



11TH ANNUAL RWANDA FILM FESTIVAL  
**OVERVIEW & SPONSORSHIP PROPOSAL**





# RWANDA FILM FESTIVAL

Rwanda Film Festival also known as Hillywood has established itself as the country's most important cultural event, but also one of Africa's most prestigious festivals. For 14 days, film lovers, filmmakers, Industry professionals and media will watch the best in new cinema from established masters and new talent.

Our principal objective is to promote and encourage awareness, appreciation and understanding of the art of cinema in Rwanda. Our mandate is to present the most outstanding films produced in every part of the world.

With our current ongoing development of filmmaking in Rwanda, we believe the time is right for such a festival that serves as a key platform for the promotion of Rwandan produced cinema, but also enables our local professionals to exchange with Internationally established filmmakers.

Today governments around the world and their partners recognize the role of local film institutions such as Rwanda Cinema Centre as potential tools for economical development. There is mounting evidence that communities see a great return on investment in the film industry, production and related programs.

The Importance of the film sector is that, it is not confined to a narrow economic band; in fact it adds value to a wide range of other sectors through the creation of demand for products and services. Production budgets are spent on a range of products from hardware to props, plants to steel, paint to timber, draperies to carpets, furniture to portable dressing rooms, generators to saddle makers, restaurants to hotel rooms.

By promoting filmmaking in Rwanda, RFF contributes to this new potential source of income for many. In itself, the festival serves as a great source of revenue for local businesses. During the festival period, international guests are invited, but also other activities initiated by the festival, such as concerts, workshops and parties, bring a great deal of revenue to locals involved in hospitality, tourism and community service sectors. This makes the continued support for the RFF a direct contribution to a great number of local businesses and private service providers in Rwanda.



