



# ABOUT THE FESTIVAL

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# TANZANIA FILM FESTIVAL

The Tanzania Film Festivals and Awards (TAFFA) is an annual event championing the power of film as an important actor for social and economic development.

The festival brings together **filmmakers, media companies, investors, policymakers, development partners** and the **public**

The festival includes **screenings to showcase films, workshops to empower local talent, forums and dialogues to bridge the gaps, awards recognizing excellence in filmmaking, Pitches & Dealrooms to bring about** and networking opportunities with industry leaders, creating a vibrant platform for **collaboration, innovation and growth.**



# WHO WILL ATTEND?

The film festival 2025 will be attended by **filmmakers, media professionals, film Producers, investors, government agencies, development partners** and the **general public**. Both local and International Participation

#FilamuNiBiashara





**WHY TAFFA?**



- **Achieve Social Impact Goals:**

- **Community Screenings:** Sponsor screenings in underserved areas, pairing films with awareness campaigns
- **Youth Empowerment:** Mentor emerging talent through career fairs, workshops, and competitions, directly shaping the next generation of creatives.

- **Amplify Visibility & Brand Equity:**

- **High-Profile Exposure:** Align your brand with key events like the Awards Gala, Community Screenings, and Film Innovation Zones.
- **Regional & Global Reach:** Gain visibility in Tanzania and internationally through media coverage, public engagement, and collaborative campaigns

- **Drive Tangible Economic Impact:**

- **Creative Investments:** Support filmmakers pitching projects that contribute to Tanzania's creative economy.
- **Job Creation:** Partner with workshops training 500+ creatives in advanced filmmaking techniques, including AI and sustainable production.

- **Foster Strategic Collaborations:**

- **Networking Hubs:** Engage with industry leaders, government officials, and investors to co-create impactful solutions.
- **Studio & Heritage Tours:** Showcase the Tanzania Creative Infrastructure, Position Tanzania as a Creative Hub, also Showcase Tanzania's UNESCO sites as filming destinations, attracting local & international productions.

# ABOUT THE ORGANIZERS

# TANZANIA FILM BOARD



**The Tanzania Film Board (TFB)**, is a government regulatory body under the Ministry of Information, Communication, and Information Technology.

It is responsible for overseeing, regulating, and promoting the film industry in Tanzania. The Board classifies and approves films, ensuring they align with the country's cultural, moral, and legal standards. Additionally, it supports the growth of local talent and the industry by fostering the production of films that showcase Tanzanian culture and values, while also facilitating international collaborations to enhance the global reach of Tanzania's film industry.



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# STUDIO 19

"Telling Africa's Stories"



We are a full-service, creative agency founded in 2015 in Tanzania.

From our beginnings to date, our efforts have always been fueled by three main passions: To **tell good stories**, to **get them to the right people**, and **to transform people's lives**.

We believe in the **transformative power of stories** and we seek to **enlighten, entertain** and **inspire**. Our stories challenge assumptions, raise awareness, re-orient people's perspectives and **focus energies towards transformation**.

# WHAT WE DO

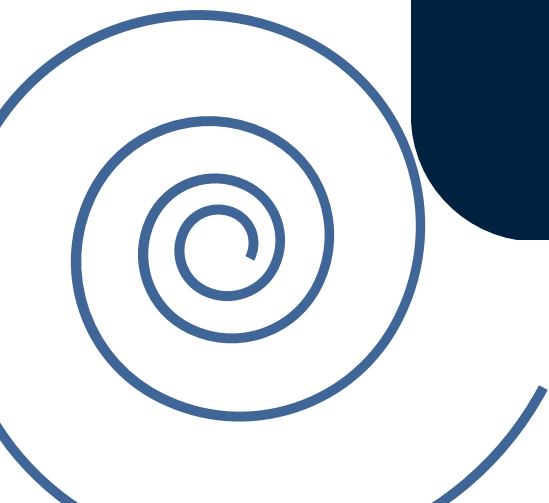


## CREATE

We design and produce campaigns and content aimed at raising awareness about current societal issues and exploring the frontiers we need to address

## EMPOWER

We empower individuals and organizations to utilize storytelling for impact by providing them with tools and skills to contribute towards transformation



# FESTIVAL ACTIVITIES



## PROBLEM

Many aspiring and emerging filmmakers lack access to practical film education, hands-on training, and mentorship, Limited exposure to advanced filmmaking techniques, AI, sustainable production, and international industry trends, A disconnect between film education and market demands, leading to unemployment or underemployment in the sector.

## HOW THE FESTIVAL SOLVES IT

- Hosting masterclasses, skill-based workshops, and mentorship programs to upskill filmmakers, scriptwriters, editors, and producers.
- Bringing **local** and **international industry experts** to train filmmakers in financing, distribution, and marketing.
- Hands-on learning opportunities such as script labs, cinematography training, and post-production workshops.

