



Where Cinema Meets Social Change

SUNDAR PRIZE FILM FESTIVAL 2027 SPONSORSHIP KIT



April 22 and 23, 2027
North Delta Centre for the Arts

April 24 and 25, 2027
Landmark Cinemas Guildford, Surrey

Sundar Prize is an official project of Sher Pride (est. 2008)
www.sundarprize.com



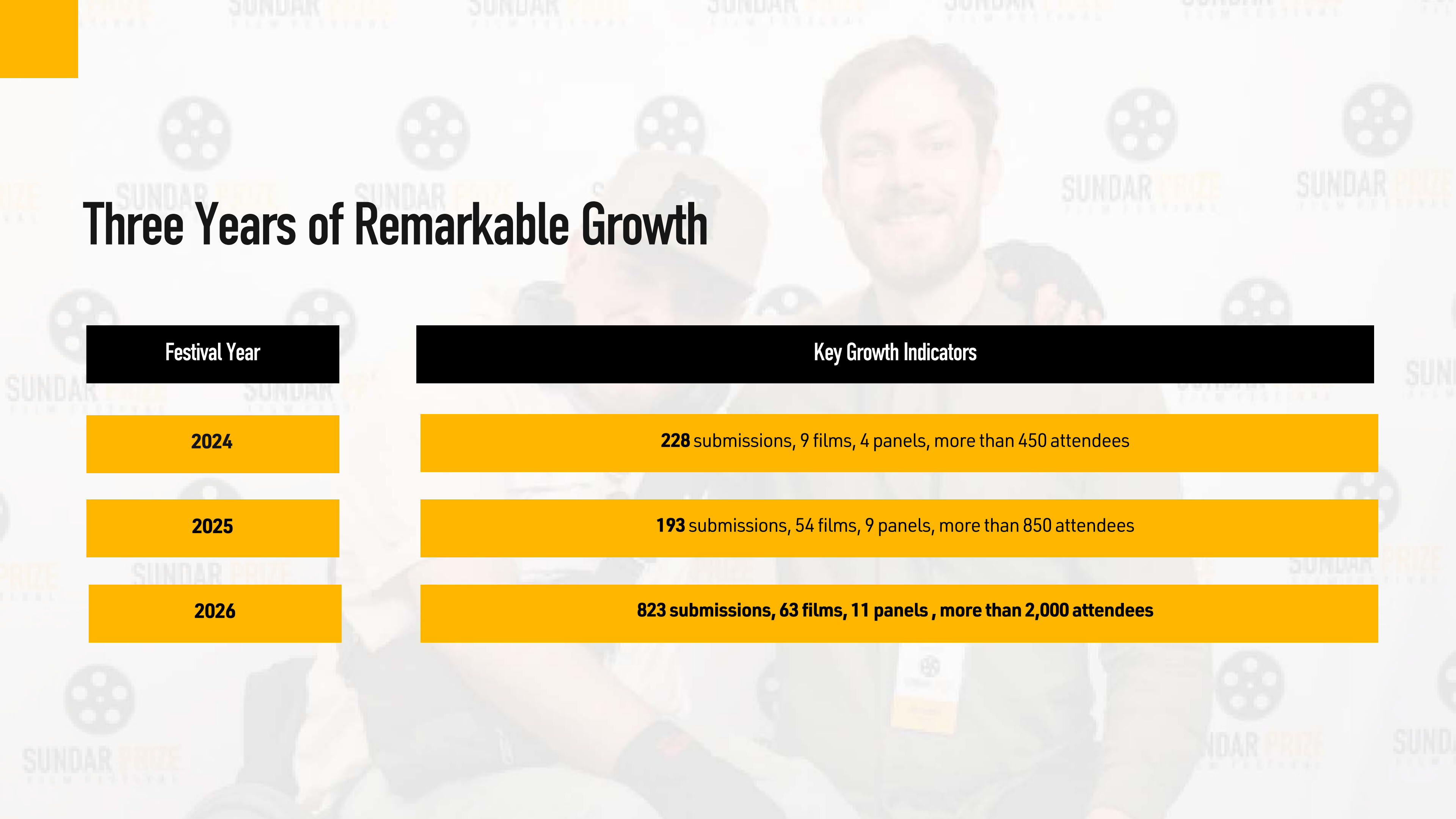
Cinema That Builds Understanding and Inspires Action

Beautiful Stories. Meaningful Impact. Exceptional Growth.

