

CHELTENHAM INTERNATIONAL FILM FESTIVAL

27 MAY – 1 JUNE 2019



CHELTENHAM WELCOMES AN EXCITING NEW FESTIVAL

The Cheltenham International Film Festival is the biggest new event to hit Cheltenham for many a year; and we are delighted to have **Simon Pegg** as Festival Patron.

One of Britain's most celebrated directors, **Mike Leigh**, leads a parade of film industry figures coming to the Festival this year which launches on 27th May with the premier of a new motion picture (TBC). Other directors include **Josie Rourke**, director of **Mary Queen of Scots**, legendary enfant terrible, **Steven Berkoff** and one of Poland's most highly-regarded directors, **Jan Komasa**, are among a growing list of film industry figures coming to Cheltenham.

JOIN US ON OUR JOURNEY; BECOME A SPONSOR

We invite you to join us on a journey, to turn the spotlight on Cheltenham as a centre for independent film and cinema recognised in and around town, across the county, throughout the country and further afield. The Festival is our flagship but we plan screenings and film-related events throughout the year for our sponsors and supporters to engage in.

SPONSORSHIP OPPORTUNITIES

We have many opportunities for sponsors to become engaged with the Festival – at different levels of sponsorship across different events.

- **In Competition:** films from emerging filmmakers who have achieved global success
- **Famous New Directors:** screening Ralph Fiennes latest film as director
- **Tribute to Celebrated Directors:** this year, Mike Leigh will be in attendance
- **Polish Film Season:** screening some of Poland's best young directors
- **Film Shorts:** a section on best film shorts from new directors
- **Morning Star:** a week of morning screenings at Cineworld
- **Women in Film:** screening new films from critically-acclaimed women directors
- **Documentaries:** award-winning documentary films

We also have master classes, panels and talks by leading film industry professionals in the craft and business of filmmaking. And, we are working with the respected organisation, **Into Film**, to put film at the heart of education for young people aged 5-19.



PRESENTING SPONSOR £4,500

**Naming rights for the 2019 Cheltenham International Film Festival (CIFF).
Cheltenham International Film Festival presented by <your company>.**

BRANDING

Build brand awareness, engage with your market and promote your company/business/product

- Logo/brand online & off line
- Logo/brand e-newsletter, social media, web site (active online link)
- Logo/brand in Festival programme
- Full-page colour ad on back cover of Festival programme
- Logo/brand on screen at beginning of all film sessions
- Logo/brand on promotional & publicity material
- Logo/brand on press releases

HOSPITALITY/EVENTS

Entertain clients/customers/employees

- Opening night film premiere/preview followed by reception
- Tribute to celebrated director Mike Leigh
- Closing night awards reception
- Industry days – workshops, master classes, panels, networking events
- Filmmaker Q&As after screenings

TICKET, HOSPITALITY & EVENTS

6 All-Access Passes good for all screenings and parties throughout the Festival

MARQUEE SPONSOR £2,000

All of the benefits of Presenting Sponsor with the exception of 'Naming Rights' in title. Full page colour ad on the inside cover of the back page.

TICKET, HOSPITALITY & EVENTS

4 All-Access Passes good for all screenings and parties throughout the Festival

PREMIER SPONSOR £1,000

- Logo/brand in Festival programme
- Half page colour ad in Festival programme
- Logo/brand/active link on Festival website
- Logo/brand on screen at beginning of all film sessions
- Opportunity to entertain clients, customers and staff

TICKET, HOSPITALITY & EVENTS

2 All-Access Passes for all screenings and parties throughout the Festival

FESTIVAL SUPPORTER £500

- Logo/brand in Festival programme brochure
- Quarter page colour ad in Festival programme
- Logo/brand/active link online as Festival website
- Logo/brand on screen at beginning of all film sessions

TICKET, HOSPITALITY & EVENTS

All-Access Passes are available to Festival Supporters at a discount

NICHE FILM PROGRAMMES

Sponsor specific film/film series to connect with your audience and target your brand message

- International feature film competition representing a wide variety of genres
 - Short film competition from talented young filmmakers
 - World cinema – a snapshot of contemporary cinema from around the world
 - Polish film season
 - Films directed by women
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AWARD NAMING

Your organisation/business associated with a prestigious Festival award

- Sponsor prestigious award and forever be branded and recognised on/off line
 - Awards cover features, shorts, director, best picture and a special audience award
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EDUCATION

Support our educational programme. We work with Into Film to put film at the heart of children and young people's education.

- Young reporters who will attend screenings and events to vlog/blog from the Festival
 - Workshops for young people 16-19 year olds -promoted through The Wilson and network of films clubs including Cirencester College
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CONTACT US

Call **01242 544555** Email **lmseldon@cheltfilm.com** **www.cheltfilm.com**