it will GENERATE PHENOMENAL goodwill..



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₹ - 25,000