

IMPORTANT DATES

WHEN	WHAT	WHO	HOW
June 1, 10am	Preferred ticket package purchase period for donors* begins	Donors*	Visa
July 6, 10am	All ticket packages on sale	Visa cardholders	Visa
July 6, 10am	Website goes live	Everyone	tiff.net/thefestival
July 13, 10am	All ticket packages on sale	Everyone	Visa/Cash/Debit
July 21, 10am	Programme info announced for Midnight Madness and Wavelengths.	Everyone	tiff.net/thefestival
August 7, 10am	Cut off for donations* eligible for TIFF09 privileges	Everyone	Visa/Cash/Debit
August 20, 10am	Full film list online	Everyone	tiff.net/thefestival
August 25, 10am	Programme Book available	Everyone	In person
August 25, 10am	Ticket package order drop off begins	Ticket package subscribers	In person
August 27, 10am	Premium ticket advance sales to donors* begin	Donors*	Visa/Cash/Debit
August 31 by 1pm	Ticket package drop off deadline.	Ticket package subscribers	In person
September 3, 7am	Ticket package pick up and ticket exchange begins	Ticket package subscribers	In person
September 4, 7am	Single tickets on sale	Everyone	Visa/Cash/Debit
September 10	The festival opens	Everyone	

What are we excited to tell you about this year?

- We have added 3 additional days (6 total) for you to make ticket selections with our Programme Book and schedule. (The schedule is available in print and online.)
- Advance ticket packages will be processed and available for pick up before the 'Labour Day' long weekend.
- There are 4 additional days (5 total) of single ticket sales prior to Opening Night.
- There are 4 new programme packages for the Visa Screening Room at the Elgin Theatre.
- We're introducing the Double Date Gala Package.
- Student/Senior pricing is available for Wavelengths.

* For more information on becoming a donor and the rewards of giving at each donor level, visit tiffg.ca/donate. Don't forget donations must be received by August 7, 2009, to be eligible for the advanced processing privileges for TIFF09.

Can't figure out how to get a ticket or what a ticket package is? Either of these two simple approaches will get you in the door: customized packages (you choose the films) or pre-set packages (we choose the films for you).

YOU CHOOSE

10 Ticket Package* \$159.14

- This is the most flexible way to attend the Festival!
- Can be used for any regular public screening of your choice and can be shared with friends and family.
- Purchase multiple packages to add to your experience (to a maximum of 10 packages per person and/or account).
- Maximum 4 tickets per screening, per person and/or account.

Festival Package* Regular – \$524.27 Student/Senior** – \$443.93

- Enjoy up to 50 different films during the Festival.
- 1 ticket per screening to any regular public screening of your choice.

Festival Package Lite* \$386.25

- Enjoy up to 30 different films during the Festival.
- 1 ticket per screening to any regular public screening of your choice.

Day Package* Regular – \$201.88 Student/Senior** – \$162.23

- Enjoy up to 25 different films during the Festival.
- 1 ticket per screening to any regular public screening of your choice, starting before 5:01pm.

Day Package Lite* \$139.05

- Enjoy up to 15 different films during the Festival.
- 1 ticket per screening to any regular public screening of your choice, starting before 5:01pm.

Student Card** \$19.87

- Spend a day exploring all that the Festival has to offer – this card is valid from the first screening of the day until films beginning at 11:59pm, for up to 5 screenings.
- Choose the date you would like to attend the Festival.
- On the morning of that day only, visit one of our Festival Box Offices and make your selections.
- Valid student ID must be used to pick up the TIFF09 Student Card; both the TIFF09 Student card and valid student ID must be presented with ticket to enter cinema.
- Valid for regular screenings only. Not applicable for Premium screenings.
- Quantities limited per day.

Sutton 2 Day Package \$699

- Final Friday and Saturday of the Festival (September 18 and 19).
- 2-night stay at the Sutton Place Hotel (best available room, no exchanges).
- 2 tickets to the Closing Night Gala at the Visa Screening Room (Elgin Theatre).
- 4 tickets to be redeemed for your choice of films (regular public screenings only; subject to availability).
- 1 Programme Book
- 2 Festival t-shirts.

Sutton 3 Day Package \$999

- Valid for the final Thursday, Friday and Saturday of the Festival (September 17, 18 and 19).
- 3-night stay at the Sutton Place Hotel (best available room, no exchanges).
- 2 tickets to the Closing Night Gala at the Visa Screening Room (Elgin Theatre).
- 6 tickets to be redeemed for your choice of films (regular public screenings only; subject to availability).
- 1 Programme Book
- 2 Festival t-shirts.

