



# **INTERNATIONAL PEACE & FILM FESTIVAL**



**MEDIA & SPONSORS KIT**  
**WORLD FILMS · FASHION · ART · AWARDS**

■ ■ ■  
**ORLANDO, FLORIDA**

**JANUARY 30 - FEBRUARY 2, 2020**



# GENERAL INFORMATION

The International Peace & Film Festival is a face to face experience, where every member of the audience can engage and establish international relationships through independent film, performances, fashion and cultural exchange.

Attendees will have the opportunity to view selected films from 55 competing countries, interact with vendor sponsored table top exhibits, attend performances, social mixers and the film awards ceremony.



IPFF 2020 competing filmmakers by location. Major cities have multiple entrants per icon.

## EVENT DATES AND LOCATIONS

The Festival takes place on January 30 - February 2, 2020 on International Drive in Orlando, Florida's tourism district. The Wyndham Resort & Convention Center is located at:  
8001 International Drive, Orlando, FL 32819

Visit the festival website for film showtimes and schedules.

Festival Website: <http://PeaceFestival.us> Trailers: <https://peacefestival.us/trailers/>

Day One, Thursday 30 January:	Registration	18:00
Day Two, Friday 31 January:	Film Festival Screenings and Artifex Gallery Expo	17:00
Day Three, Saturday 1 February:	Film Festival Screenings and Artifex Gallery Expo	17:00
Day Four, Sunday 2 February:	Izuminka Fashion Expo and Film Awards	19:00



# IZUMINKA

## Fashion Expo of the International Peace & Film Festival

*Izuminka: [Russian word] meaning the indescribable quality of attraction.*

### THE EXPO

Izuminka is a fashion show incorporated into the award ceremony of the International Peace & Film Festival. The event combines film awards with the beauty and talent of local models, stylists and designer Inna Rudenko's latest gowns.

### TALENT

Izuminka gathers local make up artists, stylists, models and designers to feature the amazing diversity, skill and beauty existing in Central Florida.

### ADVERTISING

Sponsor branding and tabletop packages include signage and personal placement at the film screenings, fashion expo and primary theater walkways. Visit [PeaceFestival.us](http://PeaceFestival.us) for details.

### NATIONAL COSTUMES

The participation of world filmmakers in the festival is celebrated during the award ceremony. The Izuminka Expo features a runway style exhibit of national costumes from participating nations.

### FEATURED DESIGNER: INNA RUDENKO

Inna Rudenko was born and raised in Moldova, where she developed her skill and craft in fashion. Inna, along with the models of Izuminka, will exhibit her collection of wedding and pageant dresses.

*Inna's Designs*

### STAFF

The festival is made up of volunteers who donate their time to bring the peace, film and fashion shows to life.

**JANUARY 2020**

**WYNDHAM | 8001 INTERNATIONAL DRIVE, ORLANDO, FL 32819**

**7:00 - 10:00 PM**



**[WWW.IZUMINKA.US](http://WWW.IZUMINKA.US)**





# ABOUT THE FESTIVAL

CONNECT WITH NATIONAL DELEGATES, ARTISTS, PERFORMERS AND ATTENDEES FROM COUNTRIES AROUND THE WORLD.

## FILM MAKERS

The International Peace & Film Festival will host screenings of independent films from countries worldwide in the following categories:

- Feature Length
- Documentary
- Short Film
- Student Films
- Music Video/Trailer

## AWARDS CEREMONY

The awards ceremony includes recognition of top films in the festival during the IZUMINKA Fashion Expo.

Come see national costumes, beautiful models and the talent of local designers, stylists and make up artists.

Visit [www.izuminka.us](http://www.izuminka.us) for fashion show details.

## CULTURAL PERFORMANCES

Enjoy music, dance, art and exhibits throughout the festival program.

Participating countries will also have their national costume featured during the grand finale fashion show and awards ceremony.

Performances will be scheduled at various times throughout the festival.

## VENDORS & EXHIBITS

Vendor and exhibit spaces will be available in the primary walking paths of the festival.

