

20  
24

NOV 20-24

**NFDC**  
cinemas of india



**18TH EDITION**  
**FILM BAZAAR**





## NATIONAL FILM DEVELOPMENT CORPORATION LTD.

NFDC works towards fostering excellence in films across formats and genres by empowering new talents across diverse Indian languages and ensuring their work reaches audiences both domestically and internationally.

## FILM BAZAAR

Film Bazaar is South Asia's largest film market, which is held annually alongside the International Film Festival of India (IFFI) in Goa, India. It promotes the Indian film sector internationally to enable collaborations in the realm of film festivals, production and distribution between the South Asian filmmakers and International film fraternity

Film Bazaar Verticals – Co-Production Market, Viewing Room, Work-In-Progress Lab, Knowledge Series, Market Screenings, Producer's Workshop, Screenwriters' Lab.



## | KNOWLEDGE SERIES

The Knowledge Series consists of specially curated presentations, lectures, panel discussions and Master classes with key decision makers and market drivers of the industry. Covering topics like content evolution, distribution platforms, co-production opportunities, international collaborations, and navigating festivals and markets. Speakers include business unit heads, executives, aggregators, and content providers from global organizations

## CO-PRODUCTION MARKET |

A platform for curated projects with South Asian themes to find financial and artistic support. 20 Feature film projects and 10 Documentaries were presented at the 17th edition of Film Bazaar in 2023.

## | WORK - IN- PROGRESS LAB

The Work-in-progress Lab (WIP) gives selected filmmakers a chance to screen the rough cut of their film to an eminent panel of International Advisors, which include a film festival director, producers, world sales agent and an editor. It includes both Feature Films and Documentaries (Non Feature).

## VIEWING ROOM |

The Viewing Room (VR) at Film Bazaar is a Video Library platform to showcase recently completed or post-production films from India and South Asia seeking film festivals, distribution partners, and finishing funds. It serves as a bridge between Sellers (filmmakers) and Buyers (programmers, distributors, sales agents, and investors) globally. Buyers can watch films in a secure platform, access details and contact filmmakers, ensuring a safe space for unreleased works.

## | MARKET SCREENING

Market Screenings serve as pivotal platforms for filmmakers to present their work to industry professionals globally, facilitating networking and forging distribution deals. Film Makers can book screenings in specially set up digital theatres at the market.

## SCREENWRITERS' LAB |

The Screenwriters' Lab is an annual programme that offers screenwriters the opportunity to experiment with and explore their screenplays under the mentorship of acclaimed international script and industry experts. Held in collaboration with Film Bazaar, the lab also introduces participants to global industry norms and practices. Additionally, the lab trains the participants to pitch and present their projects to domestic and international producers and investors.

## | PRODUCERS' WORKSHOP

The Producers' Workshop is an extensive five-day, closed-door program designed to cover all aspects to mobilize a film project for producers, entrepreneurs and filmmakers. The program is ideal for delegates/participants who have a potential project.

## COUNTRY AND STATE FILM OFFICE |

State and Countries can showcase their locations and attractive incentives for filming at the Film Officers of the Bazaar.

## | TECH AND VFX PAVILION

VFX and Tech Pavilion showcases some of the most dynamic, immersive, and cutting-edge advances in filmmaking technology in the fields of animation, visual effects, virtual reality, and CGI in India and abroad. Exhibitors have the opportunity to book their space and create captivating experiences for attendees.

## MARKET STALLS |

The Market Stalls in the Industry Pavilion of Film Bazaar is aimed towards serving as a vibrant hub for networking, collaboration, and business opportunities within the film industry. It facilitates meaningful interactions among key stakeholders, including filmmakers, production companies, studios, buyers and sellers' distributors, and service providers, both from India and abroad. The pavilion's activities are centred towards B2B meetings, connecting filmmakers and producers with potential investors, distributors, and collaborators.

