

# GLASGOW FILM FESTIVAL 2019

20 FEBRUARY - 3 MARCH

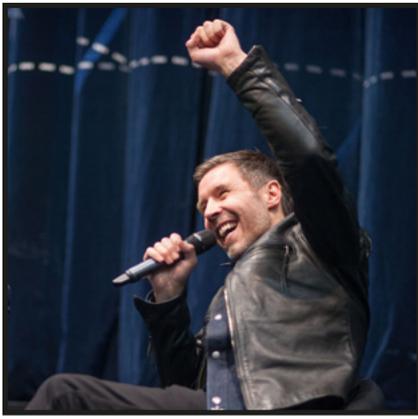
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## ALCOHOL BRANDS PARTNERSHIP PROPOSAL

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*“GFF: Simply, it’s a festival that hits that perfect sweet spot of innovation, inclusivity and creativity. Guaranteed good times...”*

David Jenkins, Editor, Little White Lies



*“Glasgow Film Festival is fast becoming an essential fixture in the UK film calendar. Like the City itself, it’s friendly, welcoming and its enthusiasm is utterly infectious.”*

Tom Linlay, The Huffington Post

Glasgow Film Festival (GFF) is one of the top three film festivals in the UK, committed to supporting emerging talent and providing fun, original and thought-provoking cinematic experiences.

Glasgow Film Festival showcases experimental moving image, classic retrospectives and educational events for young people, interacting across the spectrum of the Creative Industries: film, music, visual art, new media and the games industry.

*“There is an embarrassment of riches at this year’s festival”*

The Scotsman

We pride ourselves on our reputation as a welcoming audience-focused festival with unforgettable special events throughout the city. Our audience are able to experience the Festival in our cinema as well as in unique and unusual venues across Glasgow such as The Planetarium and Kelvingrove Art Gallery.

We continue to grow and develop in our ambitions and aspirations, and look forward to delivering the best edition yet, in 2019.

*“I am so proud that we got to premiere You, Me and Him at the Glasgow Film Festival. The Glasgow audience is so engaged and enthusiastic and discerning. It’s the perfect place to celebrate all that is exciting about British film.”*

David Tennant

GFF is run by a registered charity (Glasgow Film) which promotes a wide-ranging learning and engagement programme for children, young people and communities.

# Our Major Partners



# Our Media Partners



As the festival grows annually in size, ambition and reach we are seeking exciting new partnerships with local and national businesses to enable us to realise our future dreams and objectives.

HELP US BUILD ON THIS SUCCESS

Increase your profile by sponsoring Glasgow Film Festival 2019.

# Partnership Opportunities - Alcohol Brands

**EXCLUSIVE FESTIVAL BEER / WINE / SPIRIT PARTNER – FROM £3,000 PLUS VAT AND STOCK.**

Attach your brand to Glasgow Film Festival, giving you direct access to our highly engaged audiences, creating brand excitement and enhancing your brand image and values. This partnership offers a specific focus on Opening Night and Closing Night hospitality, although there may be opportunities to host bars / sampling at one or more of our programmed Special Events depending on venues.

*“An eclectic and interesting programme combined with a warm and welcoming atmosphere takes Glasgow to the top of the league of festivals across the globe. It was a very special experience, and I can’t wait to come back next year.”*

Sam Ashurst, Yahoo Movies UK

*“The Glasgow Film Festival sets the bar for friendliness, navigational ease and thrilling programming. A true highlight of the annual film calendar.”*

Jamie Graham, Editor-at-Large, Total Film



## **PARTNERSHIP BENEFITS:**

Receive logo recognition on GFF19's highly visible online assets, print publications and marketing materials

### Print:

Glasgow Film Festival 2019 Brochure –  
Named as a Sponsor in Glasgow Film Festival brochure  
Logo displayed on our Festival Partners' page  
Logo displayed on Opening & Closing Night listing page  
(60,000 brochures printed and distributed)

### Brand Display / Sampling :

Opportunity to sample product, brand bars, display banners, branded media wall for press pictures, gobos, pop-ups, digital screens in foyer, posters, event invitations etc.

