





THE LONDON INTERNATIONAL WEB & SHORT FILM FESTIVAL IS A MONTHLY IMDB-QUALIFYING VIRTUAL FESTIVAL THAT CHAMPIONS DIVERSE FILMMAKERS FROM AROUND THE WORLD. THROUGH OUR INCLUSIVE PLATFORMS, WE CURATE AND SCREEN THE BEST IN SHORT FILM, ANIMATION AND WEB SERIES CONNECTING EMERGING FILMMAKERS TO AWARD-WINNING INDUSTRY VETERANS AND TO A GROWING ONLINE AUDIENCE.



WE SEEK TO SHOWCASE **NEW AND UNDER-REPRESENTED VOICES** WITH UNIQUE STORIES TO TELL



WE CREATE OPPORTUNITIES TO BE SEEN BY A PANEL OF BAFTA AND OSCAR **AWARD-WINNING GUEST JUDGES** FROM WITHIN THE FILM INDUSTRY



WE ARE COMMITTED TO CREATING AN **INCLUSIVE AND ACCESSIBLE PLATFORM** THAT PROVIDES OPPORTUNITIES FOR EMERGING FILMMAKERS AND ENGAGES A **GLOBAL DIGITAL AUDIENCE**



THIS JANUARY IS OUR FIRST **LIVE EVENT: THE ANNUAL LONDON WEB FEST AWARDS**, WHICH NOMINATES AND CELEBRATES A SELECTION OF FILMS ACROSS CATEGORIES



FILMMAKERS SUBMIT THEIR WORK VIA FILMFREEWAY, A PLATFORM USED BY ACADEMY AWARD AND BAFTA AWARD ACCREDITED FESTIVALS, GIVING US ACCESS TO OVER 1 MILLION FILMMAKERS ACROSS THE GLOBE. OFFICIAL SELECTION FILMMAKERS ARE INVITED TO TAKE PART IN ROUNDTABLE DISCUSSIONS WITH AWARD-WINNING INDUSTRY PROFESSIONALS. THESE PANELS ARE FULL OF INSIGHTS INTO THE SHORT FILMMAKING PROCESS AND PROVIDE AN OPPORTUNITY FOR ARTISTS TO NETWORK AND SHARE IDEAS.

PAST PANELISTS/JUDGES



JOAN CAROL GRATZ

Joan Carol Gratz is an American artist, animator, and filmmaker who specialises in clay painting. Gratz is best known for her 1992 Oscar-winning animated short film *Mona Lisa Descending a Staircase*.



STEPHEN KESSLER

Stephen Kessler is an Academy Award and Directors' Guild of America nominated writer, director, and producer of features, television, advertising, and branded content. His work includes *'National Lampoons Vegas Vacation'* (1997), *'Birch Street Gym'* (1991) and *'The Independent'* (2000).



ASITHA AMERESEKERE

Asitha is a British-Sri Lankan filmmaker. His short film *'Do Not Erase'* won a BAFTA in 2007 and *'14'* was EFA and BAFTA-nominated in 2009/10. His feature project *'Kin'* was selected for the Berlin Talent Project Market in 2010 and won the Pitch Highlight Award. A member of BAFTA and EFA, he has sat on several international festival juries.



MORAG MCKINNON

Multi-BAFTA winning director Morag McKinnon has directed a number of short films including *'Home'* which won the BAFTA for Best Short Film. She directed the feature *'Donkeys'* which won a Scottish BAFTA award for Best Film and co-directed the documentary *'I Am Breathing'* with Emma Davie which won Scottish BAFTA for best director.

THE SAFETY OF OUR COMMUNITY IS OUR TOP PRIORITY AS WE ADHERE TO PUBLIC HEALTH GUIDELINES AND LAWS CONCERNING COVID-19 AND ASSOCIATED VARIANTS WHICH CONTINUE TO CHANGE.