- Confirmations for orders placed by July 31, 2009, will be mailed (please allow two weeks for delivery). Orders and ticket packages after August 7 must be picked up at the Festival Box Office at Nathan Phillips Square.
- All Visa Screening Room packages are a maximum of 1 ticket per screening per package.
- Prices do not include GST, building-fund fee or service charges.
- All prices are in Canadian dollars.
- No same-day exchanges

OUR PROGRAMMERS CHOOSE***

Visa Screening Room Evening Package – \$350	<ul style="list-style-type: none"> • Enjoy 8 evenings of film at the Visa Screening Room at the Elgin Theatre from September 11 to 18, 2009. • 6pm or 9pm packages available.
Visa Screening Room 2 Day Package – \$35	<ul style="list-style-type: none"> • Enjoy 2 afternoons (screenings between 12pm and 5:59pm) at the Visa Screening Room on September 15 and 17, 2009.
Visa Screening Room 3 Day Package – \$50	<ul style="list-style-type: none"> • Enjoy 3 afternoons (screenings between 12pm and 5:59pm) at the Visa Screening Room on September 14, 16 and 18, 2009.
Visa Screening Room Weekend Evening – \$131.25	<ul style="list-style-type: none"> • Enjoy 3 evenings of film at the Visa Screening Room on September 11, 12 and 13, 2009 at 6pm.
Visa Screening Room Mid-Festival Package – \$131.25	<ul style="list-style-type: none"> • Enjoy 3 evenings of film at the Visa Screening Room on September 14, 15 and 16, 2009 at 9pm.
Double Date Gala Package \$299.04	<ul style="list-style-type: none"> • See 2 weekday evening Galas picked by the Festival Directors. • Dates, titles and times will be confirmed by Thursday, September 3. • Guaranteed that both films will not be on the same evening. • 4 tickets per screening, 8 tickets total.
Wavelengths Package Regular – \$55.40 Student/Senior** – \$47.09	<ul style="list-style-type: none"> • Enjoy the latest avant-garde filmmaking with this ticket package. • Includes 1 ticket to each of the Wavelengths screenings. • Dates, titles and times announced July 21.
Midnight Madness Package Regular – \$156.51 Student/Senior** – \$100	<ul style="list-style-type: none"> • This is a great way to catch some of the edgiest films in the Festival. • Includes 1 ticket to each Midnight Madness screening (11:59pm each of September 10 through 19). • Titles announced July 21.
Globetrotter Weekend/Evening – \$112.53 Daytime – \$99.23	<ul style="list-style-type: none"> • Our programmers hand pick 6 films from around the world for those who want to experience the best in contemporary cinema. • Weekend/Evening Package: Your films are guaranteed to begin on weekdays after 5:30pm and/or anytime on weekends. • Daytime Package: Your films are guaranteed to begin between 8:30am and 5:01pm, any day of the week. • Packages also include two vouchers for the Cinematheque fall season. • Receive a pound of Starbucks whole bean coffee. Find your voucher with your ticket package. Bring your voucher to your neighbourhood Starbucks to redeem for your pound of whole bean coffee, while supplies last.
Festival Experience Weekend/Evening – \$68.54 Daytime – \$63.42	<ul style="list-style-type: none"> • This is a great introduction to the Festival. Our programmers select a cross-programme lineup for you to sample what TIFF09 has to offer. • Attend 3 films, selected for you by our programmers, and get the real Festival experience. • Weekend/Evening Package: Your films are guaranteed to begin on weekdays after 5:30pm and/or anytime on weekends. • Daytime Package: Your films are guaranteed to begin between 8:30am and 5:01pm, any day of the week. • Receive a pound of Starbucks whole bean coffee. Find your voucher with your ticket package. Bring your voucher to your neighbourhood Starbucks to redeem for your pound of whole bean coffee, while supplies last.
Roy Thomson Hall Closing Night Film and Cocktail \$180.25	<ul style="list-style-type: none"> • The evening of September 19, 2009, a ticket to the Closing Night Gala at Roy Thomson Hall followed by a fabulous after-party. • Balcony seating only. • There is no guarantee that there will be celebrity attendance.

* Eligible to participate in Advance Order Procedure with substitutions or exchanges, with a total limit of 100 tickets per account.

** Student and senior (65+) package orders will be held at the Festival Box Office until August 25, 2009, for pick up with appropriate identification. They will NOT be mailed. Valid ID must also be shown with tickets obtained to gain entrance to screenings.

***Tickets cannot be exchanged and there is no guarantee of English-language films; they may be subtitled.

FESTIVALISMS

Sounds confusing? Here are some terms we use to explain what we do:

Premium Public Screening: Roughly 6% of all public screenings fall into this price category. In all cases, these will be a first public screening at TIFF at either Roy Thomson Hall or the Visa Screening Room at the Elgin Theatre. They will also meet at least one of the following criteria to ensure a premium Festival experience:

1. Be a red carpet event.
2. Be a North American premiere (at minimum).
3. Include a Q&A with either a director or principal cast.

Regular Public Screening: Roughly 74% of screenings will be regular public screenings. As much as possible, these screenings will offer interaction with cast and filmmakers, including Q&As whenever possible. This activity is not exclusive to Premium screenings.

First Public Screening: Films generally screen 2 or 3 times. This term refers to the first public screening scheduled at the Festival.

Balcony Seating Only: This means that we can only guarantee balcony seating at Roy Thomson Hall. On any given night, we upgrade as many seats as we can at the door on a first-come, first-served basis prior to the screening.

