



Sponsorship

Bedford Film Festival 2015

Supporting film variety

Support Packages

Bedford Film Festival is a not-for-profit organisation with a mission to screen a wide range of film genres and styles not available in local mainstream cinemas. We also have an education programme which gives young local filmmakers access to workshops facilitated by well-known names in the film industry.

We are able to do this through an exclusive licensing partnership with Cambridge Film Trust, which gives us access to films ahead of general release, and high-quality DCP projection equipment during our main festival period. This significantly reduces our overheads but we still need to cover costs such as film licensing, insurance, venue hire, staging, sound, marketing and all other running costs associated with the event. Some of these costs are covered by ticket sales but to ensure we are as accessible as possible we work hard to keep our ticket prices low. Therefore to deliver the high quality event Bedford's cinema loving community deserves, we rely on the generosity of our supporters to cover the rest of our costs in bringing film variety to Bedford and the surrounding areas.

As you will see from our 2014 report we have developed strong relationships with other likeminded organisations, a healthy relationship with local media, and a large network on social media that continues to grow. In 2014, this gave our supporters the potential to reach in excess of 200,000 people during the festival period alone. As Bedford Film Festival will this year be a month long event, starting with a fill screening weekend and ending with a two day filmmaking workshop event, with 'fringe' screening opportunities in between. We expect the reach of our sponsors to massively exceed that of previous years.

Supporting Bedford Film Festival will mean you are helping to create a legacy that will be part of Bedford's cultural provision for many years to come. We want our supporters to be proud to be associated with us and we believe that everything we do from our main Bedford Film Festival event to our individual screenings throughout the year, not only offers something fun for your business to be a part of, but also something that genuinely adds to the on-going economic growth of Bedford and the popularity of the town as a destination of choice for the region.

If you would like to support Bedford Film Festival 2015, there are a number of ways in which you can get involved.

How to get involved

Festival sponsor packages

1. Leading Role - £2,250

- Package limited to four sponsors only.
- Your logo included on our sponsors slide before all films alongside the message: “Bedford Film Festival brought to you in partnership with...”
- Full page advertorial in the festival programme placed in key areas across Bedford and surrounding areas.
- Your logo on all festival flyers and posters placed in key areas across Bedford and surrounding areas.
- Your logo rotated on our home page for 12 months.
- Your logo and link in the sponsor section of www.BedfordFilmFestival.org for 12 months.
- Listing in the ‘Featured Likes’ section of our Facebook page for 12 months.
- Regular sharing of your social media content on our social pages for 12 months.
- Leading Role Sponsors will also receive two passes to the opening and closing films, one other film of their choice and a family pass to our family screening.

2. Guest Star - £1,500

- Package limited to four sponsors only.
- Half page advertorial in the festival programme placed in key areas across Bedford and surrounding areas.
- Your logo and link in the sponsor section of our website for 12 months.
- Regular sharing of your social media content on our social pages for 12 months.
- Guest Star Sponsors will also receive two passes to the opening and closing films and one other film of their choice.

How to get involved

Screening sponsor packages

1. Ceremonial Screening Sponsor £550

The two ceremonies, opening and closing, will also have pre-screening drinks and a light buffet. Both screenings have sold-out at all previous festivals.

- Maximum of two Ceremonial Screening Sponsor packages, one for each of the opening and closing ceremonies.
- As a Ceremonial Screening Sponsor you will have an advertisement slide appear prior to the start of your chosen film alongside the message “This film has been brought to you in partnership with...” This screen follows the festival’s Leading Role Sponsor screen.
- Half page advertorial in the festival programme placed in key areas across Bedford and surrounding areas.
- Your company name will appear in the programme and website alongside your chosen film.
- Ceremonial screening sponsors will also receive two passes to the film they have sponsored.

2. Screening Sponsor £275

You will be able to choose any film from our carefully selected programme, apart from the opening and closing ceremonies.

- Maximum of one Screening Sponsor package per film.
- As a Screening Sponsor you will have an advertisement slide appear prior to your chosen film alongside the message “This film has been brought to you in partnership with...” This screen follows the festival’s Leading Role Sponsor screen.
- Quarter page advertorial in the festival programme placed in key areas across Bedford and surrounding areas.
- Your company name will appear in the programme and website alongside your chosen film.
- Screening Sponsors will also receive two passes to the film they have sponsored.

How to get involved

Screening sponsor packages

3. Screening Collaborator £175 + licence fee

This package has been created to allow other local organisations to use Bedford Film Festival to highlight their work by screening a film appropriate to their own mission. As well as the benefits available to a Screening Sponsor, a Screening Collaborator will have the freedom to screen a suitable film of their choice, with full administrative support from the Bedford Film Festival team in promoting the film and organising the license for the screening.

- Maximum of one Screening Collaborator package.
- As a Screening Collaborator you will be able to have your branding appear prior to film start alongside the message “This film has been brought to you in partnership with...” This screen follows the festival’s Leading Role Sponsor screen.
- Your company name will appear in the programme and website alongside the respective film.
- Your company name will appear in the programme and website alongside the respective film.
- Full page advertorial in the festival programme placed in key areas across Bedford and surrounding areas.
- Provision to place leaflets at the venue of your screening prior to the start of the film.
- An additional thirty minutes built into your screening time to allow for a Q&A about the film and organisation with the audience.
- Screening Collaborators will also receive two passes to the film they have sponsored.

If you would like to talk more about our plans for Bedford Film Festival and how you might be a part of what we’re creating, please email Paul Hutchinson at info@BedfordFilmFestival.org