



**Art. Literature. Independent Cinema.
Cultural and Social Awareness through
Independent Lenses from South Asia & Iran.**

BECOME A PARTNER IN BUILDING COMMUNITY THROUGH FILM

Indie Meme Film Festival 2024

April 17-21, 2024

IMFF2024 Virtual Edition

May 3-5, 2024

Film Screenings & Special Events

January to December, 2024



PROMOTING SOCIALLY RELEVANT INDEPENDENT CINEMA FROM SOUTH ASIA & IRAN

Founded in 2013, Indie Meme has been curating and showcasing socially relevant independent cinema from South Asia & Iran in Central Texas. Funded in part by the City of Austin Economic Develop Department-Cultural Arts Division, we have Indie Meme has been an integral part of Austin's cultural fabric for over 10 years. The themes of many of Indie Meme's films revolve around traditionally taboo or underrepresented issues, inviting diverse opinions and discussion. We increase awareness and appreciation of Asian culture with the non-Asian community in Central Texas.

"My debut feature, Kacchey Limbu arrived at Austin thanks to Indie Meme's Year End Program. It was the first showing of the film in America, and I couldn't have asked for a better screening, audience, or reception for the film.

This experience was embellished further by Indie Meme's special connection with their audience. The festival doesn't just share the film, but also the context of its making. It was a most fulfilling experience as a filmmaker to present my film at the special venue that is the Austin Film Society Theatre.

**~ Shubham Yogi
filmmaker, KACCHEY LIMBU**



INDIE MEME FILM FESTIVAL

APRIL 17-21, 2024

Started in 2016, and awarded "Best International Passport 2016" by The Austin Chronicle, the INDIE MEME FILM FESTIVAL is Indie Meme's signature event. IMFF continues to grow as the 'go to' destination for unique, powerful stories from South Asia & Iran. Indie Meme aims to entertain, educate, and engage the community through post screening audience & filmmaker discussions.

Over 2,000 cinema enthusiasts come from all over Texas to Austin to watch the carefully curated programming and experience slices of life from South Asia & Iran, building a strong and diverse community of Meme-ers (Indie Meme Members)!

9th Indie Meme Film Festival will be hosted from April 17-21, in Austin, Texas. This 5-day film festival will host excellent cinema, filmmaker interactions, panel discussions, social events, and networking. Final Festival Programming is announced March 1st, and promotions throughout Central Texas begin. Your brand will be in front of an audience that appreciates art, culture and community





9TH INDIE MEME FILM FESTIVAL



www.Indiememe.org

IN-PERSON
APR 17-21, 2024

AFS CINEMA
6259 MIDDLE FISHVILLE RD.
AUSTIN, TX 78752

VIRTUAL
MAY 3-5, 2024



IMFF2024 is supported in part by the Cultural Arts Division of the City of Austin, Economic Development Department

IMFF VIRTUAL EDITION

MAY 3-5, 2024

The 5th INDIE MEME FILM FESTIVAL in 2020 went virtual in May, about 1 month after the in-person festival (scheduled for April) was not possible due to the pandemic and the city shut down. Our members & patrons were grateful to have films to see virtually and a platform to actually see & interact with each other.

In 2021, we planned for a virtual festival and built a Virtual Festival Village to give our attendees and filmmakers the best possible experience. The pandemic was still rampant and in-person indoor events rare.

In 2022, we did go back to the in-person festival but continued a virtual on demand version to not lose so many of our seniors and immuno-compromised patrons who were still not coming into the theater.

The HYBRID (both In-person and virtual) IMFF2024 will allow us to engage with audiences across ALL of Texas. We would will be reaching out to and engaging audiences across Houston, Dallas, and San Antonio to promote Virtual Imff2024. We are continuing to build on previous years' virtual viewership, and expand beyond Austin and your organization will be on this journey with us.



BEYOND THE FILM FESTIVAL

SPECIAL PROJECTS

DOCUMENTING THE SOUTH ASIAN EXPERIENCE IN AUSTIN

The **Indie Meme Archival Project** is a collaboration between Indie Meme and the Austin History Center. The goal of the program is to preserve the history and story behind Indie Meme for generations to come.

EXPLORING SOUTH ASIA THROUGH LITERATURE

In 2023, Indie Meme began building inter-community bridges through books and writing. Our **Indie Meme Lit** program features diaspora authors whose work intersects with the unique cinema we showcase.

TRAINING FUTURE STORYTELLERS

Indie Meme Master Classes offers budding filmmakers a platform to learn from practitioners of the art of independent cinema, with the goal of broadening the community of visual artists who represent the diversity of our communities.