Sundar means “beautiful” in Sanskrit. The Sundar Prize Film Festival celebrates beautiful and impactful cinema that raises awareness, strengthens understanding, and inspires action.

In only three completed editions, the Sundar Prize Film Festival has grown from an ambitious new cultural initiative into a four day, multi venue festival **welcoming nearly 2,000 attendees and presenting 63 films.** Its 2026 campaign **generated more than 2.26 million known views and impressions,** with exceptional organic discovery across social platforms.

The 2027 festival offers sponsors an opportunity to join this momentum, reach engaged audiences, support filmmakers, and demonstrate a meaningful commitment to arts, culture, inclusion, and community impact.



Three Years of Remarkable Growth

Festival Year	Key Growth Indicators
2024	228 submissions, 9 films, 4 panels, more than 450 attendees
2025	193 submissions, 54 films, 9 panels, more than 850 attendees
2026	823 submissions, 63 films, 11 panels , more than 2,000 attendees

Sundar Prize 2026 **At A Glance**

- 2,000+ attendees
- 63 films presented
- 4 festival days
- More than 2.26 million digital views and impressions
- More than 506,000 Instagram accounts reached



2026 Official Sponsors

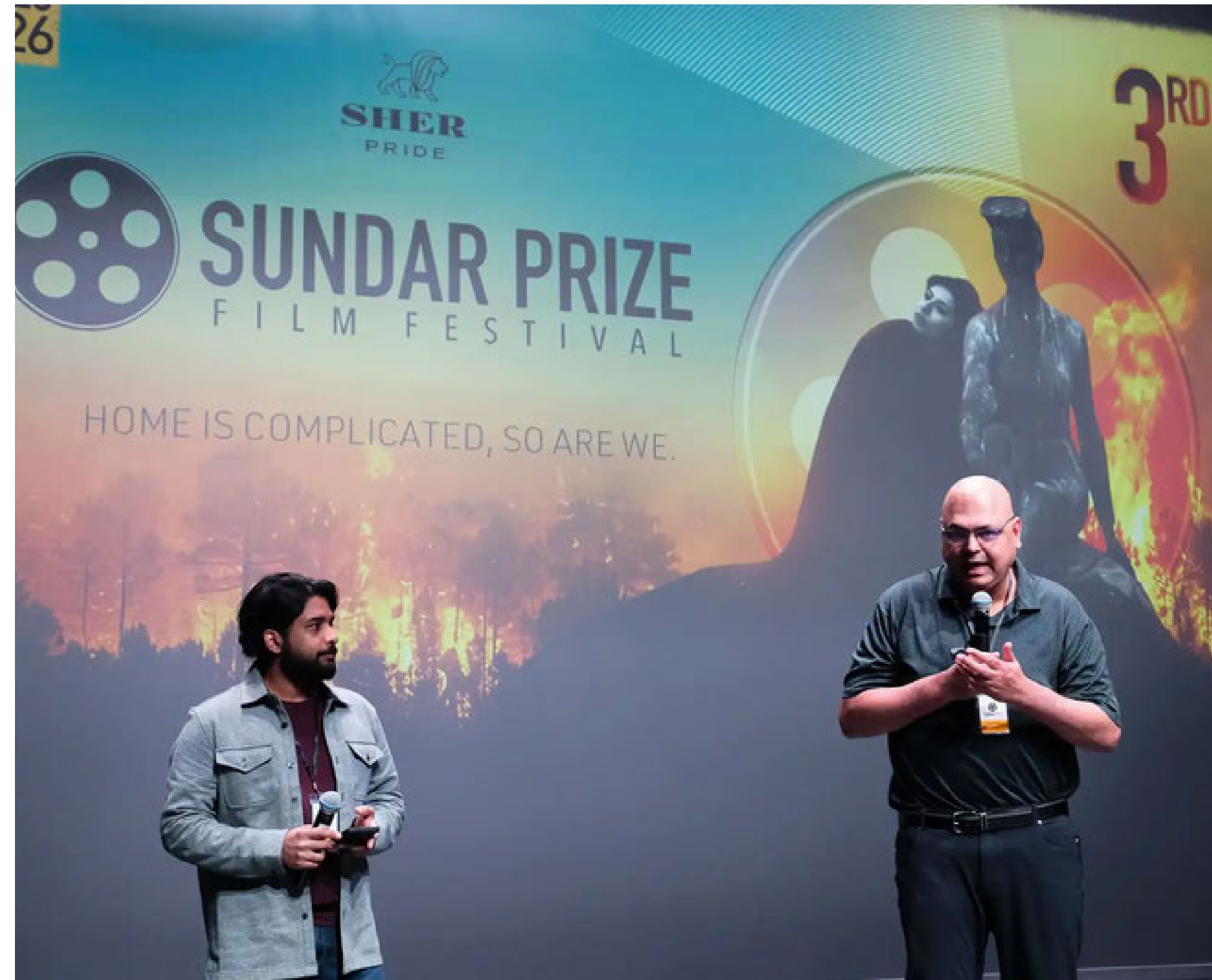


Built on Community Leadership and Filmmaking Experience

Sundar Prize is an official project of Sher Pride, a registered Canadian charity established in 2008.

The festival was founded by social worker and documentary producer, Amar Sangha, and filmmaker, Vinay Giridhar, to create a professional platform for cinema that advances understanding, representation, and social change.

Together with Executive Director and Senior Programmer Sidartha Murjani, they have guided Sundar Prize from its inaugural edition into a growing international festival rooted in filmmaker care, community engagement, and meaningful storytelling.



Founders



Amar Sangha

Co-Founder and Partnerships

Amar Sangha is an award winning documentary producer, social worker, and community leader. He produced "My Name Was January" and "Emergence: Out of the Shadows," and is currently producing the feature documentary "I, Migrant." Sangha is the founder of Sher Pride and has received the Meritorious Service Medal from the Governor General of Canada for his contributions to community service.