Digital and print signage is available on the programs, 'step and repeat' wall, as well as on cinema displays during the screenings and awards ceremony.

## ARTIFEX

Step through a street style art gallery, and see artists at work on an unfinished piece. View their completed works on display and interact with them in this engaging twist on traditional galleries.

The Artifex gallery will be positioned in the exterior spaces of the IPFF theaters. Selected artists have volunteered to come and promote peace through their craft and talent.

## ATTENDEES & VOLUNTEERS

Engage in peace through your participation in the festival.

At every turn you will discover an immersive environment that fosters relationships, new friends, and opportunities with other attendees from around the world.

Visit [PeaceFestival.us](http://PeaceFestival.us) for registration and ticket information.



# IPFF THEN, NOW & NEXT

## HUMBLE BEGINNINGS

The International Peace and Film Festival began in 2014 as a one day peace festival in Central Florida, attracting American and East European cultures together. In subsequent years, the festival was expanded to offer a broader range of activities including an Independent Film Festival, Knowledge Sharing Sessions from global expertise, Cultural Performances and the exciting 'Izuminka' Fashion Expo held during the award ceremony of the festival.

*The image below was taken during the first peace festival by director/founder Jef Gray on September 6, 2014. The image became the visual inspiration for building peace through cultural exchange.*



## 2020 AND BEYOND

IPFF continues to grow in opportunities for people around the world to participate and share their talent. Along with indie films, fashion and performances, an art exhibition and competition, called Artifex, will join the festival in 2020. Artifex is focused on visual and performing arts. The addition will feature a gallery of local works, performing artists and a virtual gallery to connect with artists around the world. Awards will be presented for the best works.

Another addition, called Luminōs, will join IPFF in 2021. Luminos connects worldwide expertise with attending audiences in a forum where ideas are communicated for the betterment of all. Luminos is a more comprehensive program, based on the original knowledge sharing sessions from IPFF 2015. Speakers will share ideas and research on education, ecology, art, technology, science and health. At the heart of it all, is a tangible effort for peace through participation. We encourage you to come join us in January 2020!





# SPONSOR OPPORTUNITIES



## ADVERTISE ON THE BIG SCREEN

Your company's video or still graphic can be placed between films of the festival, video ads can be as short as 15 seconds or up to 3 minutes in length. For best quality please submit an MP4 in 1920x1080 format. Audiences will see your ad multiple times through the two day screening. For best results, combine a video ad with a table top presence at the festival. This will help reinforce the recognition of your business and improve chances for face to face interaction with potential clients.

## TABLE TOP EXHIBITS

We provide the table, all you need is your materials and a drape to make a great impression. Tables can be placed inside the theater or in the primary walkways. Top positions are near the doors and concession areas where audiences tend to gather before shows. See floor plan on page 4 for details

## PRIZE SPONSORS

The festival awards the best filmmakers with an array of recognition for their work. Sponsors can chose to award a cash prize for speciifc honors, typically the top three films in the festival. The sponsors name and a brief summary of their services will be announced with the prize drawing.

## CUSTOM PACKAGES

Interested in combining your options to save on the rates per item? We can do that! Just contact us using the submission for on our website and we'll create a customized quote with the best pricing for your needs.