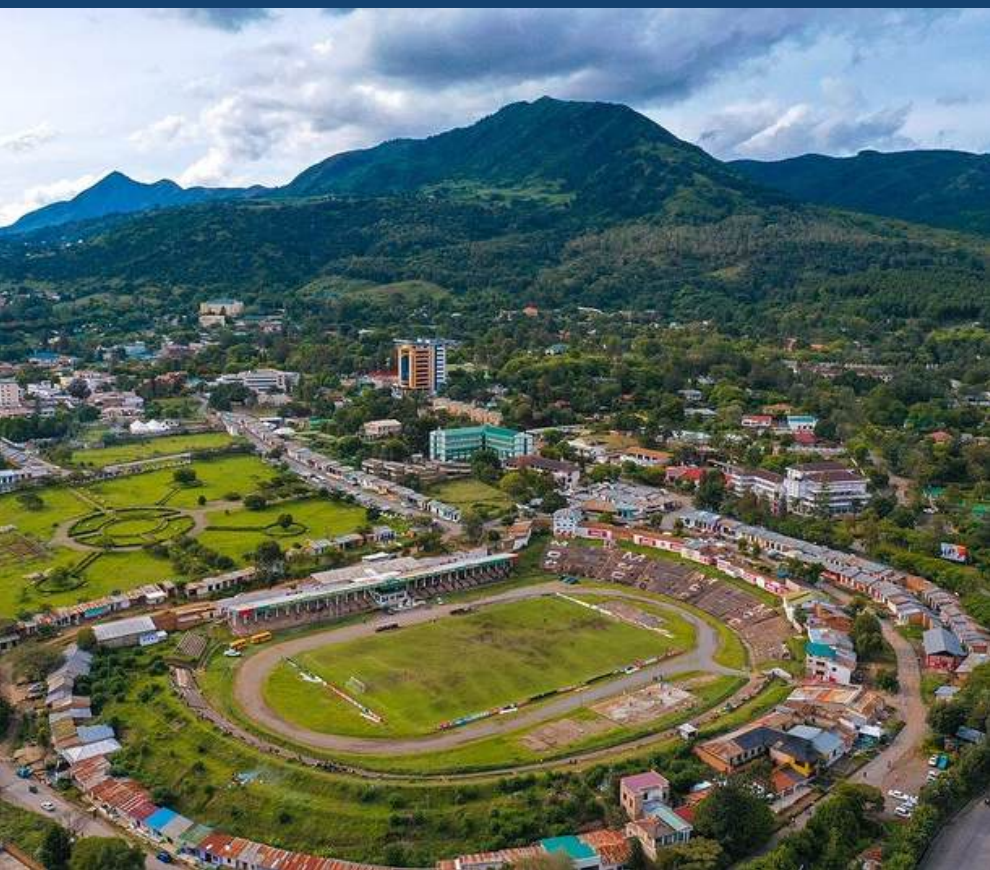
## TARGET GROUP

- **Aspiring Filmmakers & Content Creators:** Young creatives, students, and community members interested in entering the film industry.
- **Established Filmmakers & Content Creators:** Professionals looking to refine their skills, network, and stay updated on industry trends.



# Workshops and Trainings





# Film Screenings

Film screenings are the pulse of any great film festival, and **TAFFA 2025 embraces this tradition**. Designed to inspire, educate, and entertain, this curated lineup of screenings will transform the festival week into a vibrant tapestry of cinematic experiences, showcasing both local talent and international gems

## WHAT TO EXPECT

- **Premieres & Curated Selections**

- **Tanzanian Premieres:** Launch new Tanzanian films, featuring filmmakers and casts.
- **African Cinema Spotlight:** Screen acclaimed films from across Africa (e.g., Kenya, Nigeria, South Africa).
- **Global Highlights:** Curate award-winning international films (e.g., Cannes, Sundance, Berlinale selections).

- **Thematic Screenings**

- **Cultural Heritage:** Films celebrating Tanzania's UNESCO sites (e.g., Serengeti, Kilimanjaro, Stone Town).
- **Social Impact:** Films addressing climate change, education, and gender equality, followed by panel discussions.





**The Forums and Workshops will bring together filmmakers, thought leaders, investors, and stakeholders for a series of discussions and hands-on sessions designed to educate, inspire, and drive real impact in the creative ecosystem.**

### **GOALS FOR THE FORUM & DIALOGUES**

- **Engage Stakeholders:** Engagement of key players in the film and creative industries through high-level discussions, panels, and roundtables, facilitating dialogue between government, NGOs, and the private sector on how storytelling can address pressing societal challenges.
- **Foster Industry Growth:** Align creatives, stakeholders, and development partners to strengthen the film ecosystem.
- **Promote Innovation:** Inspire innovation and creativity to elevate Tanzania's film industry.
- **Empower Creatives:** Government agencies, NGOs, and private businesses interested in leveraging film for social messaging and awareness campaigns.







## PROBLEM

- Limited platforms for film-related businesses and services to showcase their innovations.
- A gap between **technology providers** and **filmmakers**, resulting in outdated production techniques.
- Lack of awareness about opportunities in film technology, distribution, and emerging trends.