Vinay Giridhar

Co-Founder and Creative Director

Vinay Giridhar is a filmmaker, director, editor, animator, and visual artist. He directed the award winning feature documentary "Emergence: Out of the Shadows" and is currently directing "I, Migrant." A graduate of Vancouver Film School, Giridhar leads the festival's creative direction and helps shape its visual identity, storytelling, and commitment to presenting diverse and underrepresented voices.

Senior Leadership



Sidartha Murjani

Executive Director and Senior Programmer

Sidartha Murjani has served as the Executive Director and Senior Programmer of the Sundar Prize Film Festival since its inception. He leads festival programming, operations, filmmaker relations, and industry engagement. Murjani's leadership has helped establish Sundar Prize as a professionally run, filmmaker centred festival known for thoughtful curation, inclusive programming, strong community partnerships, and meaningful audience experiences.



Susan Ruzic

Manager of Volunteers, Youth, Students and Social Justice Advisor

Susan Ruzic is an educator, social justice activist, cinephile, and advocate for arts in education. She previously served as the Assistant Director of Social Justice at the BC Teachers' Federation and has led arts based projects exploring peace, Indigenous perspectives, and community storytelling. Ruzic also volunteers year round with the Vancouver International Film Festival and helped expand youth engagement at Sundar Prize by spearheading the Sundar Prize Luminaries Program in 2025.



A Festival Designed Around Filmmakers and Community

Filmmaker Support

Cash prizes, dedicated promotion, mentorship, and professional development.

Fair and Ethical Practices

Living wages for jurors and honoraria for volunteers, panelists, and moderators.

Community Access

Affordable tickets and free access passes for people who face financial barriers.

Emerging Talent

Practicum placements, student showcases, networking opportunities, project pitching, and the KDocsFF residency.

Responsible Festival Practices

Locally designed sustainable trophies and attention to environmental responsibility.