FRESH SOUTH ASIAN PERSPECTIVES YEAR ROUND

Indie Meme also hosts several **Film Screenings** throughout year, both independantly and in collaboration with our community partners.



OFFERINGS

- Bring films from Bangladesh, Bhutan, India, Pakistan, Nepal, Sri Lanka, Afghanistan, Myanmar and Iran
- Program Oscar contenders, International & National Award Winners
- Curated films from a variety of genres and themes not featured in mainstream media
- Appealing to diverse audiences including seniors & children
- Partner with non-profit organizations and provide them a platform to engage with the audience at Indie Meme events.

IMPACT

- 8 annual film festivals spanning over 3 to 5 days, 9th annual film festival April 17-21 | virtual May 3-5
- 4 Annual Virtual Film Festivals
- 400+ films shown to date
- Over 18,000+ viewers in the theaters, across Austin/Dallas & other cities
- Amplified the voices of 30+ Non Profit Organizations
- Making Austin the hub for Contemporary South Asian Filmmakers - powerful story tellers with original stories to tell.
- Building a greater understanding of South Asian culture



SPONSORSHIP LEVELS

Presenting Sponsor

\$10,000

Best for corporations that want to align their brand with Indie Meme's agenda to promote local community dialogue through films. As the top promotional partner, you will get the highest visibility possible, including during the film festival.

Producing Sponsor

\$7,500

Best for corporations that actively support local community dialogue, including diversity and inclusion initiatives and want to drive cultural engagement. You will get prominent branding positions and engagement opportunities.

Directing Sponsor

\$5,000

Best for corporations that want to support cultural engagement, including diversity and inclusion initiatives.

Scripting Sponsor

\$3,000

Best for corporations that want to promote their brand and engage in conversation with the South Asian community.

imff2024 is funded by a
GRANT from

CITY OF AUSTIN- Economic
Development Department
(Cultural Arts Division)

2023 SPONSORS

Presenting Sponsors

Austin PBS

Producing Sponsors

Tito's Handmade Vodka

Directing Sponsors

Austin Film Society
DAMAN

Scripting Sponsors

Cornerstone Architects
Cosmo City Media
H-E-B
HILTON
SOAL Technologies
The Austin Chronicle

Small Businesses & Organizations

Architecture By George
AUSTIN South Asian
Glitzzy Events
Humana
Humanities Texas
Madhu Chocolates
South Asia Institute
at UT Austin

CONTACT

Alka Bhanot, Alka@indiememe.org

Anjali Zutshi, Anjali@indiememe.org





SPONSORSHIP BENEFITS

	Benefits	Presenting	Producing	Directing	Scripting
During 2024 Festival	Red Carpet Event	✓	✓	✓	✓
	Logo on Step and Repeat	✓	✓	✓	✓
	Media Interview	✓	✓	✓	
	Opportunity to address the audience before or after the film	✓			
	Film Festival Badges	4	4	2	2
	Invitation to the opening party	✓	✓	✓	✓
	Filmmakers Brunch Invitation	✓	✓	✓	✓
All Year Round	Advertisement during screening (all movies, all year round)	≥45 seconds	≥30 seconds	≥20 seconds	≥15 seconds
	Logo Display				
	<ul style="list-style-type: none"> • Monthly Newsletter • Pre-Screening Presentation • Promotional Videos + Print Media • Indie Meme Website • Social Media Shoutouts 	✓	✓	✓	✓
	Tickets to screenings through the year	4	4	2	2
	Invitation to exclusive events with visiting film makers + co-sponsors	✓	✓	✓	✓



OUR BOARD & TEAM

Founders

Alka Bhanot
Tripti Bhatnagar

Executive Board

Anjali Zutshi, President
Kishan (Shawn) Siram,
Secretary
Navendu Charu, Treasurer

Board of Directors

Snigda Ghoshal
Animon Jose
Alice Mechaley-Saigal
Kala Malini Ranganathan
Bitra Razavi
Puneet Wadhwa

Advisory Board

Elizabeth Avellan
Alka Bhanot
Piyush Bhargava
Tripti Bhatnagar
Josh Hurtado
Gita Lal
Dr. Vijay Mahajan
Ahmed Moledina
Chale Nafus

Operations & Programs Director

Denise Garza Steusloff

Staff

Madhavi Deshpande
Varun Jawarani
Uma Riddle

The Team

Parth Acharya
Jyoti Charu
Suja Jose
Ramdas Menon
Shivani Mittal
Aashi Morales
Ananyaa Ravi
Meghana Shukla
Hitesh Vijay Oswald

