

National Canadian Film Day 2025

Hosted by White Owl Film Studios

Date: Wednesday, April 16, 2025

Location: White Owl Film Studios, Wahnapiatae First Nation (Near Sudbury, Ontario)

Time: Doors Open 1:30 PM | Event Begins 2:00 PM | Ends approx. 4:45 PM

Event Overview

White Owl Film Studios is proud to host a community celebration of **National Canadian Film Day 2025**, a nationwide initiative presented by **Reel Canada** to spotlight Canadian films, voices, and creative talent. Taking place on the **traditional territory of Wahnapiatae First Nation**, this event weaves together film, culture, and community — highlighting both emerging and established Canadian filmmakers.

Our event is free and open to the public, drawing together artists, students, educators, Indigenous leaders, and film lovers from the Greater Sudbury area and beyond.

Event Highlights

- **Indigenous Welcome & Smudge Ceremony:** Led by Wahnapiatae First Nation members
- **Short Film Screening:** A 12-minute Scriptfest selection showcasing emerging Canadian voices
- **Feature Film Presentation:** *The Road to Tophet* — a powerful film shot in Northern Ontario
- **Live Q&A** with Director **Steve Schmidt** following the screening
- **Popcorn and Soda for Sale:** Refreshments available for purchase from a local vendor
- **Professional Outdoor Setup:** Screen, projector, PA system, portable washrooms, and seating

- **Educational & Community-Focused:** Invitations extended to schools, organizations, municipalities, and cultural partners



Event Schedule

Time	Activity
1:30 PM	Doors Open – Popcorn and soda available for purchase
2:00 PM	Opening Ceremony: Indigenous welcome & smudge, led by Wahnapiatae members
2:15 PM	Opening Remarks by Axel Green (White Owl Film Studios)
2:25 PM	Reel Canada Intro Video , featuring the national anthem by Jann Arden
2:35 PM	Short Film Screening – 12-minute Scriptfest selection
2:50 PM	15-Minute Intermission – Concessions available
3:05 PM	Feature Presentation – <i>The Road to Tophet</i> , directed by Steve Schmidt
4:25 PM	Live Q&A with Director Steve Schmidt
4:45 PM	Closing remarks and informal networking



Invited Guests & Participants

Community & Leadership

- Chief and Council of Wahnapiatae First Nation
- Local Elders, Youth, and Community Members
- City of Greater Sudbury Council and Mayor Paul Lefebvre

Education

- **Weengushk Film Institute**
- Cambrian College
- Laurentian University
- Sudbury Secondary Schools
- Atikameksheng Anishnawbek Education
- Wikwemikong High School (virtual option)

Industry

- CION (Cultural Industries Ontario North)
- Cinefest
- NOHFC
- Upright Services
- Sunbelt Film And Television
- Sudbury Indie Cinema
- IATSE 634

Media & Press Outreach

We are working with **Reel Canada's press package** and distributing a **locally written press release** to the following media outlets:

- CBC Sudbury
- CTV Northern Ontario
- The Sudbury Star
- APTN News
- Anishinabek News
- The Northern Hoot
- Radio-Canada
- CKLU 96.7 FM
- Up Here Magazine
- Reel Canada's National Campaign
- Northern Ontario Business

Outreach & Promotion Strategy

- Personalized invitations to community leaders and educators
- Flyers and posters in local businesses and schools
- Social media promo via White Owl Film Studios and partner platforms
- Newsletter outreach to cultural organizations and sponsors

- Feature listing on Reel Canada's national website and event map
-

Funding Acknowledgment

We are proud to share that Reel Canada is generously supporting this event as part of their nationwide celebration of National Canadian Film Day 2025. Their funding has made it possible to cover nearly all of the core costs associated with this special day — including the technical setup, screening rights, and logistics.

We're deeply grateful for their commitment to amplifying Canadian voices and creating accessible cultural experiences across the country.

Sponsorship Opportunities

We are actively seeking community-minded partners and sponsors to help us grow this event and make it even more dynamic. Potential support could go toward:

- Covering remaining technical setup costs
- Honouring Indigenous ceremony facilitators
- Supporting accessibility (transportation, signage, seating)
- Funding youth transportation from schools
- Providing takeaway materials or student swag
- Event documentation (photography/video)
- Enhancing the intermission experience (e.g., coffee, warm drinks)

All sponsors will receive:

- Logo placement on event signage and materials
- Acknowledgment in event remarks and press releases
- Social media shout-outs and tags

- The chance to be part of a visible cultural moment in Northern Ontario

To discuss sponsorship or partnership opportunities, please contact:

Axel Green

Public Relations & Acquisitions

White Owl Film Studios