# SPONSORSHIPS & BRANDING OPPORTUNITIES AT FILM BAAZAR

## **Disclaimer**

Please note that all artworks and content for Branding Activities, Film Office, Market Stall etc shall be provided by the respective Organization, Country/State to the NFDC agency. For additional requirements all requests and payments are to be made directly to the same. Team will be able to connect you to the agency.



## PREMIUM PACKAGE



### FILM OFFICE SPACE FOR 5 DAYS

(November 20 - 24, 2024)

- Film Bazaar Accreditation for 3 persons
- 3 Single Occupancy Room (November 20- 24, 2024 – 5 Nights)
- 1 Dedicated Knowledge Series session
- 3 Key branding spots at the Bazaar venue (1 Nos 16'x8' and 2 Nos 8'x8' )
- 2 Full Page Market Guide Ad (Double Spread)
- Logo presence in all the collaterals

### 1 Film office will include:

- 2 Discussion tables
- 8 Chairs
- 1Nos 3 Seater Sofa
- 2 Nos Single Seater Sofa
- 1 Nos 55 Inch TV on Stand
- 3 Side Soft Branding (Print on Frame) inside the office
- 4 Plug Points

**INR 25,00,000**

(INR 2.5 MILLION)



## PREMIUM LITE PACKAGE

### FILM OFFICE SPACE FOR 5 DAYS (November 20 - 24, 2024)

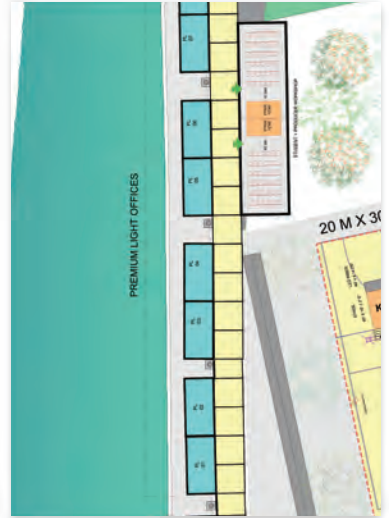
- Film Bazaar Accreditation for 2 persons
- 2 Single Occupancy Room (November 20 - 24, 2024 5 Nights)
- 2 Nos 8'x8' Key branding spots at the Bazaar venue
- 1 Full Page Market Guide Ad (Double Spread).
- Logo presence in all the collaterals

#### 1 Film office will include:

- 2 Discussion tables
- 8 Chairs
- 1 Nos 55 Inch TV on Stand
- 4 Plug Points

**INR 15,00,000**

(INR 1.5 MILLION)



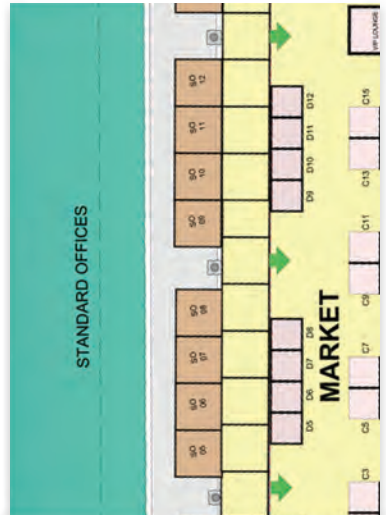
## STANDARD PACKAGE

### FILM OFFICE SPACE FOR 5 DAYS (November 20 - 24, 2024)

- 1 Discussion tables
- 4 Chairs
- 1 Nos 55 Inch TV on Stand
- 2 Plug Points

**INR 5,00,000**

(INR 500 THOUSAND)



# TECH PAVILION STALLS



## PREMIUM - TB

### DELIVERABLES:

- Raw Space of 4m x 4m to be given to the sponsors
- Amenities provided -Power 3kva
- Wifi Connection
- Website Listing
- Access to Meeting Scheduler
- 5 x Exhibitor Badges

**INR 10,00,000**

(INR 1 MILLION)

