



2023  
SPONSORSHIP FUNDRAISING INITIATIVE  
SUPPORTING



EDUCATION WITHOUT BORDERS



November 2 - 12, 2023

The South African Film Festival is a festival with a conscience driven by a team of passionate volunteers.

The primary objective of this not-for-profit event is to support **Education without Borders (EwB)**, a foundation that provides after-school educational and mentoring programs to disadvantaged youth in township schools around Cape Town. The EwB mandate is to foster educational opportunities and provide educational facilities in struggling regions in South Africa. The Festival originated in Canada in 2011, followed by Australia in 2019, New Zealand in 2020, and the USA in 2021.



EDUCATION WITHOUT BORDERS

**EwB** was established as a charitable foundation in 2002 by Ruth and Cecil Hershler.

**Mission:**

To provide educational opportunities for disadvantaged and at-risk children in the townships of South Africa thereby increasing their chances of becoming productive, well-functioning adults.

**Programs:**

After-school education programs in mathematics, science, English literacy, isiXhosa literacy, school leadership and youth mentorship.

**Schools:**

EwB is currently operating at Mseki Primary in Gugulethu, Nyameko Primary in Mfuleni, as well as at Bellville South Primary schools. EwB is also working with Grade 12 learners at Fezeka High and Bellville South High.

**Approach:**

Small group learning. Skilled tutors. Measure and monitor results. Child and family centered.

*"I can see by their performance which learners are involved in the EwB programme as they remember the content while the other learners forget it... They have grown in confidence, they are engaged, and are always the first ones to raise their hand to answer or ask questions."*

*-Xolile Ndlungwana  
Mseki Deputy Principal*



**EWB**

EDUCATION WITHOUT BORDERS



**BECAUSE EVERY CHILD DESERVES A CHANCE**

# SAFF USA

SOUTH AFRICAN FILM FESTIVAL

A collection of notable films, documentaries and shorts that entertain and inform as they explore the culture, history and politics of South Africa. They will be streamed online across the United States on November 2 -12, 2023.



*"We have watched five films so far and each one has been incredible. Thank you for giving us this! You've given us an unbelievable experience."*

*-HIL*

*Attendee, SAFFUSA, 2021*



## 2023 FUNDRAISING INITIATIVE

Together with our sister SAFF festivals in Canada and Australia/NZ, we are raising funds towards these goals:

- Expand our early learning programs—reading and writing in the home language and in English. This will get the younger learners involved with an after-school program at an earlier age, being of great benefit to them.
- Expand our afterschool tutorial programs into high schools and more primary schools. EwB's focus on skill mastery in mathematics is drawing attention from neighboring schools. In addition to math, EwB is helping learners to read with understanding.
- Enhance the support EwB provides to our learners in the form of nutrition, social support, mentoring, scholarships and goal setting.

*"Education is the most powerful weapon which you can use to change the world."*

*- Nelson Mandela*



## ENVIRONMENT, SOCIAL AND GOVERNANCE (ESG)

- Customers, employees and owners want ESG programs from enterprises in the 21st century.
- SAFF USA Sponsorship is an excellent addition to your ESG program.
- EwB receives 100% of donations after SAFF USA expenses have been covered.



## OPPORTUNITIES FOR ENGAGEMENT

### **Become a sponsor!**

SAFF USA presents many opportunities for you to promote your brand by associating with a well-regarded organization.

### **Donate directly to our supported charity, EwB**

You can make a fully tax deductible donation that goes directly to EwB.

### **Purchase SAFF passes for your clients and staff**

This is the ideal opportunity to introduce your stakeholders to South African culture, history and current affairs, and in a highly entertaining way!

Passes to the Festival sell for \$95 and give access to the entire program of films and all bonus content.





## TARGET MARKET AND BRAND EXPOSURE

### The target outreach for this event includes:

- Large and enthusiastic South African expat communities in the USA
- All people in the US with an interest in South Africa
- Patrons of film and the arts
- Individuals/organizations committed to the cause of education and children

### SAFF USA has many ways to showcase your brand:

- On-screen recognition
- Pre-show mentions
- Website presence
- Emails
- Social media promotion including Facebook, Instagram & Twitter



## SPONSORSHIP OPPORTUNITIES

**PLATINUM SPONSORSHIP: \$10,000**  
Presenting Sponsor

**GOLD SPONSORSHIP: \$5,000**  
Sponsor a Feature Film

**SILVER SPONSORSHIP: \$2,500**  
Festival Patron

**BRONZE SPONSORSHIP: \$1,500**  
Festival Supporter

## SPONSORSHIP RECOGNITION DETAILS

October 8 -18, 2022	<b>PLATINUM - \$10,000</b> <i>Presenting Sponsor</i>	<b>GOLD - \$5,000</b> <i>Film Sponsor</i>	<b>SILVER - \$2,500</b> <i>Festival Patron</i>	<b>BRONZE - \$1,500</b> <i>Festival Supporter</i>
<b>FILM SCREENING</b>				
Pre-film sponsor promotion (15 seconds)	✓ all films	✓ sponsored film		
Logo inclusion before all films	✓	✓	✓	✓
<b>WEBSITE</b>				
Logo inclusion on home page	✓	✓	✓	
Logo inclusion on sponsors' page	✓	✓	✓	✓
Logo inclusion on film page		✓ sponsored film		
<b>EMAIL MARKETING</b>				
Logo inclusion in festival promotion emails	✓	✓		
<b>SOCIAL MEDIA</b>				
Facebook mentions	✓	✓		
Instagram mentions	✓	✓		
Twitter mentions	✓	✓		
LinkedIn mentions	✓	✓		
<b>FESTIVAL PASSES</b>				
Full Festival Passes	✓ X 3	✓ X 2	✓ X 1	✓ X 1



## 2023 SPONSORSHIP FUNDRAISING INITIATIVE



EwB IS CHANGING LIVES.



For more information about EwB, please visit  
<https://educationwithoutborders.co.za>

For more information on the film festival, please visit  
<https://www.saffusa.net>

For additional information on these initiatives, please contact us at [info@saffusa.net](mailto:info@saffusa.net)

THANK  
YOU!