

TCCFF
多倫多中華電影節
Toronto Chinese
Canadian Film Festival

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創造未來
Building The Future

Toronto Chinese Canadian Film Festival 2026

Chinese Cultural Centre of Greater Toronto

October 16-18

5183 Sheppard Avenue East, Toronto, Ontario, M1B5Z5 | www.tccff.ca | (825)736-3456 (FILM) | info@tccff.ca



Sponsor Packages



Letters from the Co-chairs

Dear Film Enthusiasts,

We are thrilled to welcome you to the third annual Toronto Chinese Canadian Film Festival!

Following the overwhelming success of our first two years, it's clear that there is a strong and growing appetite for Chinese cinema in Toronto. With an audience made up of film lovers, cultural advocates, and creative minds from all walks of life, last year's festival exceeded our expectations—and confirmed what we've long believed: the time has come to celebrate Chinese stories on our own stage.

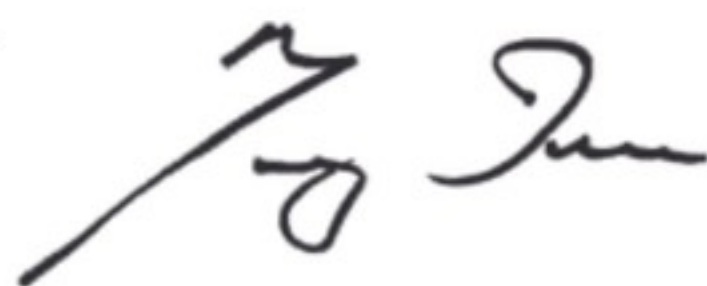
The Chinese community has long been an integral part of Canada's story. From the building of the national railroad to the injustices of the Head Tax and the Chinese Exclusion Act, and the transformative migration waves of the 1990s, Chinese Canadians have played a vital role in shaping this country. Our festival honours that legacy by bringing powerful Chinese films to our local community, films that illuminate our past, reflect our present, and imagine our future.

More than just a film festival, we are a cultural movement. This event is a platform to promote the richness of our heritage, foster cross-cultural dialogue, and build bridges through the art of storytelling. We are also deeply committed to the future of Chinese Canadian cinema, with a mission to nurture the next generation of filmmakers by providing them with the exposure, mentorship, and community they need to thrive.

From emerging directors to internationally acclaimed talents, this year's lineup once again showcases the incredible diversity, creativity, and resilience of Chinese filmmakers. We're proud to continue growing this space, not only as a celebration of film but as a celebration of identity, history, and shared experience.

Toronto has long been known for its world-class film festivals—TIFF, Hot Docs, Reel Asian—and we are proud to stand alongside them with a festival that is uniquely ours. Thank you for being part of this journey with us. Whether you're here to discover new voices, connect with your roots, or simply enjoy great cinema, we hope this year's festival moves you, inspires you, and stays with you long after the credits roll.

Sincerely,



Tery Wong Imamura
Founding Chair



Justin Poy
Vice-Chair

TCCFF 2026 HIGHLIGHTS

2026



About the Festival

Igniting a Cultural Renaissance: The Toronto Chinese Canadian Film Festival

In Toronto, a group of enthusiastic film lovers discovered that despite Ontario's substantial Chinese population of 821,835 according to the Ontario Census of 2024, there was no Chinese Film Festival. Motivated by the need to showcase the vibrant narratives of Chinese cinema and promote cultural heritage, we founded the Toronto Chinese Canadian Film Festival (TCCFF). TCCFF aims to bridge cultures through the screening of seven films at The Chinese Cultural Centre of Greater Toronto. This festival is more than a celebration of Chinese filmmaking; it's a commitment to nurturing future talent and making Chinese cinema accessible to all in Toronto and beyond. **A Tapestry of Stories: Festival Highlights**



Imagine the festival's opening night: a gathering place for dreamers, where the air buzzes with anticipation and the promise of discovery.

TCCFF is not merely about viewing films; it's about experiencing the pulsating heart of Chinese culture and creativity. Our short film and documentary competition, which crowned the Audience Choice Award with \$2,500 cash prizes in five categories, isn't just a contest but a celebration of vision and passion. It invites filmmakers to dream big and audiences to be moved, challenged, and inspired.

Invitation to Shape History

Join us at the Toronto Chinese Canadian Film Festival (TCCFF) as we embark on a cultural journey to celebrate diversity and the art of cinema. Your involvement means more than support—it's a commitment to cultural enrichment and the future of storytelling. This is your chance to be at the heart of a movement that appreciates artistic diversity and builds lasting connections.

National Expansion

In 2025, we decided to make this a national film festival from coast to coast, given the significant population of Chinese Canadians in British Columbia, Alberta and Quebec.

To be part of this historic event, contact Tery at tery.i@tccff.ca or call (825) 736-3456. Learn more at www.tccff.ca. Let's come together to create an enduring legacy and a brighter world through the universal language of film.



