MANCHESTER FILM FESTIVAL

CLICK FOR VIDEO HIGHLIGHTS OF THE 2020 FESTIVAL

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ODEON

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“Manchester could soon have an international film festival with the same recognition as Sundance”

- I LOVE MANCHESTER MAGAZINE

Manchester Film Festival is becoming a looked forward to event in the Manchester Calendar and is continuing as a 9 day long event and back as an in person event for the 2022 edition.

Manchester Film Festival has screened a variety of UK and World premiere films and welcomed special guests including Simon Pegg, Dennis Law, Olivia Cooke, Timothy Spall, Karen Allen, Sue Johnston, Penn Badgley, Stef Dawson, Jonathan Rhys Myers, Jane Horricks and Shia LeBeouf.

Manchester Film Festival also welcomes up and coming directors, producers, writers and actors from all over the world, with over 100 filmmakers from incompetition films attending each year as well as many more industry delegates and guests.

“This really was the best festival experience I’ve ever had”

- ERIN DERHAM, DIRECTOR OF ‘BUSKIN’ BLUES’

“This is, without doubt, the best True Indie festival my team has ever attended. We would never have guessed that this was a young festival; everything from their gorgeous website to the red carpet interviews to the post-fest video segments they produced spoke of an established fest that had years of practice under its belt.”

- NICHOLAS GRAY, DIRECTOR OF THE PAPER STORE.

MANCHESTER FILM FESTIVAL

6000
attendances

59% 41%

40% 18 - 25 years old
37% 26 - 34 years old
17% 35 - 45 years old
ABC1
university educated

54k
video views

50+ local, national and international online and print news articles

5 MILLION total media reach

20,000
programmes distributed

film submissions from over 49 countries

85k
page views on maniff.com in the 2 months leading up to festival

24,761
unique visitors

visits
32,227

10K-25K - 28%
26K-50K - 29%
over 51K - 26%

54,426
social interactions

742,297
total social reach

8,263
facebook stories

MANCHESTER FILM FESTIVAL

XS MOVIES SCREENDAILY ITV TimeOut Manchester Evening News that's manchester INDEPENDENT
the guardian I ♥ MCR BBC RADIO MANCHESTER MANCHESTER CONFIDENTIAL DAILY EXPRESS THE SKINNY

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Partnership

FESTIVAL PARTNER: Partner branding is included on all promotional material for the festival. The Brand identity would be integrated throughout the festival and we would work together to maximise the partnership.

Partners would also be provided with festival passes and tickets for your staff, guests and for use on social competitions.

AS PART OF THE PARTNERSHIPS WE CAN OFFER THE FOLLOWING:
Screen Naming Rights: One of the Screens at the festival would become you Brands screen, with the brand mentioned by all screenings in the guide and on the website and with branding on the screen door in the cinema. The page above shows part of the calendar page from the 2018 programme.

SPONSORED DAY: All the events on one of the days of the festival would be sponsored by your brand, this includes a networking lunch, the filmmakers studio filmmaker edication events and talks, all screenings and after-party. You will have full branding at all events and be able to take part in any talks and/or panel discussions.

ON SCREEN: A 60 to 180 second video advert which will run before every screening at the festival. Plus your logo will be displayed on the panel on screen during all Q and A's.

CALENDAR PAGE FROM FESTIVAL GUIDE

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IN CINEMA BRANDING - We will be taking over the entire first floor of the Odeon during the festival and there will be multiple opportunities for your brands logo to be displayed alongside the MNIFF logo, including:
one of the largest logos on the Step and Repeats, Logo on large banners within the cinema, Logo included on Floor stickers, Logo on all roller banners and posters around the Great Northern,video or still advert on three MANIFF screens around the Great Northern for the whole of February.

ADVERTISING IN FESTIVAL PROGRAMME - Full page advert available in the festival programme with thousands of copies distributed around the city in the weeks leading up to the festival.

BRANDING AT CHAT SHOW STYLE PANELS- As part of the festival we will be hosting the MANIFF chat show/panel discussion every day at the Odeon Cinema, with a live studio audience. These will all be filmed and shared through our social and other channels. Your branding will be present at all of these events.

AFTER PARTIES AND NEWTOWRKING- Manchester Film Festival hosts an after-party every evening of the festival and you would have the opportunity of hosting noe or more of these events. There is also the possibility of hosting networking events and panel discussions.

LOGO ON WEBSITE AND FILMFREEWAY- Manchester Film Festival is one of the top twenty best review festivals on FilmFreeway and our logo and profile page receive millions of view per year. We would add information about Your Brand, any prizes being offered, and your web address. We would also add you logo to the supported by banner on our own logo. We would also do a dedicated email to our filmmaker newsletter list.

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Partnerships - from £2995

FULL ASSETS

IN CINEMA

- Screen naming rights.
- 60 - 180 second video advert before all screenings
- Logo on all posters at all sites
- Logo on media boards (step and repeats)
- Flyers on seats in screen
- Video or stills advert on 5 screens around the Great Northern for the whole of February
- Logo on panel during Q and A's
- Floor vinyl's in Odeon

TICKETS

- V.I.P Full weekend festival passes
- Screening Tickets (for social competions or your staff and guests)

CONTENT

- Photos and video clips from the festival to use across your platforms
- Ability to create content at the festival

MEDIA AND MARKETING

- Official Press release about the partnership included on all press releases and media mentions
- Logo on all promotional material (posters, programmes, website etc)
- Full page advert in festival programme
- Social media posts
- Email to our newsletter list promoting your business.
- Logo on lanyards

OTHER BENEFITS

- Sponsorship of chat show/panels event
- Hosting of after-parties

OTHER BENEFITS

- Festival Award sponsorship
- Access to talent at the festival
- Sponsored Gala screenings
- Sponsored day

MANCHESTER FILM FESTIVAL

Individual Opportunities

SPONSORED AWARD - FROM £1000

- Your sponsorship provides prize money for the winning filmmaker and the award is named after your brand. Awards include Best Student Film, Best Documentary, Best Animation, Best UK Short, Best International Short, Best Cinametography, Best UK Feature and the "Golden Bee" Film of the Festival.

SPONSORED AFTER PARTY - £1000

- Your sponsorship puts money behind the bar at one of our famous after-parties or networking events.
- Opportunity to present to the room, place branding materials around the venue. Listed as "Your Brand" after party in all guides and website.

VIDEO ADVERT - £295

- Your 60 second video advert will play in the reel ahead of every screening at the festival.

ADVERT IN FESTIVAL GUIDE - £295

- Half page advert in the festival guide and official festival programme.

PRODUCT ACTIVATION/MARKET SPACE - £695

- Up tp 4m by 4m space in the Odeon Great Northern for product activation, demonstrations or sales for the duration of the festival. Includes listing in festival guide. Get in touch for more information.

ANYTHING ELSE - £???

- If there is anything we have not listed that you'd like to do at the festival just get in touch and we can have a chat.