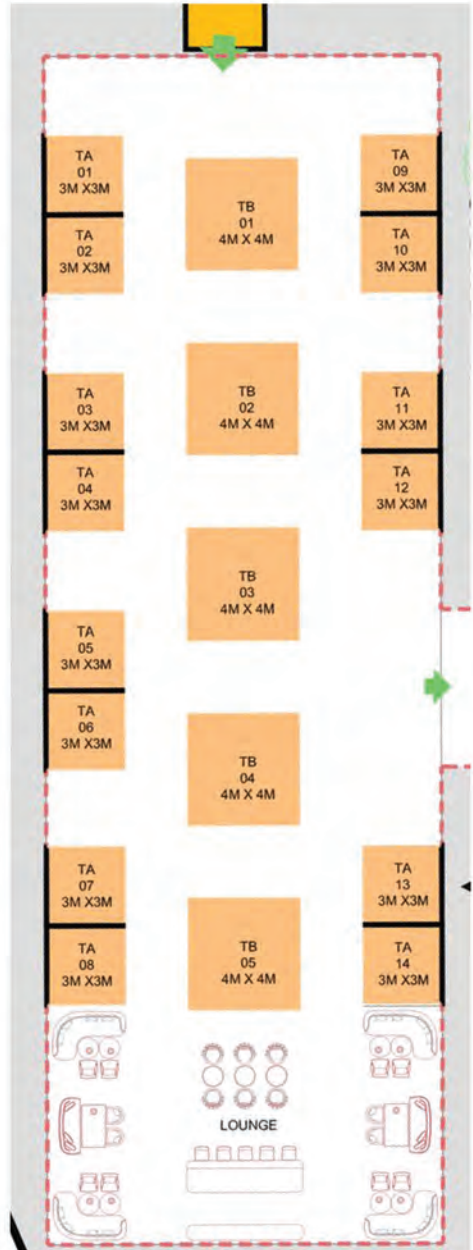
## STANDARD - TA

### DELIVERABLES:

- Raw Space of 3m x 3m to be given to the sponsors
- Amenities provided - Power – 3kva
- Wifi Connection
- Website Listing
- Access to Meeting Scheduler
- 3x Exhibitor Badges

**INR 5,00,000**

(INR 5 HUNDRED THOUSAND)





## PREMIUM STALLS



### DELIVERABLES:

- Octonorm stall - 3mt x 6 mt
- 3m x 6m Printed Panels – 4 nos
- Front Printed Facia name x 2
- 50 inch tv on stand
- Discussion Tables x 1 nos Seating
- Chairs x 6 nos Plug points x 2
- Registration Table x 1
- Brochure Stand x 1
- Wifi connectivity
- Website Listing Access to meeting Scheduler
- 3 x Exhibitor Badges

**INR 5,00,000**

(INR 5 HUNDRED THOUSAND)

