

SIADAFF 2026 BRAND PARTNERSHIP

Creative Campaign Partnership Proposal

SIADAFF is a Korean creative festival connecting AI, advertising, film, and short-form creators with brand and public-sector campaigns. It gives partners a practical way to turn a message into creator participation, shareable content, and festival-stage visibility.

SPONSORSHIP

By agreement

PRIZE SCALE

KRW 20M

FORMAT

39-second works

CONTACT

SIADAFF Office

WHY PARTNER

A Korean creative festival with global creator access

Brand partnership, not just logo exposure

Partner messages can become creative briefs for posters, advertising films, and short-form dramas. This creates participatory campaign value beyond passive sponsorship.

Global submission channel

International creators will be guided through an English FilmFreeway listing with a nominal entry fee, while domestic Korean entrants submit through the official site with no entry fee. FilmFreeway is widely used by festivals, contests, and creators around the world.

Creative talent discovery

SIADAFF welcomes youth, young professionals, middle-aged creators, seniors, individuals, and teams, creating a broad talent pool for brand and public messages.

Festival and media moments

Partners can be connected to website exposure, press materials, SNS content, award naming, ceremony visibility, and post-event promotional use.

PARTNERSHIP PACKAGES

Sponsorship opportunities

PRESENTING PARTNER

Main Partnership

Top-level festival visibility across core materials, ceremony touchpoints, press references, and official communications.

Budget by agreement

CATEGORY PARTNER

Creative Category Partnership

Connect your brand or public campaign to a specific creative category such as poster, advertising film, or short-form drama.

Brand brief available

SPECIAL AWARD

Special Award Partnership

Create a named award around youth, innovation, ESG, education, AI creativity, or another strategic partner message.

Award naming available

IN-KIND / MEDIA

Media and In-kind Partnership

Support through venue, equipment, education, media coverage, advertising inventory, production, or content distribution.

Scope by agreement

PARTNER BENEFITS

Core benefits for sponsors

01

Logo and naming exposure

Official website, partner areas, proposal materials, ceremony signage, and press assets.

02

Creative campaign challenge

Partner message can become a creator brief for festival submissions.

03

FilmFreeway reach

Global creator access through an established festival submission platform.

04

PR and SNS touchpoints

Press releases, social content, and campaign storytelling can be coordinated.

05

Awards ceremony exposure

Partner introduction, named award moments, and event-stage visibility.

06

Promotional content use

Awarded and submitted works may be used by the organizer for non-commercial promotion within agreed boundaries.

SCHEDULE AND CONTACT

Festival timeline

Jun 1-Jul 30

Sponsor Selection and Brand Theme Finalization

After payment, partners submit preferred concepts and themes. Final brand briefs are published on the official landing page.

Sep 28

Submission opens

Campaign-linked creator submissions begin.

Oct 20

Submission closes

Official deadline at 23:59 KST.

Oct 24-Nov 12

Judging

Eligibility, creativity, message delivery, and production quality review.

Nov 21

Awards ceremony

Planned in Gangnam, Seoul.

SIADAFF Office

Email: dasolthebest@naver.com

Mobile: +82-10-2624-6512

Office: +82-2-830-5620

Sponsorship terms are discussed individually and may vary by naming rights, exposure scope, creative campaign operation, and partner objectives.