A Breakout Year for Digital Reach in 2026

- **2.26 million+** known digital views and impressions across platforms
- **2.14 million** Instagram views in March and April
- **506,437** Instagram accounts reached
- **84.3%** of Instagram views came from people who did not already follow the festival
- **57,700** Instagram interactions in April
- **84,000** TikTok post views
- **12,178** LinkedIn impressions, with nearly half of followers located in Greater Vancouver

Who Your Partnership Reaches

The reach of the Sundar Prize Film Festival **extends beyond the venues through a growing digital audience** across Metro Vancouver, British Columbia, Canada, and an **emerging impact internationally**.

In Person Audiences

- Film Audiences
- Industry Professionals
- Emerging Creators
- Academic Communities
- Civic Leaders
- Community Organizations
- Social Advocates
- Newcomer Communities
- 2SLGBTQIA+ and Allies
- Metro Residents



Who Your Partnership Reaches

Our digital platforms connect funding partners with engaged audiences across Metro Vancouver, British Columbia, Canada, and internationally through festival content, filmmaker stories, and year-round engagement.

Digital Audiences

- New Audiences
- Core Demographics
- Professional Networks
- Global Visibility
- Diaspora Communities
- 506K+ Reach



Choose a Custom Sponsorship that Reflects Your Priorities



Opening Night Partner

- Festival launch and opening celebration.

Closing Night & Awards Partner

- Awards celebration and closing event.

Youth & Students Spotlight Partner

- Youth voices and student films.

2SLGBTQIA+ Spotlight Partner

- Queer cinema and community.

Environmental Spotlight Partner

- Sustainability and climate programming.

Spirituality, Health, and Wellness Spotlight Partner

- Wellness-focused films and conversations.

Accessibility Partner

- Inclusive festival experiences.

Community Access Partner

- Free and subsidized admission.

Emerging Filmmaker Partner

- Mentorship and career development.

Volunteer Program Partner

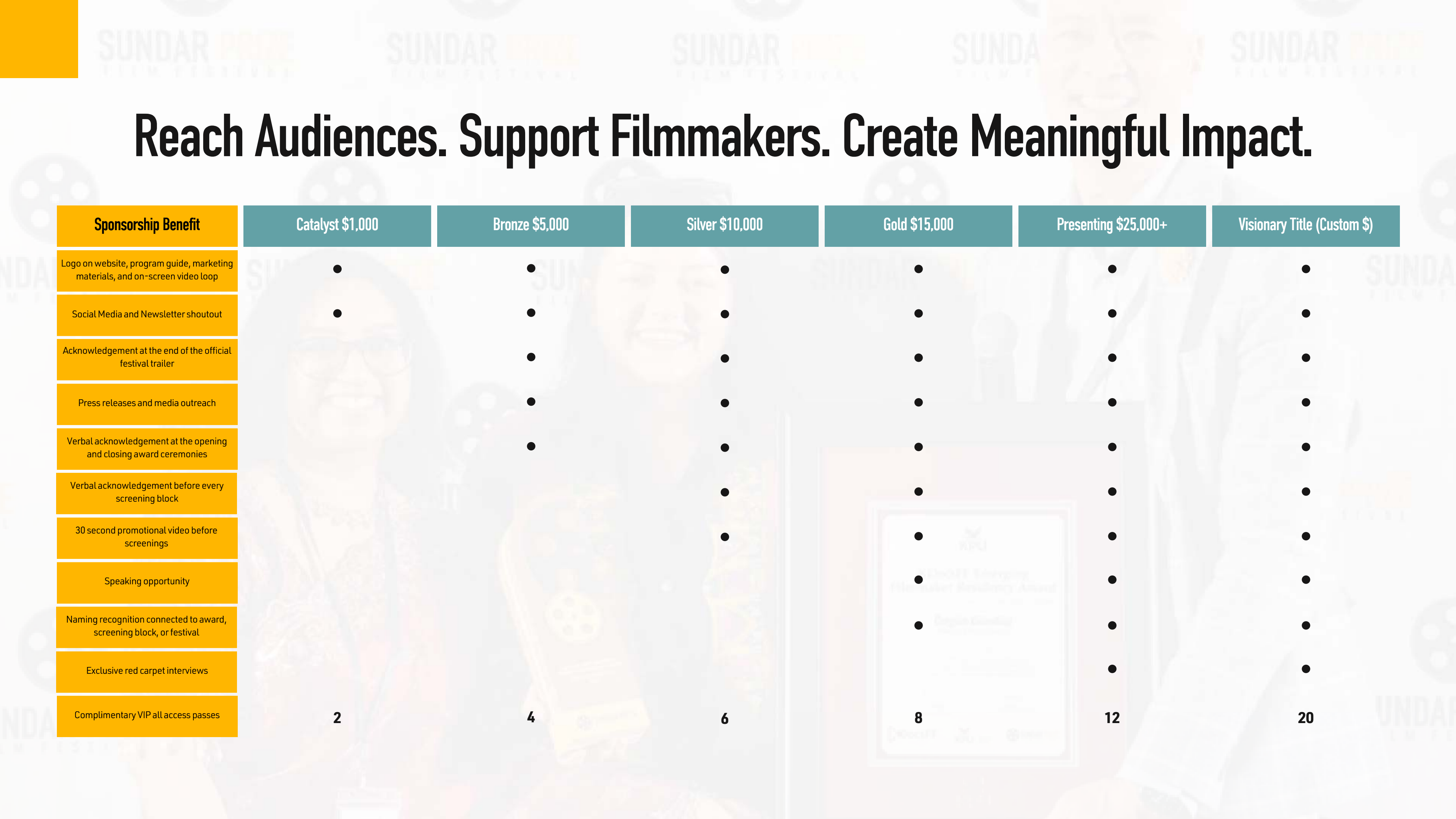
- Volunteer recognition and engagement.

