

Item 6.1

Human Relations Commission
c/o Kim Castro
City of Mountain View
500 Castro Street
Mountain View, CA 94039

PARTNERSHIP OPPORTUNITY - Silicon Valley African Film Festival (SVAFF):

I am writing to invite the City of Mountain View Human Relations Commission's partnership in our annual Silicon Valley African Film Festival (SVAFF) that is held on the second weekend of October every year. Our just concluded 4th edition held on October 11-13, 2013 at the Community School of Music and Arts (CSMA) was a stunning success and plans are already underway for SVAFF 2014 - the 5th anniversary of the festival.

Founded in 2010 and presented by Oriki Theater and Community School of Music and Arts (CSMA), the mission of the festival is to promote an understanding and appreciation of Africa and Africans through moving images. The festival has built a substantial following over the years as an annual destination film event in Mountain View and draws out of state and international guests to Mountain View. As the only film festival in Northern California that is exclusively focused on films made by African filmmakers, we have become a Mecca for thousands of immigrant Africans, diaspora Africans and friends of Africa in the region. We have also built an impressive African film library that features a rare collection of short and feature length narrative and documentary films on a vast array of subjects. Our school outreach program "Africa in the Classroom Film Series" provides Silicon Valley elementary, middle and high schools access to our library for curriculum related films.

The 2013 festival was a weekend showcase of 32 films by Africa's seasoned and emerging filmmakers from 16 countries. Festival highlights included: opening ceremony parade of flags featuring flags of the countries in the festival, African drumming and dance, film screenings, post-screening dialogue with filmmakers in attendance, theme parties, African marketplace, food, closing and awards ceremony. A special feature of the 2013 festival was a forum titled "African Women in Technology – a future of promise!" on Saturday, October 12, 2013. The forum presented in partnership with the African Diaspora Network and the Institute of International Education featured an illuminating conversation with Africa's next generation of women leaders in the fields of science, technology, engineering, and mathematics, visiting from 16 countries.

Our Request:

SVAFF has a proven track record of success and capacity to bring people of diverse backgrounds together to experience and share in the richness of our city. We invite the HRC to join us as a partner at any of the following levels:

- \$5000 - Title partner
- \$3500 - Producing partner
- \$2500 - Presenting partner
- \$1000 - Community partner

Partnership benefits (depending on level) include: listing in all festival publications, Logo placement on the red carpet backdrop, logo placement on festival website with a link to yours, information display table in the festival lobby, complimentary VIP tickets to the festival, verbal acknowledgement before film screenings, opportunity to speak at the opening and closing ceremonies, opportunity to present one of the awards at the awards ceremony, etc. Please note that we are able to customize partnership levels and benefits to fit your interest and budget. Value of in-kind donations such as providing a screening venue, volunteer hours, hosting a reception, etc., will count towards partner levels.

Benefits to the City of Mountain View:

- SVAFF gives Mountain View a strong international brand identity and positions it as a friendly, progressive place that is ready and open to interface with the global community.
- SVAFF attracts local and international visitors to Mountain View, stimulates the local economy, and encourages civic participation and pride among citizens of Mountain View.
- SVAFF is a cost-effective way to give Mountain View a memorable voice and enhance its regional, national and international brand appeal.
- SVAFF helps build strong and positive links between the City of Mountain View and other cities and institutions at home and abroad.

By attaching its name to the Silicon Valley African Film Festival, HRC will be making a statement of inclusivity and diversity. As the only international film festival in the city of Mountain View, we hope that you will consider this an event worthy of your support. I look forward to joining you at your November 7 meeting to shed more light on our request and answer any questions you may have.

Sincerely,

Chike C. Nwoffiah
Festival Director and Executive Director
Oriki Theater
2496 Wyandotte Street
Mountain View, CA 94043
650-968-1598
www.svaff.org

Some audience quotes:

“Congratulations and commendations on a wonderful event! It was fabulous! The movies that I saw were EXCELLENT!”

"The warmth and love was apparent as soon as you walked into the lobby"

“Wow! You took me all the way back to Africa! Thank you for the gift of this festival. It was such an emotional experience for me as an African immigrant in the United States. My heart is so filled with joy. I want to volunteer next year!”

“That was the most wonderful weekend I have spent in years. OMG! 2 days of back to back African films!”

“The Festival was WONDERFUL! The films were fantastic, and I loved the whole feel of the opening ceremony and the exciting buzz in the air. THIS IS BIG!”

“What a wonderful weekend! The professionalism, organization and passion of you and your extraordinary team of volunteers made it such a pleasant experience - thank you for bringing this to Silicon Valley.”

“The African Summit was inspirational; I met people from all over the world and felt connected in our love of Africa.”

"Loved it! The films were beautiful and my kids enjoyed the animation films and loved meeting the filmmaker from Ethiopia.”

"This was an enchanting journey across Africa; what a blessing to be here - thank you so much!"

"I am a world traveler and I have been to film festivals all over the world, but what I saw here this weekend in my own backyard was a class-act."