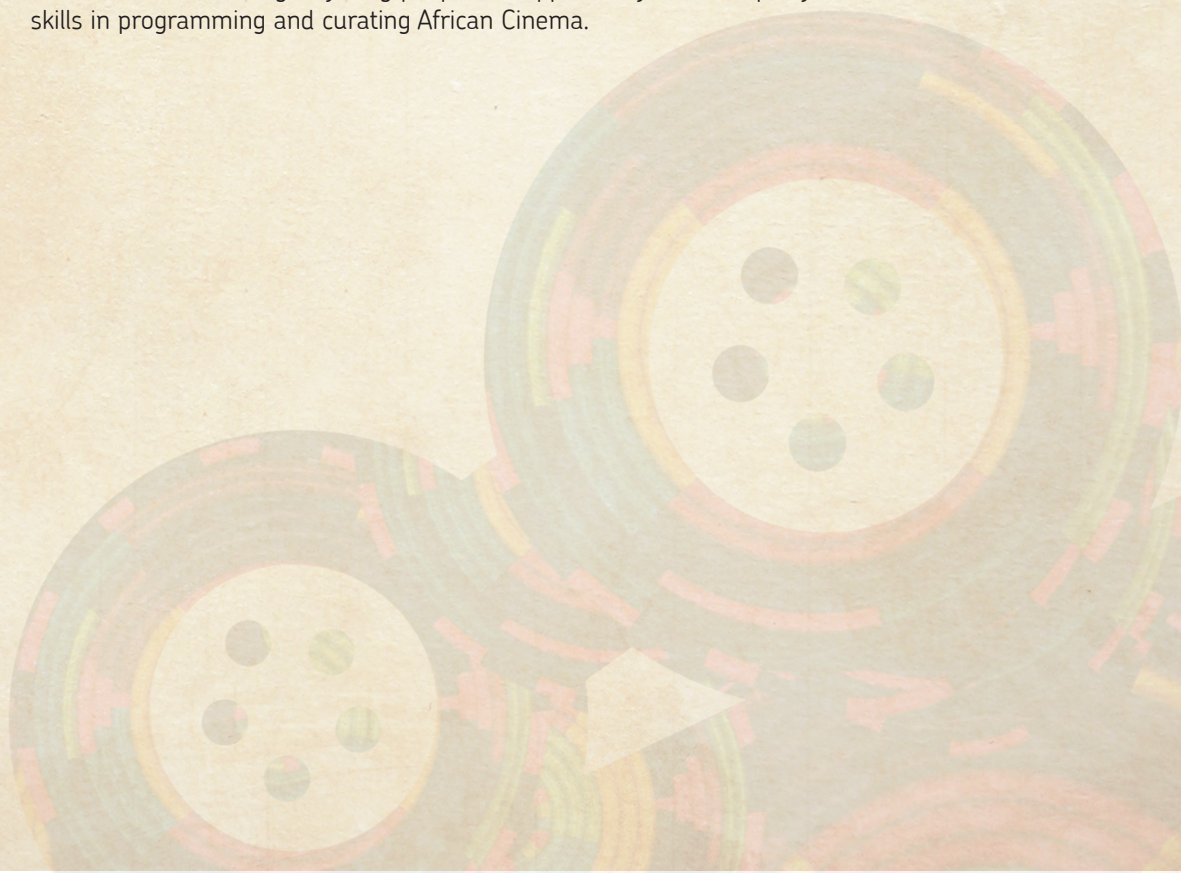
## MISSION & OBJECTIVES

- To facilitate through film screenings educative content and deliver informative entertainment.
- To serve all of Rwanda's citizens by bringing the film experience to all community areas - urban, rural and remote areas.
- Provide new source of revenue for local businesses and the tourism sector.
- Provide instruction and hands-on training through special workshops designed for those who wish to be involved in the art of filmmaking.
- To share with the Rwandan audience the power of film as an industry that can encourage positive change in society.
- Facilitate the multi-cultural understanding as a means of personal fulfillment and exchanges within the global community.
- Promote Rwanda in the global community through film, music entertainment, art and inter-cultural exchanges.

## TRAINING PROGRAMMES

The 2015 Rwanda Film Festival plans on perpetuating a solid culture of sharing expressions offered by both established and emerging talent. The film festival will continue taking its objectives in various activities; these include master classes, film screenings, training, discussions, networking and mentorship programmes.

- The first part of the programme is the training during the build up to the festival - February to June. The Rwanda Cinema Centre plans on sending the coordinator to other film festivals i.e. Panafrican Film and Television Festival of Ouagadougou (FESPACO) and Festival International du Cinema et de l'Audiovisuel du Burundi (FESTICAB) to seek collaborative projects that would initiate master classes and workshops aimed at local film enthusiasts.
- Africa in Motion Film Festival (AiM) and the Rwanda Film Festival are seeking funding in order to jumpstart the Young Programmers Exchange Scheme. This much-needed project will be one of its kind - providing training, knowledge and cross-cultural exchange through the exhibition of African Cinema. It will give young people the opportunity to develop key skills in programming and curating African Cinema.





## RFF 2015 - "LIMITLESS"

« *Imagination is more important than knowledge* ». Albert Einstein

The power of imagination is the ultimate creative power. Film is an immediate example that the power of vivid imagination can transcend genre and encompass all other forms of Art - there is no limit to what one can do when it comes to imagination.

It all starts with an idea - everything we see around us began as an idea. Everything. First there's the idea, then there's the manifestation of the idea - we live in a time and age where the sky is no longer the limit in terms of where your imagination can take you.

The Rwanda Film Festival has taken this approach in coming up with the theme 'Limitless' for 2015. Is there a limit to what the human mind can do? The brain is more than just another organ positioned at the top of our body; it is the essence of our understanding and interpretation of everything our senses come in contact with.

At one point we imagined the world to be a flat surface and later discovered not only was it round, it was also part of a universe and galaxy that is almost incomprehensible to our great minds.

