

12TH ANNUAL



AU CONTRAIRE

 **2024** FILM FESTIVAL
ON MENTAL HEALTH

GALA OCTOBER 28, 2024

#INSIDEOUT

OCTOBER 2024

CORPORATE SPONSORSHIP

The **Au Contraire Film Festival** on mental health raises funds to support **UP House** and to destigmatise long term mental health conditions. This year's theme is **#insideout** helping you to shift your thinking about mental illness and people living with mental health challenges.

Paradis Urbain is the founding organisation of **UP House**, a community and organization in Montreal that aims to eliminate social isolation and rebuild the confidence, purpose, and community of adults living with mental health challenges.

We are 900 members strong, and yearly we have over 250 active members! **UP House** is part of an international network of over 350 Clubhouses in 32 countries that are based on a successful evidence-based model of psychosocial rehabilitation.



SPONSORSHIP PACKAGES

SILVER

\$1500

- ✓ 2 ACFF VIP tickets
- ✓ Dessert reception
- ✓ Complimentary parking
- ✓ Your logo in program & on screen
- ✓ Your logo on festival website
- Mention in all press releases
- Sponsor recognition Digital ACFF
- ACFF employee screening
- Dinner with Directors

GOLD

\$2500

- ✓ 4 ACFF VIP tickets
- ✓ Dessert reception
- ✓ Complimentary parking
- ✓ Your logo in program & on screen
- ✓ Your logo on festival website
- Mention in all press releases
- Sponsor recognition Digital ACFF
- ACFF employee screening
- Dinner with Directors

PLATINUM

\$5000

- ✓ 6 ACFF VIP tickets
- ✓ Dessert reception
- ✓ Complimentary parking
- ✓ Your logo in program & on screen
- ✓ Your logo on festival website
- ✓ Mention in all press releases
- ✓ Sponsor recognition Digital ACFF
- ✓ ACFF employee screening
- Dinner with Directors

DIAMOND

\$7500

- ✓ 10 ACFF VIP tickets
- ✓ Dessert reception
- ✓ Complimentary parking
- ✓ Your logo in program & on screen
- ✓ Your logo on festival website
- ✓ Mention in all press releases
- ✓ Sponsor recognition Digital ACFF
- ✓ ACFF employee screening
- ✓ Dinner with Directors

2023 SPONSORS & PATRONS

DIAMOND SPONSORS



Marlene Levenson Fund

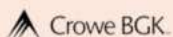


PLATINUM SPONSORS

GOLD SPONSORS



LetkoBrosseau



WESTCLIFF

Joan Vogetesang

The Ingrid Ludner Family Foundation

mmgc

SILVER SPONSORS

GALA 2024

Join us for an unforgettable evening of inspiration and artistic exploration at the 12th annual edition of the ACFF!

DATE MONDAY OCT. 28, 2024 - **7PM**

ENJOY APÉRITIFS AND DESSERT RECEPTION

VENUE HILTON GARDEN INN MIDTOWN

ADDRESS 6939 DECARIE BLVD,
MONTREAL, QUE., H3W 3E4

DRESS CODE RELAXED CHIC

GETTING THERE NAMUR METRO &
COMPLEMENTARY PARKING



2024 FESTIVAL

OCTOBER 1-31, 2024

Empowering Minds, Inspiring Change.

Join ACFF in our mission to promote mental health awareness. Our digital festival engages audiences in Montreal, Quebec, and Canada, providing unparalleled perspectives on mental health issues.

Partner with us as we go beyond a one-time event. Together, we collaborate with corporations and community organizations, leveraging our film library to enhance their goals and offer on-line and in-person programs.

INSIDE OUT, OUTSIDE IN

This year's ACFF Mental Health Film Festival delves into the theme Inside Out, Outside In.

We focus on the complex network of relationships that shape mental health: how individual well-being intertwines with social dynamics.

The impact of accessible care, the nurturing power of our environments, how we nurture ourselves, and the strength found in community support. Mental health is a collective responsibility, and it is time to end the stigma that isolates people and absolves society of its responsibility. Through compelling narratives, we shed light on the connections between our inner worlds and the broader society, emphasizing that fostering mental health and caring for individuals is a shared journey.

LA COUPE



La Coupe Lumière, made of lacquered film strips and crafted by internationally known Quebecker Colin Schlee, is an annual award of appreciation from the hundreds of organizations within the Montreal mental health continuum.

It recognizes the valuable contribution made by an individual to ultimately alleviate the suffering of those that live with Long term mental health conditions, through programs, policies, facilities and innovation.

Fondation **ECHO** Foundation
ECHO

This year, we are delighted to announce that the recipient of the esteemed Coupe Lumière award is the **Echo Foundation**.

For over two decades, The ECHO Foundation has been dedicated to grant-giving, supporting organizations offering frontline services aimed at enhancing the quality of life for individuals grappling with serious and persistent health issues. These initiatives include drop-in centers, residential facilities, reinsertion programs, family support services, and pilot projects aimed at enhancing care and services for vulnerable individuals facing mental health challenges.

MENTAL HEALTH
CHAMPIONS

A NOTE FROM CYBIL GERACIMO

ACFF CURATOR & PROGRAMMING DIRECTOR

The films that make the cut do so because they resonate on both a personal and universal level. After all, mental health is part of the human condition, inextricably linked to health in all its forms: physical, spiritual, societal, environmental. The films speak of pain, courage, resilience, humour, healing, love, family, connection, and community.

**Mental health is not an isolated concept.
It is fostered through healthy dynamics
both inside and outside of ourselves.**

We, individually, and the planet, globally, are organic beings that influence and affect each other through a type of osmosis. Art, in general, and the medium of film, in particular, can be used as a type of conduit to foster awareness and change, dispel stigma, and promote healthier dynamics within the self and without. And, of course, to offer fun and entertainment. And, this, in turn, can help foster a stronger and healthier self, community, and world.

I hope you will appreciate the films as much as we do!

GET IN TOUCH!



Devon Reid

Senior Director, Paradis Urbain
devon.reid@paradisurbain.org



AU CONTRAIRE
2024 FILM FESTIVAL
ON MENTAL HEALTH