### Web Marketing:

Your logo and web link on Opening Night/ Closing Night film listings  
Listing / click through link on Festival's offer page  
Listing / click through link from Festival Partners' page  
(603,842 Festival page visits Jan - March 2018, (385,599 unique views)

### Social Media:

Twitter and Facebook postings with web link – tailored campaigns to combine our social media reach and impact.  
(From Jan – March 2018, 31,704 Twitter followers; 4,600 Instagram and 20,197 Facebook followers - Approx. 56,561 combined followers)

### Screenings:

Brand logo to appear on screen before Opening Night & Closing Night films  
Personal thanks from GFF Co-Directors during event introduction

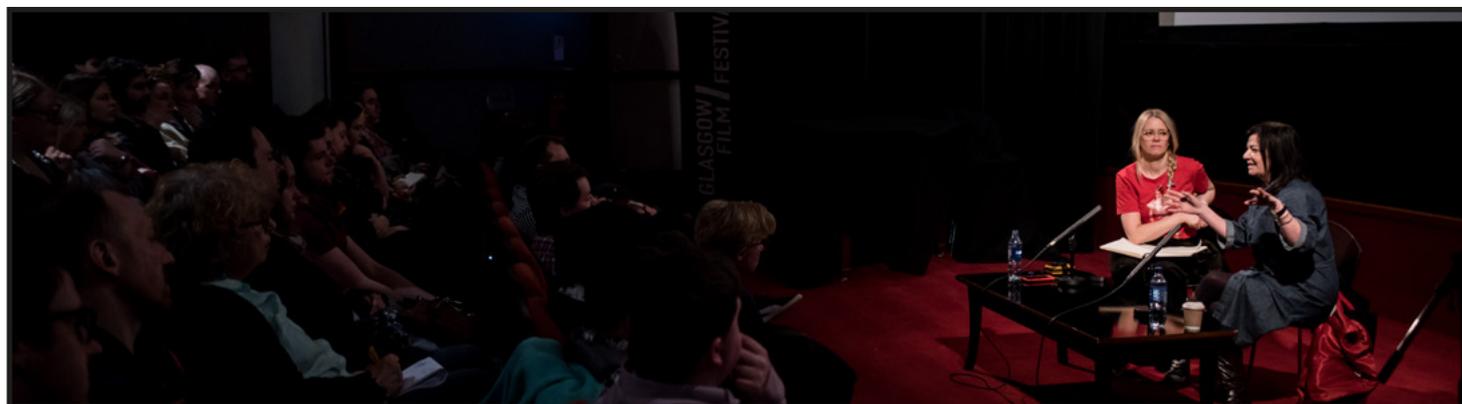
### Press:

Credited in local and UK-wide Opening Night / Closing Night press release as exclusive partner.

### Event Tickets:

An agreed number of complimentary tickets for Opening Night / Closing Night for your customers, clients, staff, guests or competition winners.

These benefits represent a flavour of what we can offer, but all partnership packages are flexible and can be tailored according to your own specific brand and marketing objectives.



# **GLASGOW FILM FESTIVAL**

The 15th Glasgow Film Festival will run from 20 February – 3 March 2019. The Glasgow Film Theatre (GFT) will remain our hub venue. We will retain our partnership with Cineworld this year, and continue to work closely with the Centre for Contemporary Art (CCA) which will continue to host not only screenings, but also panel and discussion events, and our Festival Club. We will also break into new territory, areas and audiences and take business to other city businesses, by selecting a range of venues (with architectural interest and significance) that we have not used previously around the city for pop-up experiences.

## **OUR AUDIENCE**

We have built a large audience who are passionate about film and open to trying new experiences in different locations. Our audience profile is young and upwardly mobile with 57% of our patrons under 44 years of age.

We have an even male / female audience split across all age groups.

In 2018 – 72% of our audience came from Greater Glasgow, 12% from elsewhere in Scotland, 13% from the rest of the UK, and 3% from Europe / Overseas

We believe that we have the ability to grow our audience further, with your support.

## **PUBLICITY & MARKETING**

Our profile and press coverage continues to grow each year with a substantial 9% increase between GFF17 and GFF18. At GFF18 1748 individual items of coverage (including print, broadcast and online) were achieved. A total of 484 individual outlets covered the festival.

For further information, please contact Eleanor Harris, Senior Development Manager  
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