## PREMIUM LIGHT STALLS

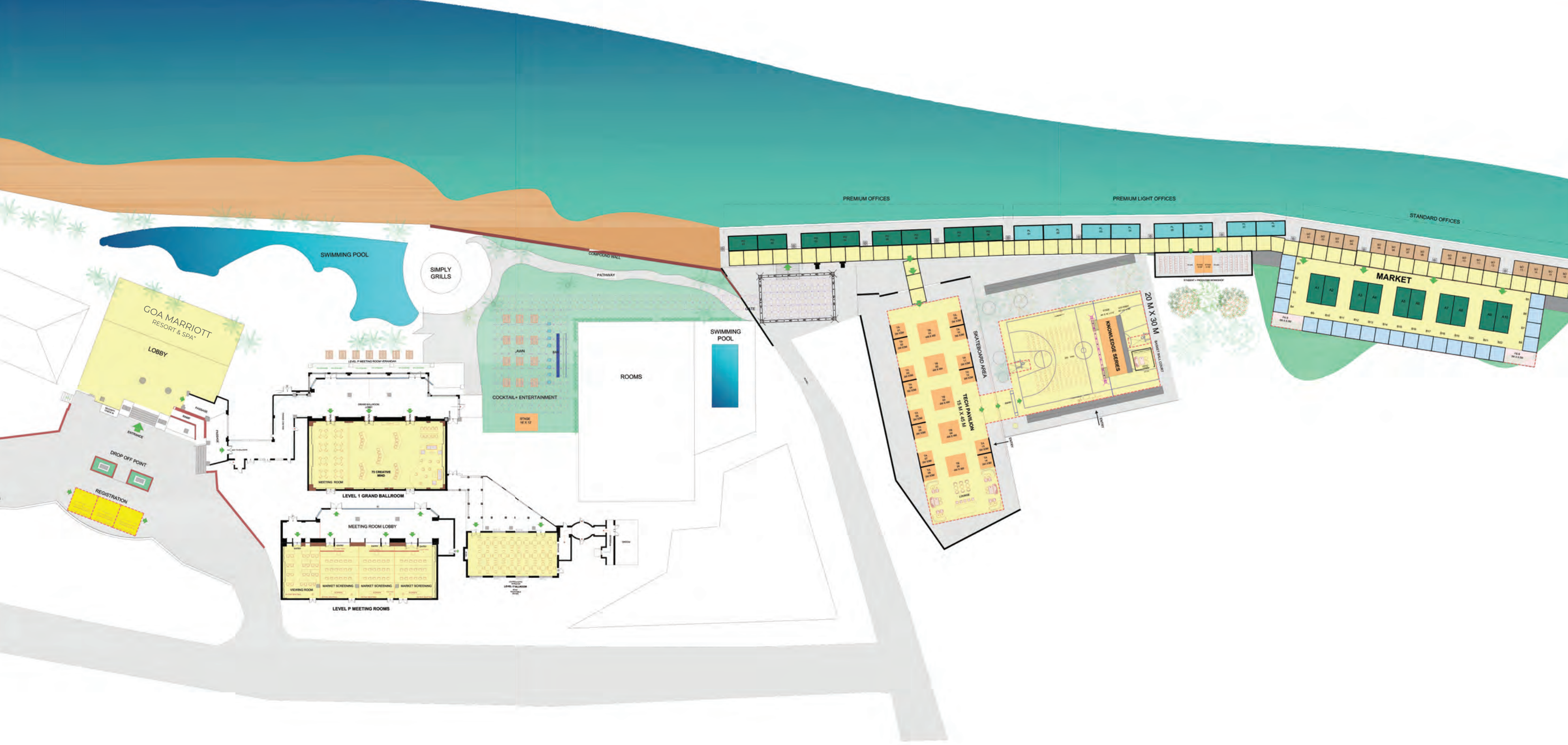
### DELIVERABLES:

- Octonorm stall - 3m x 3m
- Printed Panels – 3 nos Front Printed Facia name x 1
- 42 inch tv on stand Discussion Tables x 1 nos
- Seating Chairs x 6 nos
- Plug points x 2
- Registration Table x 1
- Brochure Stand x 1
- Wifi connectivity
- Website Listing Access to meeting Scheduler
- 2 x Exhibitor Badges

**₹ 3,00,000**

(INR 3 HUNDRED THOUSAND)





# GLIMPSES OF FILM BAZAR



Over the years, well-acclaimed films such as **The Lunchbox**, **Margarita With A Straw**, **Chauthi Koot**, **Qissa**, **Ship of Theseus**, **Titli**, **Court**, **Anhe Ghorhe Da Daan**, **Miss Lovely**, **Dum Lagake Haisha**, **Liar's Dice** and **Thithi** have been through one or more program of the Bazaar.