An extract from the 2014 film *Lucy* (Dir. Luc Besson) manages to put the topic into perspective:

'All social systems we've put into place are a mere sketch: 'one plus one equals two', that's all we've learned, but one plus one has never equaled two - there are in fact no numbers and no letters, we've codified our existence to bring it down to human size, to make it comprehensible, we've created a scale so we can forget its unfathomable scale'

This year, Rwanda Film Festival will be looking at a rich program of activities - new films from around the world, screen talks, art exhibitions, fashion show, music concert and other special events - as well as a full range of services for industry professionals from both local and international film communities. The films that will be showcased will explore the joy and sorrow of aiming high in a world where many are faced with limitations. Life has often been described as a journey of selfdiscovery as well as discovering that; what we think is impossible is actually possible - birthing the infamous 'Nothing is Impossible'.

The theme is depicted in one of the most used quotations, from 'Return to Love' by spiritual teacher, author and lecturer Marianne Williamson:

'Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.'





## 2015 RFF TRIBUTE

### MAYA ANGELOU

*« A bird doesn't sing because it has an answer, it sings because it has a song ».*  
Maya Angelou

Multi-talented writer and civil rights activist Maya Angelou (April 4, 1928 – May 28, 2014) is known for her 1969 memoir, *I know why the caged bird sings*, which made literary history as the first nonfiction best-seller by an African-American woman.

Seeking new creative challenges, Angelou made her directorial debut in 1998 with *Down in the Delta* which received a nod from the Acapulco Black Film Festival in 1999.

Angelou's career has seen numerous accolades, including the Chicago International Film Festival's 1998 Audience Choice Award, and two NAACP Image Awards in the outstanding literary work (nonfiction) category, in 2005 and 2009.

### GUIDO HUYSMANS

Guido Huysmans was the Artistic Director of Afrika Filmfestival Leuven (AFF). Guido had recently returned from a mission to Rwanda and Burundi where he had close contacts with professionals of the local film industry and partners of the AFF. In Kigali, he was a member of the international jury of the Rwanda Film Festival or Hillywood.

A passionate advocate for African Cinema, Guido was very close to and considered an international specialist of Burundian and Rwandan Cinema.

In recent years Guido strived to build an international collaboration between the various African film festivals in Europe and to develop a sustainable market for African audio-visual productions and culture.

For Guido the Afrika Filmfestival was more than screening films. It was a way of bringing people together, to counter prejudices and to create opportunities for the African talents in Europe and Africa. In this life project and passion, Guido was fully supported by his partner Bernadette, without whom his commitment and achievements would not have been possible.

Guido passed away suddenly at his home in Diest last year.



## CREATIVE CULTURE

There are so many culture - oriented events in the country i.e. music concerts, fashion shows, spoken word events and art exhibitions.

The 2015 Rwanda Film Festival is hoping to weave all these different art forms into one; yielding an interlaced creative cultured festival as opposed to just one area.

Film is not limited to a singular realm - it so vast and eclectic that it transcends genre and encompasses all other art forms. Art is limitless.

## WORLD CULTURE

One of the festivals' founding principles is bringing 'the world to Rwanda and Rwanda to the world'. As a festival, we offer the community a platform of expression, a sense of discovery and exposure to many horizons.

The world is home to many cultures. Cinema is an accessible medium that can be used worldwide to help us understand the cultural variety and its complexity. As film enthusiasts, understanding and appreciating other cultures is at our core value- art as a medium facilitates this unity.

The 2015 film festival will look at the creative culture as a whole and how it represents culture in a global sense.

