



Pune Film  
Foundation



सत्यमेव जयते  
GOVERNMENT OF MAHARASHTRA



9<sup>TH</sup> TO 16<sup>TH</sup> JANUARY  
18<sup>TH</sup> PUNE INTERNATIONAL  
FILM FESTIVAL 2020

[www.piffindia.com](http://www.piffindia.com)



## About PIFF

Pune International Film Festival (PIFF) was started in 2002 with the idea of building and promoting a healthy film culture in Pune. Our objective is to give film lovers in the city access to global cinema and spark a cultural exchange. With discussions, lectures and master classes on varied topics related to the craft, we try to instil an academic flavour in the festival.

Every edition of PIFF has a unique contemporary theme. Through categories like World Competition, Marathi Competition, Global Cinema, Country Focus and Retrospective, we bring forth quality films from various countries and cultures. An acclaimed international jury decides awards for films in the competitive sections.

The Government of Maharashtra recognised PIFF as its official festival in 2010. PIFF is the only festival that gives international recognition to Marathi cinema. Every year, PIFF continues to grow with the participation of more and more accomplished film personalities, emerging filmmakers and film enthusiasts.

## Organisers



For the past 17 years, the Pune International Film Festival is being held in Maharashtra, India in the city of Pune. The event has been going strong due to the constant support of its organiser, Pune Film Foundation and Directorate of Cultural Affairs, Government of Maharashtra.

[www.piffindia.com](http://www.piffindia.com)





2003



2006



2007



2010



2012



2012



2013



2015

PIFF JOURNEY

## Testimonials



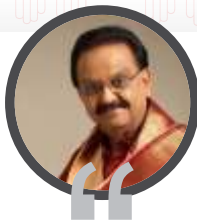
I feel deeply honored and would like to thank PIFF for bestowing me with this great recognition for 42 years of my modest contribution to the Indian Film industry.

**Amitabh Bachchan**  
(Indian Film Actor)



Dr. Jabbar Patel has been very close to me and we have done many songs together. This event brings back so many memories of the times when I used to come to Pune every weekend to perform. I have sung about 900 songs in marathi and getting acknowledged for the same at PIFF makes me feel very proud.

**Asha Bhosle**  
(Indian Singer)



I owe my happiness to PIFF. I always wanted to sing a song with Shri S. D. Burman Sir but never got the opportunity. Winning the SD Burman Award have made me overly joyous so my big thanks to PIFF.

**S P Bala Subramaniam**  
(Indian Playback Singer)



Thank you Pune and Dr. Jabbar Patel and PIFF for bringing my cinema family together at this event. I feel very humbled being at the event and seeing the wonderful work that is being done by the great people from the industry.

**Ramesh Sippy**  
(Film Director)



This has been a great hour and I think I will never forget it in my life. PIFF has bestowed this honor on me and I am thankful for all that they have given me. I feel I have achieved a lot but I think I should achieve more and never stop achieving.

**Asha Parekh**  
(Indian Film Actress)

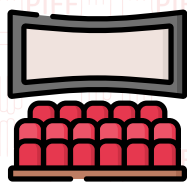
PIFF in Number



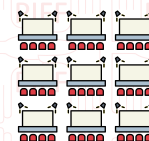
**8000+**  
EYEBALLS



**1000+**  
ENTRIES



**200** MOVIE  
SCREENINGS



**9** SCREENS



**50+**  
CELEBRITIES



**20** INDUSTRY  
RELATED STALLS



SPREAD ACROSS  
**3 CITIES**



**25Lacs**  
WORTH OF  
AWARDS

# Awards



## World Cinema Competition

Government of Maharashtra "Prabhat" Best International Film Rs. 10 Lakhs

Government of Maharashtra "Prabhat" Best International Film Director Rs.5 Lakhs

Special Jury award

Audience Award

## Marathi Cinema Competition

Government of Maharashtra "Sant Tukaram" Best International Marathi Film Rs.5 Lakhs