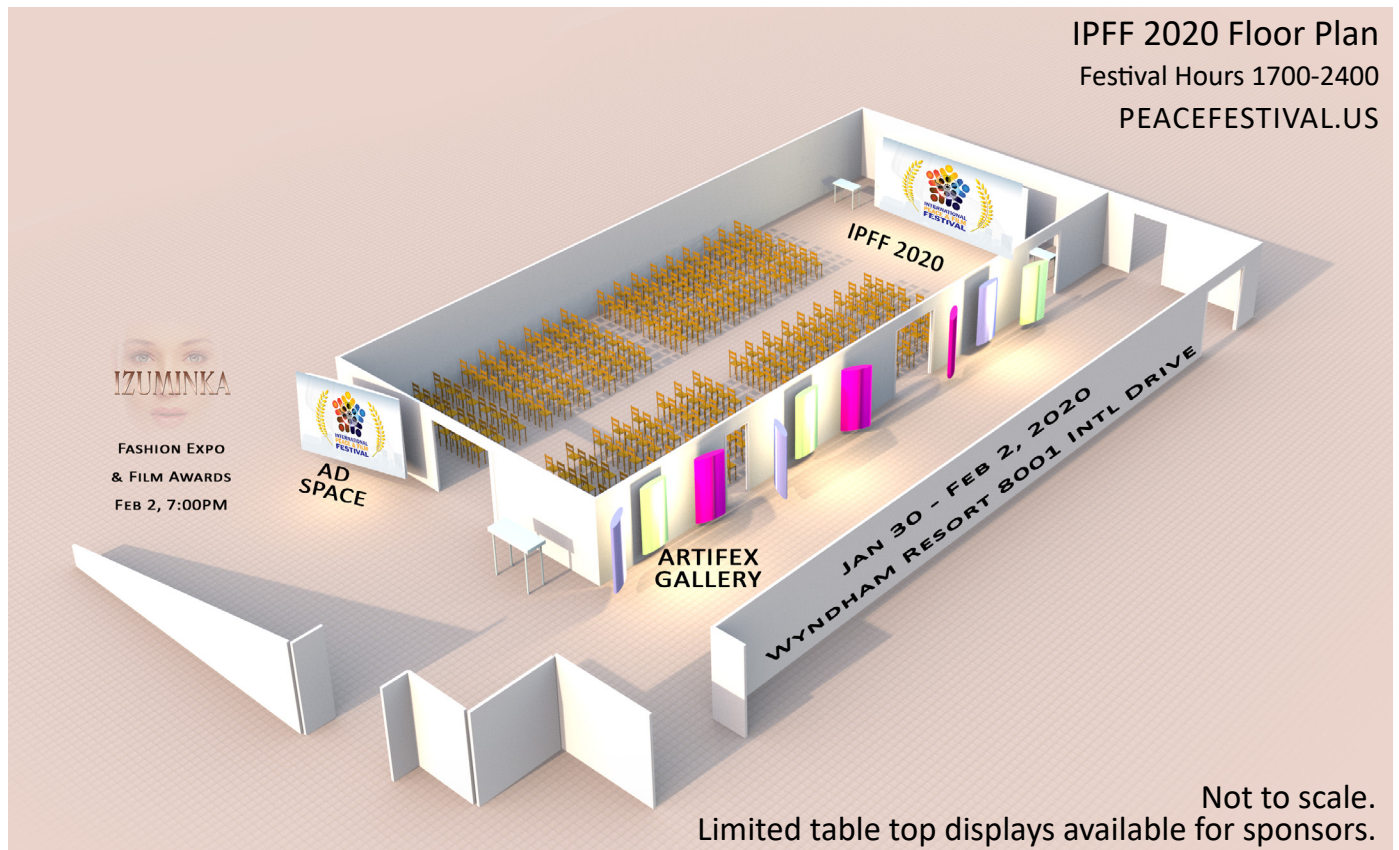
To Get Started, Visit <http://peacefestival.us/sponsor/>



# VENDORS & EXHIBITS

## Why Sponsor the Festival?

Admission to IPFF is free to the public and open to filmmakers at no or low cost. This is only possible through generous sponsorships from area businesses. In return for their support, sponsors receive a range of branding and promotion options at the festival. The large crowds and diversity of attendees creates great potential for connecting with new clients and building awareness of your services to the local population.



### REQUIRED INFORMATION

Vendors should send the following via email to [info@peacefestival.us](mailto:info@peacefestival.us)

- High resolution logo
- One page product info
- Electrical requirements
- Exhibit Fee (Invoiced)
- Contact Info

Please complete the online registration form before sending items above.

### SPONSORSHIPS

Vendors who wish to increase brand recognition can also support donations for Film Festival Awards, sponsored announcements and supported cultural performances.

Please contact the festival staff to explore an option and pricing that works for your needs. email: [info@peacefestival.us](mailto:info@peacefestival.us)

### HANDOUTS

Please consider the environment in any handouts or materials distributed at the festival.