Reception & Hospitality Partner

- Networking and guest hospitality.

Filmmaker Travel Partner

- Travel and festival participation.



Reach Audiences. Support Filmmakers. Create Meaningful Impact.

Sponsorship Benefit	Catalyst \$1,000	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Presenting \$25,000+	Visionary Title (Custom \$)
Logo on website, program guide, marketing materials, and on-screen video loop	●	●	●	●	●	●
Social Media and Newsletter shoutout	●	●	●	●	●	●
Acknowledgement at the end of the official festival trailer		●	●	●	●	●
Press releases and media outreach		●	●	●	●	●
Verbal acknowledgement at the opening and closing award ceremonies		●	●	●	●	●
Verbal acknowledgement before every screening block			●	●	●	●
30 second promotional video before screenings			●	●	●	●
Speaking opportunity				●	●	●
Naming recognition connected to award, screening block, or festival				●	●	●
Exclusive red carpet interviews					●	●
Complimentary VIP all access passes	2	4	6	8	12	20



Partnership Impact You Can Measure

Sundar Prize sponsors will receive a post-festival impact report documenting the value, visibility, and community reach delivered through their partnership.

The report may include:

- FilmFreeway submission details and select filmmaker reviews
- Official selection and filmmaker demographics
- Festival, jury, and programming demographics
- Audience demographics
- Attendance statistics
- Ticket sales
- Listing and number of sponsors and community partners
- Social media and newsletter statistics
- Number of published media articles
- Festival photos and videos

Amplify your Community Impact and Presence

Help bring extraordinary stories to the people who need them most.

Partner with the 2027 Sundar Prize Film Festival to champion independent cinema, celebrate diverse voices, and create meaningful cultural impact across Metro Vancouver and beyond. Customized and multi year opportunities are available.

Sponsorship and Partnership Enquiries

Amar Sangha

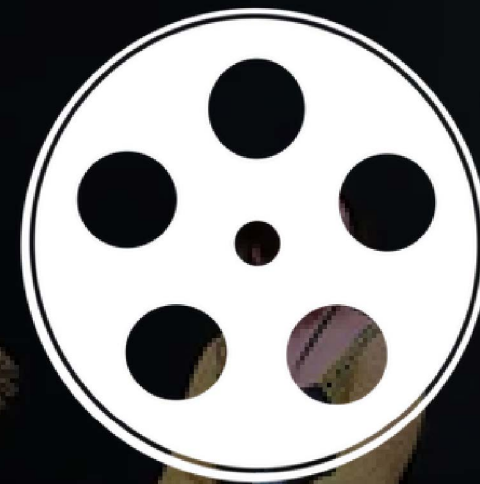
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FILM FESTIVAL

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