

# 2015 Sponsor Pack



[www.freefilmfestivals.org](http://www.freefilmfestivals.org)

## **New Cross + Deptford Free Film Festival**

**Be a sponsor. Help us to bring the joy of the cinema to the people of New Cross and Deptford.**

**April and May 2015: In venues across New Cross and Deptford**

Dear supporter

We're the New Cross + Deptford Free Film Festival (NXDFFF). Now in our fourth year, we're aiming to be the largest community-run festival in Deptford and New Cross.

The festival is entirely managed and run by local people with the aim of bringing the joy of the big screen – completely free – to the residents of New Cross and Deptford.

We're growing and we want to make 2015 the biggest and best festival so far. We're putting together an exciting programme of films including mainstream Hollywood blockbusters, new independent features and short films produced by local film-makers screened over two weeks in spring 2015.

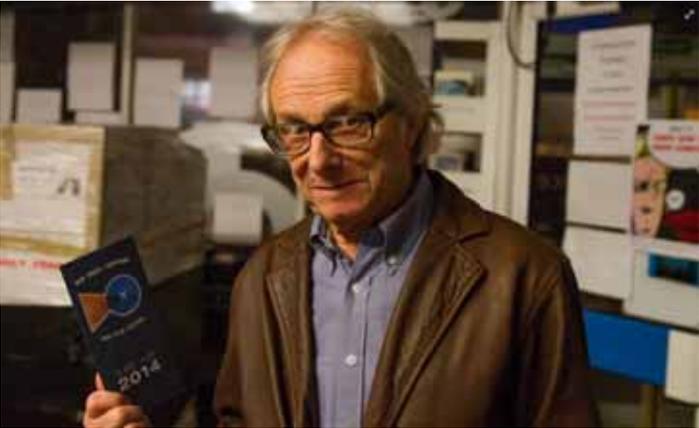
We can offer you the opportunity to be a part of our 2015 festival through a number of sponsorship opportunities.

### **Showing you support your local community**

As a NXDFFF sponsor, you'll be associating your brand with a growing and valued community-based festival that can reach a diverse range local people that reflect the fast-changing and demographics of the area.

**Enhance your brand:** Your logo, and copy about your organisation, will feature prominently on our marketing and publicity materials, both in print and online, in the build up to the festival and during the event itself.

**Media coverage:** Our team will be targeting national and local media to publicise the festival. As soon as you become a sponsor, we can build your association with the festival giving you more exposure. Last year's festival included a Q&A with acclaimed British director Ken Loach, which generated local and national press coverage. (Image: Ken Loach at New Cross Learning).



**Social media coverage:** Our social media impact is growing and we will make sure your brand is included in our social media messages. Our YouTube channel will feature an archive of festival highlights that will include sponsor credits. Our Tweets travel far, we typically reached over 79,000 accounts during last year's festival when promoting individual screenings (below: typical example for audience reach promoting a screening during the festival).



**Access to our audiences:** As our sponsor, you can connect with thousands of local people at our events and through our festival publicity and marketing:

- We increased our audience by 50% last year and hope to do the same in 2015. We had 40 screenings in 2014, reaching approximately 3000 local people – including our flagship open-air screening at Telegraph Hill Park.
- The [Free Films Festival website](#) is growing as the festival becomes a firmly established annual event. Over the two weeks of last year's festival (20 April to 4 May 2014) the NXDFFF webpages had over **88,000** page views with the average visitor spending 2 minutes 20secs per session.



Brands like Warsteiner UK, Propercorn and Jude's Ice Cream sponsored screenings in our 2014 festival.

Goldsmiths, University of London; Sanford Housing Co-op and Electric Pedals are regular supporters; as are the scores of local venues who have hosted screenings.

## Choose your sponsorship deal

### Option 1: Headline sponsor (£2000)

Branding: this year's event will be promoted as the "New Cross + Deptford Free Film Festival sponsored by **your organisation**" on all publicity materials.

Your organisation's name and logo will appear prominently alongside all branded materials about the 2015 festival.

- Digital: Your logo and organisation's name will be included on the Free Film Festivals website on the homepage for the NXDFFF 2015.
- Media coverage: Your organisation's name will feature in all press releases, including the official launch press release.
- The festival:
  - Logo and headline sponsor included on all festival film intro idents
  - You will receive a special acknowledgement at the opening screening of the festival by the festival organisers and VIP (TBC).
  - Next day access to promotional photography.
  - A quarter page advert in the festival programme.

### Option 2: Sponsor a screening (£500)

Branding: Your logo and brand message can be associated with one of our screenings. Once we've confirmed our programme we can advise on sponsorship opportunities – we had 40 screenings in 2014.

For example:

"The Fordham Park Screen brought to you by **your organisation**"

We would welcome the opportunity to meet and discuss this further. Please contact **Gill Roth** on 07960 829911 or email [nxdfilmfest@gmail.com](mailto:nxdfilmfest@gmail.com)