



mongrel
HOUSE

TIFF SEPTEMBER 5-8
2019 PARTNERSHIP GUIDE

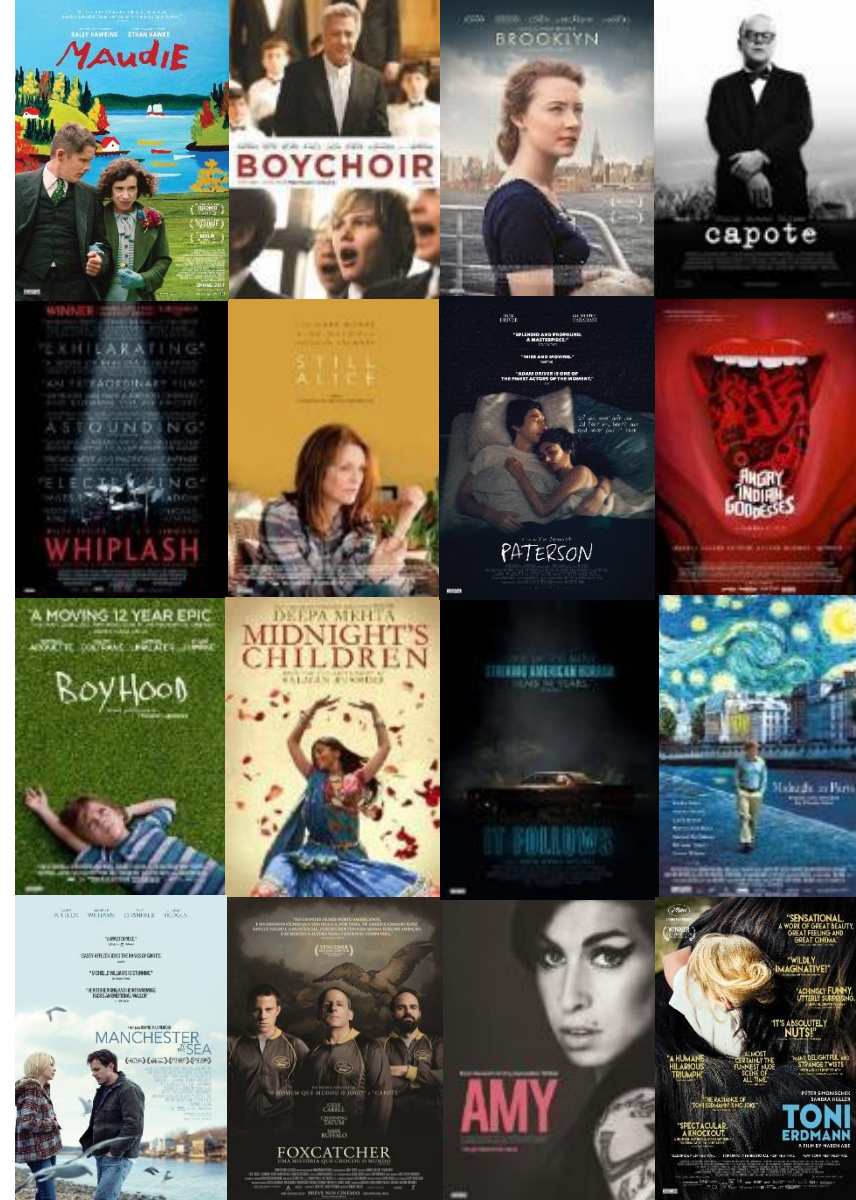
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Mongrel Media – 25th Anniversary

Founded in 1994 by Hussain Amarshi, Mongrel Media is a leading independent film distribution company based in Toronto, Ontario, Canada.

The Mongrel Media library has grown to include thousands of titles, including Palme D'Or and Academy Award winners; some of the best Canadian films, plus acclaimed features by some of the world's finest directors, including: Sarah Polley, Deepa Mehta, Joel & Ethan Coen, Richard Linklater, Woody Allen, and Pedro Almodovar.

Mongrel is focused on bringing the best of local and world cinema to Canadian audiences.



Mongrel House - Toronto

A TIFF experience unlike any other.

4 days and nights of movies, live music, arts and culture, Mongrel House is set to roll out the red carpet to offer your brand an opportunity to get involved with one of the biggest film celebration events in the world.