Links to source materials, vendor websites or other downloads will also be available on the festival site.

### DEADLINES

Approved Vendors should have all required information submitted by January 5, 2020.

Get Started  
Visit the Sponsor Page: [PeaceFestival.us/sponsor](https://PeaceFestival.us/sponsor)

*Share to help us promote your session!*





# Selections for IPFF 2020 announced on 10/28/19



## SPONSORS



Your logo on the official  
websites of the festival  
and fashion show:  
*PeaceFestival.us*

*Step and Repeat*, where models and filmmakers gather.  
**Place your logo** on the most photographed point in the  
entire festival. Limited positions available. Full Wall  
Dimension: 8'x10'

Visit [PeaceFestival.us/sponsor](http://PeaceFestival.us/sponsor) to see all options and place  
an order.



Level of Sponsorship Desired (You will receive an invoice after submitting your application)

- Digital branding: Your business name/logo as a sponsor on the event websites:+social media posts **\$100**
- Step/Repeat: Your business name/logo on Step and Repeat Wall: **\$500**
- Sponsor a theater, a theater room named after you or your business during the festival. (Daily): **\$1000**
- Exhibit table (One Day) in primary guest walkways or theater. Requires space availability: **\$349**
- Theater Screen Ad Placement: video or still image ad between films. Minimum 20 Exposures **\$349**
- Prize Sponsor: Company name/info announced for funding a top three film award. **\$100/\$200/\$400**

Branding artwork must be submitted with payment of your invoice. Image formats should be highest quality possible such as AI, PSD, PDF, TIF, EPS or PNG. Resolution should be a minimum of 300DPI on a transparent background if possible. Sponsors electing to host a table or room will receive instructions on table sizes and set up criteria.





# IPFF-TV



**Bring the best of the International Peace and Film Festival to your living room. View winning trailers, special programs and featured content on IPFF.TV**

**[PEACEFESTIVAL.US/IPFFTV](http://PEACEFESTIVAL.US/IPFFTV)**



# PARTICIPATING COUNTRIES

Algeria 1	Germany 4	Peru 1
Argentina 2	Greece 1	Philippines 2
Australia 1	Hong Kong 1	Poland 2
Bangladesh 1	India 11	Portugal 2
Belgium 8	Iran 22	Republic of Korea 7
Brazil 2	Iraq 3	Russian Federation 22
Bulgaria 1	Ireland 1	Serbia 2
Cambodia 1	Israel 4	South Africa 2
Canada 7	Italy 11	Spain 15
Chile 1	Japan 2	Sri Lanka 2
China 3	Malawi 2	Sweden 2
Colombia 1	Malaysia 1	Turkey 10
Croatia 3	Mexico 4	United Arab Emirates 2
Czech Republic 2	Moldova 1	United Kingdom 9
Estonia 1	Nigeria 1	United States 60
Finland 2	Norway 1	Uruguay 1
France 3	Not Specified 15	Uzbekistan 2
Georgia 1	Pakistan 1	





# ARTIFEX

Artifex is the visual and performing arts segment of the International Peace and Film Festival, featuring a gallery of local works, performing artists and a virtual gallery to connect with artists around the world.

Visit [PeaceFestival.us/Artifex](https://PeaceFestival.us/Artifex) for Art Call and additional details.



# ENDORSEMENTS



We are honored to be connected and endorsed by the following organizations:

International Film & Festival Organization

Russian Cultural Centre

The Orlando Film Commission

The Embassy of the Russian Federation

The National Aeronautics and Space Administration

Russian Federation, Ministry of Culture,  
Department of Cinematography

Russian-American Community Center of Florida

Internet Movie Database, IMDb.com



**International Peace & Film Festival**

**%Aurous Publishing**

**848 N. Rainbow Blvd, #3057**

**Las Vegas, NV, 89107**

**[www.PeaceFestival.us](http://www.PeaceFestival.us)**

**[info@PeaceFestival.us](mailto:info@PeaceFestival.us)**

**702-706-2780**

**Director & Founder: Jef Gray**