TIFF Cinematheque: Cinematheque is a division of TIFF that operates a seasonal screening programme at AGO's Jackman Hall. See tiff.net/cinematheque for details.

Advanced Order Procedure: This is the process that includes the Official Film Schedule, Order Book, Ticket Package Drop Off and Processing.

OFS: The Official Film Schedule (OFS) is available as of August 25 at the Festival Box Office at Nathan Phillips Square.

Advanced Order Book: This is a booklet that contains the film schedule (with barcodes) for making ticket package orders. You are able to submit first and second choices in this booklet. (Available as of August 25)

Ticket Package Drop Off: All of the customized "You Choose" packages have to be redeemed into tickets. You do this by picking up an Official Film Schedule (OFS) and making your selections in an Advance Order Book (see above), and submitting it for processing (see above). Orders are processed via a random draw protocol where boxes are filled, numbered and placed in a carousel. A number is drawn to begin the processing and boxes are processed in that order, up to the highest-numbered box, then resuming with the first box in numerical sequence until all are processed. The only exceptions to this are previously processed donor orders. For more information about this process or to enquire about our donor programme, please

contact us.

Processing: Also sometimes referred to as "redemption" or "redeeming," this is the procedure by which packages are turned into tickets using the order books. It is a simple barcode-scanning process that quickly reads event data based upon your selections.

Single Tickets: These are tickets sold individually, up to 4 per film per person, after the processing is complete. There is a common misunderstanding that most screenings are sold out after package orders have been processed. This is not the case (see sold out) and we make every effort to get inventory back into the hands of the public. If something is off sale one day, it may be back the next. Check often and check early in the day for best results. Single tickets always go on sale at 7am at all locations.

Sold Out: Despite what you might hear or think, we don't actually sell out. Our inventory ebbs and flows as we get inventory into the hands of the public. As a result, you will see films go on and off sale. At 7pm the night before any given screening, we settle the inventory one last time so we can put any available seats on sale at 7am the following day. After that, if all the tickets are sold, the screening goes Rush. We do not allow inventory to be returned on the same day out of fairness to those who have lined up first thing in the morning to get it. By doing so, it becomes definitive that the only other option is to get into a Rush line prior to the screening.

Rush: This is the process by which we make one last attempt to get everyone we can into the screening. It is a process of counting the unused complimentary seats just before a screening is let in, and releasing those that are accessible, to be sold on a first-come, first-served basis.

Lineups: There can be some confusion around lineups for the Festival. For the most part, the lineups that most people see are for ticketholders waiting to get into screenings at venues. These lineups consist of ticketholders, not those waiting to purchase tickets. Because of the tight turnaround between screenings, people are unable to wait in the cinema itself. While it isn't necessary to wait in these lines, doing so does increase the odds for those particular about where they want to sit. Many skip the line altogether, arrive 10 minutes before and slip in without delay. If you are put off by the idea of lining up to purchase a ticket, then log on to tiff.net/thefestival, and for a \$4.50 service fee per order, you can purchase what you want, when you want.

GET IN THE KNOW...

Not sure where to start... or even how?

Not to worry: the very nature of a festival experience means there will be some changes along the way, and we want you to know as soon as we do.

Still not sure? Contact us to get in the know. Don't be shy, we are there to guide you: we can set you up with a starter slate of tickets or a full-immersion experience customized to you, your budget and your schedule.

In person: **Festival Box Office at Nathan Phillips Square**
100 Queen Street West
(Queen Street West and Bay Street)

By phone: **416-968-FILM** (or toll-free at **1-877-968-FILM**)

Online: **tiff.net/thefestival**

ARE YOU A FILM-LOVER?

Every year, thousands of film-lovers support TIFF by making a tax-receiptable charitable gift.* Their generosity keeps ticket prices down and sustains our effort to obtain the world's finest films for your Festival. To learn how you can support TIFF and enjoy many benefits including advance processing of your TIFF09 ticket order through the Advance Order Procedure, please visit tiffg.ca/donate today.

*Charitable tax receipts are issued for gifts of \$10 or more. Some restrictions apply.
Charitable Registration # 11930 4541 RR0001.



The Toronto International Film Festival runs from September 10 – 19, 2009.

This is your essential guide to key dates, contacts and packages – ways to show your love of film.

We do a lot more than the Toronto International Film Festival, and have been working hard to find the best way to tie together our year-round activities. After careful research and consideration, we have decided to create a master brand for our organization.

TIFF is our new identity. As we continue rolling it out, film lovers will see how our other offerings fit within our new brand architecture.

TIFF now means more than just the Toronto International Film Festival. But it means that too – so to keep things clear, we'll refer to the Festival (or TIFF09) when we're talking about our internationally renowned 10-day event in September. But remember that TIFF brings you great film programming all year long.

TIFF reflects a unified story, a cohesive voice and one identity for our organization. Please refer to our website at tiff.net for further information – and stay tuned for ongoing updates.

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