

7 Monitor 7 Monitor

***YOUTH MONITOR***

**SPONSORSHIP PROPOSAL**

08.18.2011

New South Asian New  
Short Film + Video Short

## **PURPOSE**

To propose a partnership in support of a *YOUTH MONITOR* multimedia in-school program for 2012.

## **WHAT IS MONITOR?**

A Toronto-based annual short-film program developed by the SAVAC (South Asian Visual Arts Centre), *MONITOR* features award-winning filmmakers alongside emerging artists.

*MONITOR* "hosts" a discussion -- examining issues and ideas currently shaping the lives of South Asians today. The program also explores emerging approaches in film and video, while serving as a platform for young filmmakers to professionally screen new works.

Founded in 2005, *MONITOR* has been programmed by leading filmmakers and film curators, including Richard Fung, Oliver Husain and Jacod Korczynski. *MONITOR* attendance at the Toronto screenings have reached venue capacity for the past 3 years running.



## **THE YOUTH MONITOR PROGRAM**

*YOUTH MONITOR* is an educational program designed around a selection of *MONITOR* films. It has been endorsed by the TDSB and was piloted in classrooms in 2011. The program addresses the TDSB's mandate to reflect diverse perspectives within the curriculum and to cultivate value in artistic perspective.

By taking filmmakers into the classrooms, the films become a basis for a range of discussions -- lessons explore the use of metaphor, creating autobiographical film, and experimenting with editing tools and aesthetics. To develop their own artistic voice, students are then tasked with producing their own film/video.

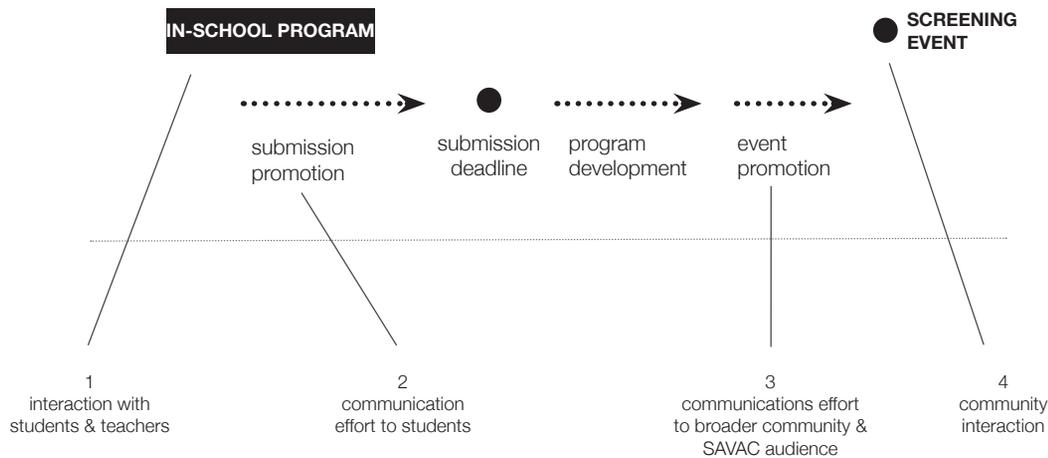
Integrated into 12 Toronto high schools, the program culminates in a call for submission, from which an independent screening program will be developed.

Parents, teachers and students from the area schools will be invited to attend a *YOUTH MONITOR* screening of a selection of student films.

## YOUTH MONITOR PROGRAM DETAILS

2012

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



### AUDIENCE ESTIMATES

EDUCATION PROGRAM	
50 students (grade 7-12)	x 12 schools
10-15 teachers + administrators	780
EVENT SCREENING	
250-300 people (parents, teachers, etc)	1030+

*YOUTH MONITOR* creates a sustained interaction with a youth audience, while broadening engagement within the community over the course of program.

The in-school program will also benefit from SAVAC and MONITOR's audience following and growing media interest. SAVAC events in the past have received press coverage across local, community, mainstream media (*CBC, OMNI, CTV, Radio Canada International, Globe & Mail*).

*MONITOR* screenings are typically supported with poster distribution, web content, social media support and email campaigns to our subscriber and partner audience lists.

## SPONSORSHIP

We are currently inviting partner participation in this initiative.

We are looking for 3 sponsors to support the program with a \$65M - \$75M commitment towards development of one area of the program.

Sponsors will receive recognition via logo presence or brand mention across *YOUTH MONITOR* activity guides, events and communications (where appropriate).

### PROGRAM COSTS

A	Education Program	\$75.0M
B	Screening Event	\$65.0M
C	Communications Measurement & Evaluation	\$60.0M \$15.0M
		<hr/> \$215.0M

## ABOUT SAVAC

SAVAC (South Asian Visual Arts Centre) is the only non-profit artist-run centre in Canada which focuses on the presentation, growth and development of contemporary visual art by South Asian artists.

Our mission is to produce innovative programs that critically explore issues and ideas shaping South Asian identities and experiences. We encourage work that is challenging, experimental and engaged in critical discussions on visual forms and processes, and which offer new perspectives on the contemporary world.

SAVAC typically works without a gallery space and in collaboration with other artist-run centres, public galleries and visual arts organizations. Our itinerant model of programming translates into higher visibility and an ability to continuously access new audiences. Recent partnerships include the Royal Ontario Museum, Justina Barnicke Gallery (University of Toronto), the Living Arts Centre (Mississauga), the Images Festival and the Art Gallery of Ontario.

SAVAC is supported by the Canadian Council for the Arts, Ontario Arts Council and Toronto Arts Council.



## **CONTACT**

Haema Sivanesan, Executive Director  
450-401 Richmond St West  
Toronto ON M4V 3A8  
416.542.1661  
haema@savac.net  
www.savac.net

charitable registration #: 806080222RR0001

## **LINKS**

MONITOR 7  
<http://savac.net/component/content/article/101-2011-exhibition-programs/245-monitor7.html>

MONITOR 6  
<http://savac.net/component/content/article/41-2010-exhibition-programs/72-monitor6.html>



7 Monitor 7 Mon

ew South Asian New  
ort Film + Video Short