Akhil Bhartiya Marathi Chitrapat Maha Mandal Awards of Rs 25,000 each

- ★ Best Marathi Film Director
- ★ Best Marathi Film Actor
- ★ Best Marathi Film Actress
- ★ Best Marathi Screenplay
- ★ Best Cinematographer

Special Jury award

Audience Award

Jointly Organised By



Venue Partners



In Association with



Official Courier



Official Radio



Outdoor Partners



Social Media Partner



Sponsorship Marketing Agency



Official Hotel



Sponsorship Co-ordinator



Past and Present  
sponsors

www.piffindia.com



Our Gallery



Our Gallery

## 40 LAKHS (PRESENTING SPONSOR) – 01 NOS.

### INVITES AND PASSES

- ▶ 200 Passes
- ▶ 15 Invites each - Opening and Closing Ceremony each
- ▶ An opportunity to host exclusive dinner with extra cost
- ▶ 5 Invites for Dinner
- ▶ 20 Reserved Seating for Section Movies each show \* 300 shows

### SECTION AWARD

- ▶ Award Presentation on the Stage
- ▶ Section Branding - Slide or AV

### Felicitation of CEO/MD on closing event

### LOGO PRESENCE

- ▶ All followed allied festival in Mumbai & Nagpur (stalls with extra cost applicable)
- ▶ Size of the logo (As per category)
- ▶ Position of the logo (As per category)

### PRESENCE OF LOGO

- ▶ Print Media ▶ Out of Home
- ▶ 3 Hoardings exclusive branding ratio 70/30
- ▶ Posters ▶ Radio
- ▶ TV Adv insert ▶ Side wings
- ▶ Invitation cards, schedules, bulletins, public material
- ▶ Multiplexes, Hotel lobbies, transport cars and buses

### PRESS COVERAGE

- ▶ Mention in the Press Releases
- ▶ Media Centre and Backdrop

### CATALOGUES

- ▶ Advertisements
- ▶ 3 Full Page advertisement in sponsors section
- ▶ 2 section devoted

### DIGITAL INCLUDING SOCIAL MEDIA AND WEBSITE

- ▶ Logo on creative
- ▶ Logo in newsletters and e-mailers
- ▶ 5 Exclusive adv on social media
- ▶ 5 Exclusive e-mailers to PIFF database
- ▶ Logo on Website for a year as per category

### MERCHANDISING, SAMPLING OR OTHER ACTIVITIES

- ▶ T shirts, Mementos, Bag etc.

Sponsorship Opportunities

## 25 LAKHS (PRIME SPONSOR) – 03 NOS.

### INVITES AND PASSES

- ▶ 100 Passes
- ▶ 10 Invites each - Opening and Closing Ceremony each
- ▶ An opportunity to host exclusive dinner with extra cost
- ▶ 3 Invites for Dinner
- ▶ 15 Reserved Seating for Section Movies each show \* 300 shows

### SECTION AWARD

- ▶ Award Presentation on the Stage
- ▶ Section Branding - Slide or AV

### Felicitation of CEO/MD on closing event

### LOGO PRESENCE

- ▶ All followed allied festival in Mumbai & Nagpur (stalls with extra cost applicable)
- ▶ Size of the logo (As per category)
- ▶ Position of the logo (As per category)

### PRESENCE OF LOGO

- ▶ Print Media ▶ Out of Home
- ▶ 2 Hoardings exclusive branding ratio 70/30
- ▶ Posters ▶ Radio
- ▶ TV Adv insert ▶ Side wings
- ▶ Invitation cards, schedules, bulletins, public material
- ▶ Multiplexes, Hotel lobbies, transport cars and buses

### PRESS COVERAGE

- ▶ Mention in the Press Releases
- ▶ Media Centre and Backdrop

### CATALOGUES

- ▶ Advertisements
- ▶ 2 Full Page advertisement in sponsors section
- ▶ 1 section devoted

### DIGITAL INCLUDING SOCIAL MEDIA AND WEBSITE

- ▶ Logo on creative
- ▶ Logo in newsletters and e-mailers
- ▶ 3 Exclusive adv on social media
- ▶ 3 Exclusive e-mailers to PIFF database
- ▶ Logo on Website for a year as per category

### MERCHANDISING,SAMPLING OR OTHER ACTIVITIES

- ▶ T-shirts, Mementos, Bag etc.