The Chinese Canadian Community

Chinese Canadians form one of the most dynamic and influential cultural communities in Canada. With over 1.7 million people identifying as Chinese according to the 2021 Canadian Census, they represent nearly 5% of the national population, making them the largest visible minority group in the country. Their presence is deeply rooted in Canada's history, from early settlers and railroad workers to today's leaders in medicine, business, academia, tech, and the arts. This community is linguistically rich and culturally diverse. Across the country, Mandarin, Cantonese, and other regional dialects are widely spoken alongside English and French. Cities like Toronto, Vancouver, Calgary, Montreal, and Edmonton are home to thriving Chinese Canadian populations—each with unique ties to Mainland China, Hong Kong, Taiwan, and Southeast Asia. This bilingual and bicultural fluency allows for seamless engagement across both Canadian and international spheres. For Chinese Canadians, film is more than entertainment—it is a cultural lifeline. It preserves language, conveys shared values, reflects identity, and bridges generations. Chinese-language cinema, whether homegrown or imported, resonates deeply within the community, offering a sense of belonging, pride, and connection to their heritage. Films from abroad—whether from Beijing, Shanghai, Hong Kong, or Taipei—carry emotional and cultural weight, while Canadian Chinese filmmakers are breaking barriers by telling authentic, homegrown stories that resonate globally. The Toronto Chinese Canadian Film Festival (TCCFF) is Canada's premier platform celebrating this intersection of identity and artistry. It serves as a powerful gateway for sponsors looking to tap into a loyal, upwardly mobile, and digitally connected audience. The Chinese Canadian demographic is highly engaged, brand-aware, and values community recognition. Sponsorship of TCCFF offers unprecedented visibility among cultural tastemakers, industry leaders, and everyday families who champion their heritage. By aligning with TCCFF, sponsors gain trusted brand association, targeted reach, and powerful emotional resonance. This is more than just marketing—it's meaningful impact. It's your chance to be seen, respected, and remembered by one of Canada's most vibrant communities.



Chinese Film

Chinese cinema is one of the most dynamic forces in the global film industry. As the second-largest box office market in the world, China produces films that are not only visually stunning and culturally rich, but also commercially powerful. From acclaimed auteurs like Zhang Yimou and Wong Kar-Wai to mega-franchise blockbusters like *The Wandering Earth* and *Ne Zha 2*, Chinese film blends timeless storytelling with modern cinematic innovation—and the world is paying attention. This global impact is deeply felt here in Canada. With over 1.7 million Chinese Canadians—Canada's largest visible minority group—the appetite for Chinese-language cinema is strong, diverse, and emotionally rooted. These films are more than entertainment; they're cultural lifelines that preserve language, reflect identity, and connect generations. They speak to values of family, resilience, ambition, and belonging—resonating deeply with audiences across the country. That's why the Toronto Chinese Canadian Film Festival (TCCFF) is such a powerful platform. More than just a film festival, TCCFF is a celebration of cultural pride, artistic excellence, and community connection. It's where international Chinese films meet Canadian audiences, and where emerging Chinese Canadian filmmakers gain a stage to shine. For sponsors, TCCFF offers direct access to a highly engaged, brand-conscious, and digitally connected demographic. Our audience spans professionals, entrepreneurs, students, families, and cultural influencers—all with a deep appreciation for heritage and a strong sense of community. Sponsorship isn't just logo placement—it's alignment with values, visibility with purpose, and a chance to be part of something meaningful. Partnering with TCCFF means being at the intersection of culture and commerce, where global storytelling meets local impact. It's a chance to support diverse voices, build lasting brand loyalty, and be recognized as a champion of inclusion, creativity, and community. If you want to reach one of Canada's most vibrant and influential communities through an unforgettable cultural experience—TCCFF is your stage.

Sponsor Packages

Presenting Sponsor (Exclusive — One Available)

\$38,000

Awards Presentation

- Present the award to the International Short Film “Audience Choice Award Winner” at the Toronto Chinese Canadian Film Festival

Event Participation and Exposure

- The sponsor's CEO/representative will be invited as the Presenting Chair
- 50 VIP tickets allocated for each of the 7 screenings (reserved VIP seating will be arranged for each screening) and 50 VIP reception tickets on opening night (Value: \$14,400.00)

Brand Recognition

- The sponsor logo/name will be locked up with the Toronto Chinese Canadian Film Festival (TCCFF)
- 1 centre spread page (2 pages) advertisement in the Program Book
- A 30-second commercial provided by the sponsor will be played across the 7 screening prior to each featured screening
- The sponsor's logo will be printed on crew members' t-shirts (front)
- Promotional materials to be displayed on-site and off-site
- Acknowledgment in appreciation plaques and thank you advertisements
- Sponsor logo will be on TCCFF posters displayed on the TTC subway system
- Sponsor logo will be in the 15-second commercial played at all TTC subway station platform TVs

Engagement Opportunities

- Opportunity to provide brand products to be given out by brand ambassadors (sponsor to supply merchandise)
- Opportunity for opening and closing night remarks from the sponsor's CEO/representative
- Opportunity to go on stage during the lion dance performance
- Opportunity for remarks at the Press Conference
- Option to set up pull-up banners on-site (maximum 4)
- Option to set up a promotional booth on-site (8'ft x 3.5'ft)

