

# **Pinks Festival Supporters Branded Sponsorship Information Pack**

About the Event, Sponsorship, Benefits and Further Options



# **THE PINK SNOWBALL FILM AWARDS//SPONSORSHIP PACK**

## **About The Event**

**1<sup>st</sup> October- 29<sup>th</sup> October 2010**

Started in 2005, The Pink Snowball Film Awards is a night in October that our community looks forward to all year long. It is an extravagant and memorable event that celebrates films made by young people and budding amateur filmmakers in our region. Shortlisted filmmakers are also treated a ride to the Machynlleth Tabernacle in a pink limousine, where they then attend the premiere of their own films! Young people, parents, teachers and the villagers alike are always surprised by the quality of the films that appear on the big screen and the event has a growing reputation as one of the best young people's film festivals in Wales.

Following the awards night, there is also a selection of film evenings, which provide an entertaining and educational outlook into different cultures and film genres. We try and show films from all over the world and a number of independent films that may not yet have been released in the UK. The evenings are held in a variety of comfortable and popular locations all over the area including cafes, pubs and restaurants, so a pleasant sociable evening is always guaranteed.

To date, the festival has proven to be very successful with films made for the Pinks going on to win numerous awards of the national film festival circuit as well as providing an inspiration for a significant number of young people in our area to go on and study film at University.

The event is placed over the October half term so that local people and people visiting the area can take part in filmmaking workshops, talks by professionals and access a selection of rare and specialist film showings. Last year we expanded the festival so that the whole of October could be used as an opportunity to view, study and enjoy film locally. We work with a number of partner schools and community groups to draw people in. We believe that our festival contributes greatly to the development of a vibrant Welsh film culture and provides inspiration for young people in our area to think about the industry and seek out further opportunities to get involved in writing and producing films. There is a lack of provision in the area that FILM 15 and The Pink Snowball Film Awards addresses. The festival not only inspires a very mixed audience but also fosters a great local filmmaking spirit amongst young people families and community groups.

## **Funding**

Due to major funding cuts experienced by our funders, the Pinks will not be getting enough additional funding this year to cover the events costs. This is not a unique situation to our festival as most film events across Wales are experiencing the same situation. Ticket sales alone do not cover our costs for venue hire, administration and the price of the film licences and the event already relies on the commitment of a large number of volunteers. We are determined not to let funding issues see the end of this much loved event and are now looking for short term and long term sponsorship deals to fill the funding gap.

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## How You Can Help?

This is where you come in!

To help raise money to make the festival more sustainable in the future we have come up with some ideas that will offer our supporters something in return for their investment. This year, if you support the “Pinks’ we can offer you a number of exciting advertising and sponsorship opportunities to raise your profile in the area. With a presence in key locations all over Machynlleth and the surrounding area, our new *Pinks Festival Sponsorship Package* is a great way to target your key markets and contribute to an exciting and lively community event.

Some key partners we have worked with in the past include: Dulas, The Film Agency For Wales , S4C, BBC, Boomerang, Co Op , BFI, Welsh Language Board and many more.

Sponsorship options can be individually tailored to your needs and include support of education and community activity, awards, film evenings and specially projects.

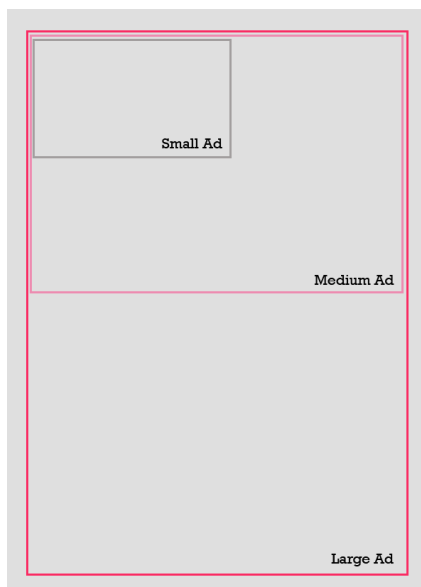
## Advertising Deals

You can support the Pinks by buying an advert place in our festival programme, which will be a 8-12 page A5 booklet that profiles all the activities on offer in October. The booklet will be distributed free to all audience members on the Awards night and locally in the community leading up to and during the festival.

Adverts are priced as follows:

- £25 52.4mm x 74mm [Small]
- £50 105mm x 148mm [Medium]
- £80 210mm x 148mm [Large]

All businesses purchasing an advert will be placed into a draw to win two tickets to the festival.



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## Pink's Sponsorship Packages

Investing in the Pink's Sponsorship packages is a unique opportunity to reach potential customers, whether they are public attendees, industry delegates, press or the business sector.

We can design packages in accordance with your needs, include specific benefits for each of our individual creative partners. This gives you a chance to capitalise on the exciting atmosphere, attend a range of film showings and "pink carpet" events, and get involved in our vibrant community.