Sponsorship Opportunities

## 15 LAKHS (CO SPONSOR) – 06 NOS.

### INVITES AND PASSES

- ▶ 75 Passes
- ▶ 5 Invites each - Opening and Closing Ceremony each
- ▶ An opportunity to host exclusive dinner with extra cost
- ▶ 2 Invites for Dinner
- ▶ 10 Reserved Seating for Section Movies each show \* 300 shows

### SECTION AWARD

- ▶ Award Presentation on the Stage
- ▶ Section Branding - Slide or AV

### Felicitation of CEO/MD on closing event

### LOGO PRESENCE

- ▶ All followed allied festival in Mumbai & Nagpur (stalls with extra cost applicable)
- ▶ Size of the logo (As per category)
- ▶ Position of the logo (As per category)

### PRESENCE OF LOGO

- ▶ Print Media ▶ Out of Home
- ▶ 1Hoardings exclusive branding ratio 70/30
- ▶ Posters ▶ Radio
- ▶ TV Adv insert ▶ Side wings
- ▶ Invitation cards, schedules, bulletins, public material
- ▶ Multiplexes, Hotel lobbies, transport cars and buses

### PRESS COVERAGE

- ▶ Mention in the Press Releases
- ▶ Media Centre and Backdrop

### CATALOGUES

- ▶ Advertisements
- ▶ 1Full Page advertisement in sponsors section

### DIGITAL INCLUDING SOCIAL MEDIA AND WEBSITE

- ▶ Logo on creative
- ▶ Logo in newsletters and e-mailers
- ▶ 2Exclusive adv on social media
- ▶ 2 Exclusive e-mailers to PIFF database
- ▶ Logo on Website for a year as per category

### MERCHANDISING,SAMPLING OR OTHER ACTIVITIES

- ▶ T-shirts, Mementos, Bag etc.

Sponsorship Opportunities

## 5 LAKHS (ASSOCIATE SPONSOR)- 06 NOS.

### INVITES AND PASSES

- ▶ 50 Passes
- ▶ 2 Invites each - Opening and Closing Ceremony each
- ▶ An opportunity to host exclusive dinner with extra cost
- ▶ 1 Invites for Dinner
- ▶ 5 Reserved Seating for Section Movies each show \* 300 shows

### SECTION AWARD

- ▶ Section Branding - Slide or AV

### Felicitation of CEO/MD on closing event

### LOGO PRESENCE

- ▶ Size of the logo (As per category)
- ▶ Position of the logo (As per category)

### PRESENCE OF LOGO

- ▶ Print Media
- ▶ Out of Home
- ▶ Posters
- ▶ TV Adv insert
- ▶ Side wings
- ▶ Invitation cards, schedules, bulletins, public material
- ▶ Multiplexes, Hotel lobbies, transport cars and buses

### PRESS COVERAGE

- ▶ Mention in the Press Releases
- ▶ Media Centre and Backdrop

### CATALOGUES

- ▶ Advertisements
- ▶ Half Page advertisement in sponsors section

### DIGITAL INCLUDING SOCIAL MEDIA AND WEBSITE

- ▶ Logo on creative
- ▶ Logo in newsletters and e-mailers
- ▶ 1 Exclusive adv on social media
- ▶ 1 Exclusive e-mailers to PIFF database
- ▶ Logo on Website for a year as per category

Sponsorship  
Opportunities



Celebrating Cinema

**Pune International  
Film Festival**

## PUNE INTERNATIONAL FILM FESTIVAL

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