With a history of attracting some of the biggest names in film, Mongrel House will be the “go to” destination for Hollywood A-listers, actors, directors, musicians, tastemakers, VIPs and more during the Toronto International Film Festival.

- Over 6500 people attend the event during the 7 nights
- 70% local and 30% international guests
- Separate PR agency for Mongrel House to attract over 300 media outlets and influencers to maximize reach for all sponsors including live to air from the house and created content pieces for media
- Separate Social Media team who work with your brands to create specific content and increase your online footprint



We roll out the red carpet at the House



Sandra Oh



Geoffrey Rush



Casey Affleck & Matt Damon



Ethan Hawke



Dean & Dan Caten



Michael Shannon



Rachel McAdams



Manchester By The Sea Cast

- Globe & Mail
- CP24
- Fashion
- Toronto Star
- ET Canada
- CityNews
- ETalk
- Flare.com
- Toronto.com
- HelloMagazine.com
- JetSetMag.com
- MetroNews.ca
- NationalPost.com
- NOWtoronto.com
- PlaybackOnline.ca
- TheGlobeAndMail.com
- TheStar.com
- TorontoLife.com
- TorontoSun.com
- UsMagazine.com
- ViewTheVibe.com
- BlogTO.com

Total Media Impressions
48,723,510



"Some goes for Efan Hawke, who's taking in all Toronto to offer during the festival including a little table tennis at Mongrel House."

Efan Hawke "You know, the first time I came to this country, I saw the flag at the airport and remember thinking 'this is the only flag in the world that doesn't look like it's going to war' This big beautiful leaf on it, and I thought 'I love these people'."



Mongrel Media introduces Campbell House for TIFF



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Celebs Party At TIFF

A look at some of the best celebrity parties popping at this year's Toronto International Film Festival



Sandra Oh

Sandra Oh lets out a laugh during Sunday night's Mongrel House event series in celebration of "Mostly Sunny", "Unless" and "Windows Horrors".



Spotted: Geoffrey Rush kills at karaoke, Elisabeth Moss cradles the world's largest bottle and a few stars need to look where they're going

A good celebrity run-in is magical. Sure, it's always cool to see an A-lister on the red carpet or at a film event, but there's something so much more special about running into your favourite actor at a sports bar—or almost accidentally running them over with your car. To that end, here are some of our favourite celeb sightings from Sunday:

Geoffrey Rush did a killer "Love Shack" at the Mongrel Media House:



Whooooo. Here's Geoffrey Rush doing "Love Shack" at karaoke.

FASHION

The 7 Best Places To Stalk Your Favourite Celebrities at TIFF

The red carpets have rolled out, the champagne has been cracked and the cameras charged — TIFF 2015 has officially begun and the city has transformed into nothing short of a celebration. Like most of us, we'd like to get a closer look at these celebs, so we've put a list together of some of the best places to stalk your favourite celebrities at TIFF.

Mongrel House



For the second year, Mongrel Media—Canada's leading independent film distributor—has one of the biggest local party destinations when it comes to TIFF. From the main event space at the Toronto Convention Centre to the rooftop party at the Toronto Harbourfront, Mongrel Media has a party for everyone. The party series includes: Adam Driver, Michelle Williams and Felice Hulse; an all-out party for the film, press night; Live performance band Geoffrey Rush in a restaurant at "Love Shack".



TIFF 2015: We Go Inside All the Best Parties



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Sponsorship Opportunities (Toronto)

Sponsorship Levels	Platinum	Gold	Silver
	\$125K	\$75K	\$30K
Logo on Media Wall	+		
Hospitality Opportunities	+		
Film Premieres At TIFF	+		
Exclusive Film Premieres (Post TIFF)	+		
Top Level Sponsor	+	+	
Custom Activation	+	+	
Social Media Activation	+	+	
Exclusive Content	+	+	
Category Exclusivity	+	+	
Red Carpet Photos	+	+	+
On Site Branding / Activation	+	+	+
Logo Placement On Promotional Material	+	+	+
Passes To Mongrel House	+	+	+
Celebrity & Tastemaker Gifting	+	+	+

Contact

For sponsorship inquiries please contact :

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