They include the following advantages:

### **Bronze: Festival Supporter**

- 210mm x 148 advert in our programme
- Web-links on the Pinks Festival website, with small logo on homepage and write up and thanks on sponsors' page
- 2 VIP tickets with lucrative networking opportunities in VIP Hospitality Area at the Awards Night

All of this is available for £100

### **Silver: Festival Sponsor**

Everything available in the Bronze Package with a full page ad in our programme plus:

- Sponsorship of specific film related activity, workshop or film night relevant to the concerns of the company: "The National Trust Environmental Film Night" **[Example only]**

All of this is available for £250

### **Gold: Festival Partner**

All of the above with a full page ad in our programme and large logo on the website plus:

- Large logo on all posters, postcards, tickets and marketing material
- Automatic mention in all editorials and press coverage [where possible]
- Sponsor of a particular award which will be announced on the night e.g. "The Kodak FILM 15 Young Filmmakers Award" **[Example only]**

All this is available for £500

For more information about any of the these packages, please call Lorraine Turner, festival coordinator on 07885506720 or at [lorraine@film15.org.uk](mailto:lorraine@film15.org.uk)

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## Other opportunities

### Project Partner:

We are looking for company's to sponsor a project especially designed for them. We would put a call out to film schools and academies throughout the nation and work with our local partner schools to challenge young people to make a short film that educates and entertains on an important social, political or historical theme of the company's choice. This could be from the importance of going carbon neutral, to keeping up with an increasing technological world to something that meets the company's corporate responsibility ideals.

The company's logo would be present on all email signatures and posters in relation to the project and have all the other marketing benefits of being a Pink's Festival Partner. Additionally the project will be profiled on a full page in our festival booklet. e.g. "Welsh Language Family Animation weekend" **[Example only]**

### Special Deals:

Think about putting a strategic ad in our festival booklet offering special deals to our "Pink" audience before or after the event. E.g. " Be fancy at the Pinks - hire a tux. 10% discount and complimentary pink tie for all Pinks customers" **[Example only]** or "Grab a late bite at Curry Express- 10% discount for pinks night only". **[Example only]**

## Why It's a Good Opportunity

### The Audience

The Pink Awards night is always very popular and has almost always sold out within hours of tickets going on sale to the general public. The Machynlleth Tabernacle is always bursting with our lively audience of nearly 400 and the film nights are also usually very well attended with popular local venues such as cafes, pubs, restaurants and community centres bustling with all their extra customers.

Our guests mainly come from Machynlleth, Tywyn, Corris, Newtown, Llanbrynmair, Dolgellau, Aberystwyth and surrounding areas in Powys, Gwynedd and Ceredigion. We also have professionals and practitioners coming from all over the UK and even from India and Australia!

Hosted bi-lingually by Alyd Jones and with films shown in both languages, the Pinks appeal to English and Welsh speakers alike.

Our film award categories draw in a wide range of different aged participants from primary children to the over 50s. Our Open category attracts a high proportion of young adults, industry delegates and businessmen with high expendable income.

From talking to our audience, most of these people are typically interested in the environment, young people, up and coming technology, the film industry, film generally and discovering more about what's on offer locally.

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## **Supporters and Partners**

Over the years we have slowly developed a wide network of partners that are able to link in with our activities, including several celebrities, industry professionals and broadcasters.

## **Publicity**

- Colour programme booklets, distributed free to every audience member at the Awards night, during Film Evenings and within communities prior to the events. Distributed from September 2010.
- Colour post cards, local distribution from September 2010
- Colour A3 posters distributed in Machynlleth and surrounding villages plus a more general distribution of black and white posters
- Database/email Listings about the festival with Skillset Screen Academy Wales Newsletter, FAW and Remote Goat.
- Editorial with sponsor references in local print
- Potential link with festival media partnerships with S4C and BBC [TBC]
- Profile on our new festival website
- Profile on social networking sites including twitter, my space and facebook
- Names and links to partners/supporters on website and e-marketing
- Sponsors link on tickets

## **Locations**

The venues we choose are specially chosen with regard to their capacity, comfort and character:

An impressive building, direct in the centre of town, the Machynlleth Tabernacle adds glamour and charm to the Pink Awards Ceremony.

Some of the locations we have previously used for the Pink Film Nights include: The Wynnstay Pizzeria, The White Lion Hotel, The Corris Institute, Y Plas Cafe, The Quarry Café, Llwyngwrl Gallery, Ysgol Bro Ddyfi.

With specially tailored themed nights, cafes, pubs and restaurants are always more than pleased to host our events as we bring in business aplenty with lots of hungry, thirsty filmgoers.

If you're interested in bringing in some extra custom and wish to hold one of our events in your property, send an email to [Lorraine@film15.org.uk](mailto:Lorraine@film15.org.uk) . Alternatively, think about attracting the post Pinks audience for a meal or a drink by having "special deals" advertised in our event booklet.

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## Festival Management

The Pink Snowball Film Awards and associated festival events is managed and delivered by FILM 15 Productions Ltd, a “not for profit” registered company that specialise in the development of film related activities for young people in the region.

The festival has an appointed festival co-ordinator, **Lorraine Turner** who can be contacted on T: 07885506720 or via E-mail on [lorraine@film15.org.uk](mailto:lorraine@film15.org.uk). General enquiries can be made to the FILM 15 office on T: 01650521615 or via e-mail to [info@film15.org.uk](mailto:info@film15.org.uk)

The FILM 15 Team