# SUCCESS STORIES

- **Heirloom** by **Upamanyu Bhattacharyya**- Film Bazaar's co-production animation project selected for the HAF goes to Cannes section.
- **Girls will be Girls** by **Shuchi Talati** - World Premiere at Sundance Film Festival, 2024- Won The Audience Award in the World Cinema Dramatic Category and the Special Jury Award for Acting for lead actor Preeti Panigrahi.
- **Schirkoa** – In lies we trust by **Ishan Shukla** - World Premiere at International Film Festival of Rotterdam (IFFR) 2024
- **In the Belly of a Tiger** by **Siddhartha Jatla** World Premiere – 73rd Berlin International Film Festival 2024 (Forum section)
- **Follower** by **Harshad Nalawade** - World Premiere at International Film Festival of Rotterdam (IFFR) 2023,
- **Shivamma** by **Jai Shankar** - World Premiere at Busan International Film Festival 2022
- **Paka** (River of Blood) by **Nithin Lukose** - World Premiere at Toronto International Film Festival 2021
- **Shankar's Fairies** by **Irfana Majumdar** - World Premiere at Locarno Film Festival 2021
- **Ek Jagah Apni** by **Ektara Collective** - World Premiere at Tokyo International Film Festival 2022
- **Manikbabur Megh** (The Cloud & The Man) by **Abhinandan Banerjee** - PÖFF | Tallinn Black Nights Film Festival, 2021
- **Hadinelentu** by **Prithvi Konanur** - World Premiere at Busan International Film Festival (Jiseok Competition) 2022
- **Sultana's Dream** by **Isabel Herguera** - World Premiere at San Sebastián International Film Festival 2023 and won the Irizar Basque Film Award at the San Sebastian Film Festival 2023

# OTHER SPONSORSHIP OPPORTUNITIES

## KNOWLEDGE SERIES

### STATUS OF “POWERED BY” SPONSOR FOR THE KNOWLEDGE SERIES VENUE

- Powered by Mention in all Communication related to Knowledge Series
- 1 session organised for the sponsor
- Logo in Venue Branding
- Logo in Event Collaterals
- Logo in Film Bazaar Website
- 2 Nos 8x16 Banner Brandings in Venue
- 2 Nos 8x8 Banner Brandings in Venue
- Logo in Press Backdrop
- Emcee mention during various announcements.

**INR 50,00,000**  
(INR 5 Million)

## VIEWING ROOM

- Opportunity to brand the viewing room with “Powered by Status”
- Sponsor Wall paper on all Screens
- Mention as “Viewing room Powered by” in Event Signage
- Logo on Website
- Logo in Event Collaterals.

**INR 10,00,000**  
(INR 1 Million)



## NETWORKING SESSION

SLOT 20 TO 24TH NOVEMBER  
(7PM – 9PM)

- Opportunity to host an official networking dinner at NDFC Film Bazaar
- Branding as “Networking Session Hosted by”
- To include venue designated by NFDC at the Film Bazaar Site plus Food and Beverage as per standard package\* for Film Bazaar.
- All other costs including special menu, if required to be borne by the sponsor directly.
- Mention in the NFDC program, on all media as an official event, with the “Networking session Hosted by Sponsor Name” tag.
- No other official programming will be held during the dinner slot.
- Logo in Event Website  
Emcee Mentions during program announcement.
- All promotion material to be pre-approved by NDFC.
- One banner branding 8x8 in Venue.

**INR 20,00,000**  
(INR 2 Million)

## MARKET SCREENING

Advertising options – 30 Second Sponsor Film to be played in all 3 screening rooms prior to the start of every screening **(4 Slots per day)**

**INR 3,00,000**  
(INR 300 Thousand)

## MARKET GUIDE ADVERTISEMENT

- Single Page

**INR 50,000**  
(INR 50 Thousand)

- Double Page Spread

**INR 1,00,000**  
(INR 1 Million)

## BRANDING & DIGITAL ADVERTISING

- 8ft x 8ft Printed Banner

**INR 30,000**  
(INR 30 Thousand)

- 16ft x 8ft Printed Banner

**INR 45,000**  
(INR 45 Thousand)


- 2ft x 6ft - Hanging Scrolls placed in Tech Pavilion & Market Space


**INR 15,000**  
(INR 15 Thousand)

- 30 Sec Vertical Add Play in Digital Signage

**INR 90,000**  
(INR 90 Thousand)



 <https://filmbazaarindia.com>


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सत्यमेव जयते

Ministry of Information  
& Broadcasting  
Government Of India

**NFDC**  
cinemas of india