**The Exhibition will be a platform where the local population and stakeholders will engage with the film ecosystem, showcasing its potential to drive social, cultural, and economic development.**

## EXHIBITION STRUCTURE

- Hosting exhibitions featuring cutting-edge film technology, equipment, and services.
- Providing a marketplace for production companies, studios, distributors, and service providers.
- Showcasing innovations in VR, AI, drone cinematography, and sustainable production.

# INVESTMENTS & FUND PITCHES

## PROBLEM

- **Lack of access to film financing**—many Tanzanian filmmakers struggle to secure funding.
- **No structured pitching platforms** for filmmakers to present their ideas to investors.
- **Investors lack trust in the profitability of local film** projects due to weak business models.

**This platform will bridge the gap between creatives with vision and investors with resources, fostering partnerships that can unlock the true potential of Tanzania's film ecosystem.**

## WHAT TO EXPECT

- **Pitch Sessions:** Creating a structured pitching forum where filmmakers present projects to potential investors.
- **Networking Opportunities:** Dedicated networking sessions where filmmakers can have one-on-one discussions with investors and stakeholders.
- Hosting **investment showcases** where funders, brands, and NGOs explore funding opportunities.





# CREATIVES & FILM TOURS



## PROBLEM

- Tanzania has stunning landscapes and cultural heritage but is underutilized as a global filming location.
- Many local creatives lack access to top studios, production houses, and filming infrastructure.
- Filmmakers struggle with location scouting, permissions, and connections to production hubs.

## HOW THE FESTIVAL WITH SOLVE IT

### 1. Studio Tours

Participants will visit inside Tanzania's premier film studios and creative spaces, to expose the Tanzania creative space and Technologies, positioning Tanzania as a creative destination.

### 2. Location Tours (Cultural and Heritage Locations)

Promoting Tanzania's UNESCO sites and scenic locations as ideal filming destinations. The Tour will position Tanzania Sites and Locations as potential filming sites, exposing the Sites and places to more filmmakers and content creators.

- Promoting Tanzania's UNESCO sites and scenic locations as ideal filming destinations.

### 3. Behind the Scene Tours of Live Film Productions





# Awards Gala

**The Awards and Recognition Ceremony** at the Tanzania Film Festival 2025 is the pinnacle of the festival—a celebration of storytelling excellence, creativity, and impactful filmmaking. It honors those who have pushed boundaries and inspired audiences through their work, while also showcasing Tanzania's potential as a hub for world-class cinematic achievements.

## GOALS FOR THE AWARD & RECOGNITION CEREMONY

- **A Multi-Sector Celebration:** Shine a spotlight on the collective efforts that make Tanzania's creative sector thrive—filmmakers, funders, NGOs, private companies, and government bodies.
- **Inspire Ongoing Collaboration:** Encourage stronger partnerships between the film industry, private sector, and development partners.
- **Raise Visibility:** Showcase Tanzania as a global leader in creativity and storytelling, attracting new investors and collaborators.
- **Motivate Excellence:** Recognize outstanding work to inspire future innovation and ambition within the creative sector.



# THE JOURNEY

# January - June - (Co - creation)



Partners  
Launch



Meeting with Film  
Actors, Studios ,  
Media, Academic  
Institutions

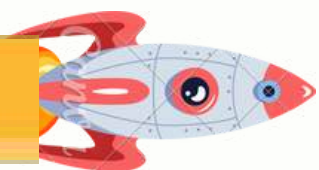
Gathering of  
Development  
Partners

Dialogues with development  
partners aligning the agendas and  
bringing them to the people who  
are actual doing



Gatherings of  
Private Sector

Aligning with the private sector,  
how they will get involved.



# Festival Period (August)



# **PARTNERSHIP & SPONSORSHIP OPPORTUNITIES**

# TITLE SPONSOR (200M)

- Official "**Presenting Sponsor**" status
- Brand logo on all festival materials, merchandise, banners, and screens.
- **Opening & Closing Ceremony VIP** recognition.
- **VIP access to all festival events & red carpet moments.**
- Prime branding at Awards Gala, Press Conferences, and Screenings.
- Exclusive media features & interviews with festival ambassadors.
- **Key note at Award Gala**

## PLATNUM SPONSOR - 70M

- Co-sponsorship of **key festival activities** (e.g., Workshops, Forums, Film Screenings).
- High-level **brand placement on all digital & physical materials**.
- Speaking opportunity at select forums & investor networking events.
- Customized brand activations (e.g., experiential booths, video promotions).
- Social media campaigns & influencer collaborations.

## GOLD SPONSOR - 50M

- **Brand integration into a specific festival segment** (e.g., Innovation Zone, Exhibitions).
- Logo placement on select promotional materials.
- Access to VIP networking lounges & deal rooms.
- Product placement opportunities in festival areas.
- Featured in festival press releases & online promotions.

## SILVER SPONSOR - 20M

- **Branding rights for niche segments** (e.g., Short Film Competition, Documentary Showcase).
- Logo placement on select promotional materials.
- On-site activations & promotional displays.
- Featured in social media mentions & digital promotions.
- Discounted rates for additional sponsorship opportunities.





# LETS PARTNER TOGETHER

Join us as a partner in shaping Africa's cinematic future. Contact us today to explore tailored partnership & sponsorship opportunities!"

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