Digital Reach and Audience Engagement

- The sponsor logo/name will be featured on the TCCFF digital and social media platforms (Website, Facebook, Instagram, YouTube, and Xiao Hong Shu/Red Note)
- Inclusion in media releases, both print and online

Sponsor Packages

Platinum Sponsor (Category Exclusive)

\$15,000

Event Participation and Exposure

- 20 VIP tickets allocated for each of the 7 screenings (reserved VIP seating will be arranged for each screening) and 20 VIP reception tickets on opening night
(Value: \$5,760.00)

Brand Recognition

- 1 Full-page advertisement in the Program Book
- The sponsor logo/name will appear on Toronto Chinese Canadian Film Festival (TCCFF) screen displays and promotional materials on-site and off-site.
- Acknowledgment in appreciation plaques and thank you advertisements
- Sponsor logo will be on TCCFF posters displayed on the TTC subway system
- Sponsor logo will be in the 15-second commercial played at all TTC subway station platform TVs
- The sponsor's logo will be printed on crew members' t-shirts (back)

Engagement Opportunities

- Invitation and acknowledgment at the press conference
- Opportunity to go on stage during the lion dance performance
- Option to set up pull-up banners on-site (maximum 2)
- Option to set up a promotional booth on-site (8'ft x 3.5'ft)

Digital Reach and Audience Engagement

- The sponsor logo/name will be featured on the TCCFF digital and social media platforms (Website, Facebook, Instagram, YouTube, Xiao Hong Shu/RED Note)
- Inclusion in media releases, both print and online



Gold Sponsor

\$6,000

Event Participation and Exposure

- 10 VIP tickets allocated for each of the 7 screenings (reserved VIP seating will be arranged for each screening) and 10 VIP reception tickets on opening night
(Value: \$2,880.00)

Brand Recognition

- 1 Half-page advertisement in the Program Book
- The sponsor logo/name will appear on Toronto Chinese Canadian Film Festival (TCCFF) screen displays and all promotional materials on-site and off-site
- Acknowledgment in appreciation plaques and thank you advertisements

Engagement Opportunities

- Invitation and acknowledgment at the press conference

Digital Reach and Audience Engagement

- The sponsor logo/name will be featured on the TCCFF digital and social media platforms (Website, Facebook, Instagram, YouTube, Xiao Hong Shu/RED Note)
- Inclusion in media releases, both print and online

Sponsor Packages

Film Lovers Sponsor

\$3,000

Event Participation and Exposure

• 4 VIP tickets allocated for each of the 7 screenings (reserved VIP seating will be arranged for each screening) and 4 VIP reception tickets on opening night (Value: \$1,152.00)

Brand Recognition

- 1 Quarter-page advertisement in the Program Book
- The sponsor logo/name will appear on Toronto Chinese Canadian Film Festival (TCCFF) welcome banners on-site

Official Sponsors

Elevate Your Brand with Exclusive Cultural Prestige

This tier is perfect for brands seeking cultural prestige, affluent audiences and B2B opportunities, such as:

- Lifestyle & Luxury (Watch brands, fashion, automotive).
- Tech & Media (Streaming platforms, production companies).
- Finance & Real Estate (Banks, developers targeting Asian Canadians).
- Beverage & Hospitality (Premium alcohol brands, hotels, restaurants).

Sponsorships are considered for high-value services such as media production, catering and travel partners. Please contact us for details.



Terms and Deadlines

- Sponsorship is on a first-come, first-served basis, secured by a deposit upon contract signing.
- We reserve the right to accept or decline sponsorships.
- Terms and conditions are subject to change without prior notice.
- The sponsor shall supply all promotional materials before the deadline.
- Submission Deadline: August 15, 2026

Specifications:

Full Page

- With bleed: 8.75×11.25inches (8.5"+0.25"bleed, 11" +0.25" bleed) - Non-bleed (trimmed size):8.5 × 11 inches (standard US Letter)

Half Page (Vertical Half)

- With bleed: 8.75 × 5.625inches (full width + bleed, half height + bleed)
- Non-bleed: 8.5 × 5.5 inches

Quarter Page

- With bleed: 4.375 × 5.625 inches (half width + bleed, half height + bleed)
- Non-bleed: 4.25 × 5.5 inches

Note:

- Bleed (0.125" per side): Extends the design area to avoid white edges after trimming.
- Safe Zone: Keep critical content at least 0.25" inside the non-bleed edges to avoid accidental cropping.

Send Artwork To

Please email your artwork to info@tccff.ca

Subject line for your email: **TCCFF Program Book Ad - 2026**

For Technical Inquiries

Please email info@tccff.ca

Subject line for your email: **TCCFF Program Book Ad - 2026 Inquiry**

Final Output

Please provide print-ready PDFs in 300dpi or higher, and **OUTLINE ALL FONTS in CMYK Colour space.**

Note:

For ads with bleeds, please save the print-ready PDF file with crop marks, bleeds, and registration marks.



For more information

Please reach out to the Toronto Chinese Canadian Film Festival (TCCFF) at info@tccff.ca to discuss sponsorship opportunities, benefits and customized packages.

www.tccff.ca

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