## THEATRE HALL

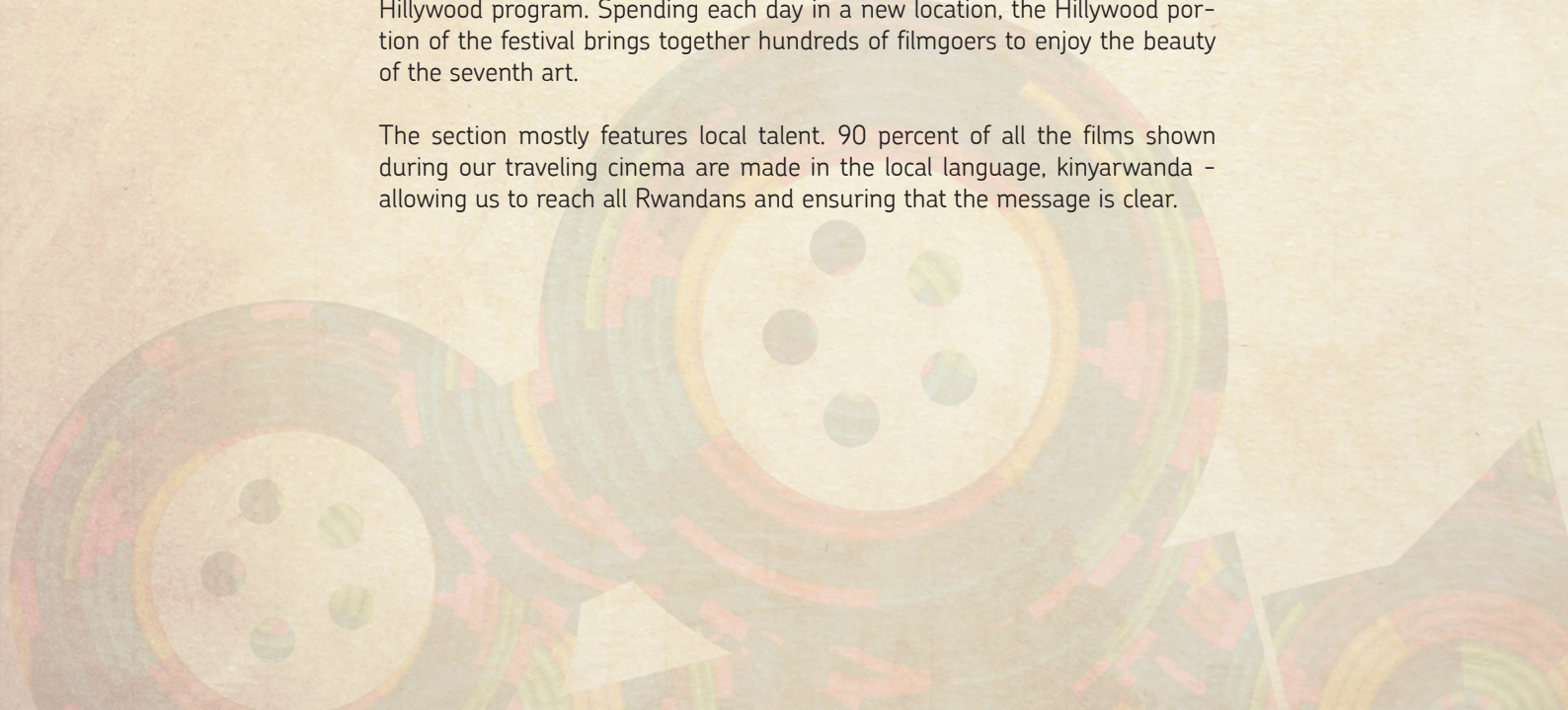
Kwetu Residence is currently building a theatre hall that would accommodate various activities. The Rwanda Film Festival is aiming to get the space ready for this year with an estimated amount of \$100,000 remaining to be raised.

The theatre hall would be suitable for the 2015 film festival, seeing as it plans to be host to a large number of artisans and projects that need facilitation.

## HILLYWOOD — 'THE CINEMA OF THE PEOPLE, FOR THE PEOPLE AND BY THE PEOPLE'

For the past ten years, the Rwanda Film Festival has brought beauty, laughter, entertainment and education to the remote hills of Rwanda with our traveling Hillywood program. Spending each day in a new location, the Hillywood portion of the festival brings together hundreds of filmgoers to enjoy the beauty of the seventh art.

The section mostly features local talent. 90 percent of all the films shown during our traveling cinema are made in the local language, kinyarwanda - allowing us to reach all Rwandans and ensuring that the message is clear.





Hillywood is both artistically and morally rewarding – most of those enjoying our outdoor screenings have never seen a film made in Kinyarwanda by local filmmakers and actors prior to that.

The first time the audience experience cinema that allows them to relate to what's on the screen, is always a moving experience for them – these powerful and priceless reactions to Hillywood gives us every reason to ensure that we aim to keep this irreplaceable tradition alive in every edition of the festival.

The sense of discovery is what makes this section unique and also what cements it as one of the most important parts of the festival. We aim to reach 500 to 1000 people at each one of the selected remote locations.

We welcome anyone interested in joining us on this unforgettable journey!

For further information please contact:

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## 2015 BUDGET

ACTIVITY	SUMMARY	OBJECTIVE	COST
<b>Hillywood</b>	Outreach program to take films to the Communities in Rwanda's remote locations. These screenings are free for all who would like to attend	Developing film culture, platform of discussion on informative films countrywide. Workshops will also be conducted to offer the opportunity to join the film industry to many who otherwise may not have the opportunity	<b>\$85,000</b>
<b>Opening Night Kigali</b>	Official opening of the film festival.	VIP party and presentation of the chosen opening film.	<b>\$10,000</b>
<b>Venue showings</b>	Films from the International and local film industry will be screened at various times throughout the week, in and around Kigali at institutions and businesses.	The Kigali and Hillywood screenings are the heart and soul of the RFF. The goal is to engage all citizens and visitors in the world of film through various genres.	<b>\$8,000</b>
<b>Children Panorama</b>	Special programming for children.	After the screening, there will be a party with refreshments and fun activities!	<b>\$5,000</b>
<b>Creative Collective</b>	Special programming focusing on all other art forms (Music, Fashion, Poetry and Art)	Create a platform that encompasses art forms in a diverse creative cultural and social atmosphere.	<b>\$35,000</b>
<b>Red Carpet</b>	This event will recognize individuals who have made strides in the development of film culture - through film and participation.	Celebrates the spirit of creativity and the desire to express through art. Promotes filmmakers and builds new networks for future achievements	<b>\$4,500</b>
<b>Business/ stakeholder Cocktail</b>	Event summit that gathers the organization and its various sponsors as a way of showing appreciation and also orienting the event.	Enables orientation on event through meeting and also experiencing the RFF as a celebratory event	<b>\$5,000</b>
<b>Kwetu Theatre Hall</b>	Once completed, the Kwetu Theatre Hall will be host to numerous events.	This space will be used for the film festival, after the warm up during the build up to the festival.	<b>\$100,000</b>



<p><b>Training</b></p>	<p>The Rwanda media economy is rapidly growing in various aspects including the TV production and Film making sector. In fact, Rwanda has engaged a good approach towards the development of a sustainable and effective media economy.</p> <p>The Government of Rwanda through the Ministry of Sports and Culture and other related agencies, are now working on a way to establish a strong and sustainable legal framework for the Media Economy especially the TV production and Filmmaking.</p> <p>However, Rwanda TV production and filmmaking sector needs capacity building in various aspects including human resources, technicians, etc.</p>	<p>Contribute to the development of international standard, professional skills, knowledge and networks between Rwandan filmmakers and others from abroad.</p> <p>Trainings give an opportunity for young Rwandan filmmakers to meet and exchange with International and local mentors.</p> <p>Exchange programs also allow project coordinators (i.e. film festival coordinator) to attend other film festivals across the world and network with various media professionals and potential trainers.</p>	<p><b>\$15,000</b></p>
<p><b>Award Ceremony</b></p>	<p>A much anticipated event by all, as well as a festival tradition to honor the filmmakers and films that were showcased.</p>	<p>A notable emcee will host the ceremony. Dinner, cocktails and the best local musicians perform. Dignitaries and international filmmakers attend this event.</p>	<p><b>\$7,000</b></p>
<p><b>RFF Extension Genocide Memorial</b></p>	<p>The RFF coincides with the mourning season and RFF contributes by showing films on the subject</p>	<p>Genocide film/testimonial archives will be screened and discussed. This is an important part of the social responsibility we play in documenting the genocide.</p>	<p><b>\$3,200</b></p>

Event projected cost: **\$300,000**