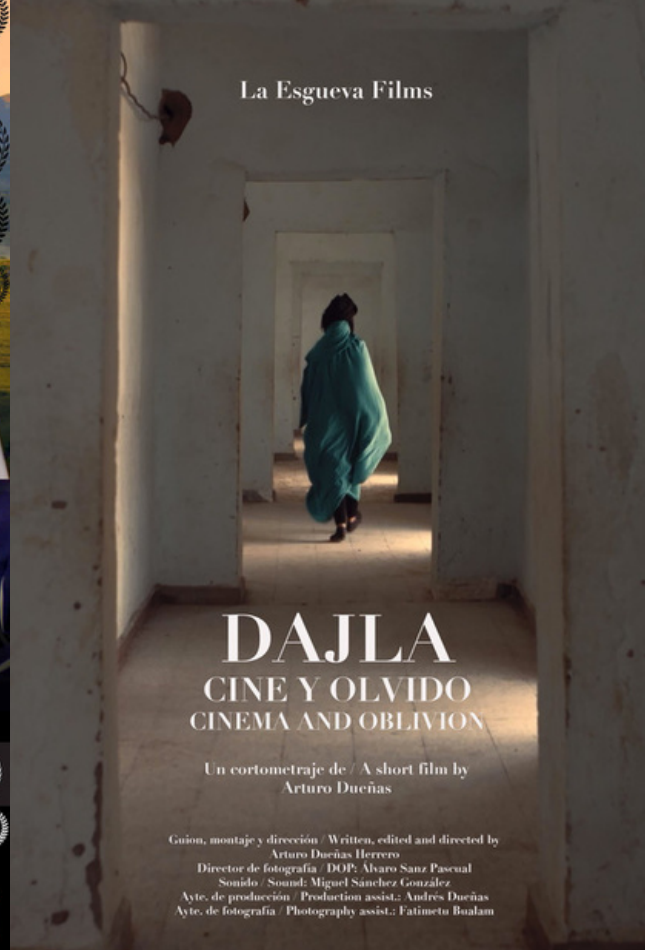
THE ANNUAL LONDON WEB FEST AWARDS CELEBRATES NOMINEES FROM AROUND THE GLOBE WITH LIVE SCREENINGS/AWARDS EVERY YEAR. THE INDUSTRY INSIDER EVENT FEATURES A MIX OF CONFERENCE SESSIONS, LIVE SCREENINGS, AWARD CEREMONIES AND NETWORKING OPPORTUNITIES. ATTENDEES INCLUDE INDUSTRY VETERANS, PRESS/MEDIA AND FILMMAKERS. THE FESTIVAL AWARDS ARE FOCUSED ON GENERATING A MEDIA BUZZ AHEAD OF THE YEARS QUARTERLY DIGITAL SCREENING.



THE ANNUAL LONDON WEB FEST AWARDS WILL BE
HELD AT THE **CERVANTES THEATRE** IN JANUARY 2022.
SITUATED IN THE HEART OF LONDON'S FAMOUS WATERLOO
THEATRE DISTRICT, NEARBY **THE OLD VIC**, **YOUNG VIC**
AND **GLOBE THEATRE**.



THE VIRTUAL COMPONENT TO OUR FESTIVAL ALLOWS US TO ATTRACT FILMMAKERS AND AUDIENCES FROM AROUND THE WORLD AND SHOWCASES STORIES FROM NEW AND DIVERSE PERSPECTIVES. WITH SPONSORSHIP, WE WILL BE ABLE TO PROVIDE FREE BRANDED STREAMING FOR A LIMITED PERIOD OF TIME WITH PRE-REGISTRATION OF USERS VIA OUR WEB PORTAL. CONTENT WILL BE PASSWORD PROTECTED AND CAN BE SEGMENTED VIA COUNTRY AND PLATFORM, INCREASING THE REACH OF THESE FILMMAKERS AND THE INCLUSIVITY OF OUR PLATFORM. EACH QUARTER WE WILL HOST LIVE FILMMAKER ROUNDTABLES RETARGETING OUR GROWING USER BASE.



WE WANT TO PARTNER WITH BRANDS WHO ASPIRE TO TELL **ENGAGING STORIES** THAT ADD VALUE AND ENTERTAINMENT TO PEOPLES LIVES. IN RETURN WE PROVIDE AN UNIQUE PLATFORM TO TARGET AND REACH NOT ONLY FILMMAKERS AND INDUSTRY INSIDERS BUT A WIDELY DIVERSE AND ENGAGED YOUNGER AUDIENCE WHO ARE NOTORIOUSLY DIFFICULT TO REACH AND SEGMENT.

SHORT-FORM VIDEO CONTENT CATERS TO INCREASINGLY SHORT ATTENTION SPANS, WHILE REMOVING DELIBERATION AMONGST VIEWERS ABOUT WHETHER THEY SHOULD KEEP WATCHING OR NOT. MORE IMPORTANTLY OUR CONTENT IS **CREATIVE, AUTHENTIC** AND DESIGNED TO CAPTURE AN AUDIENCE'S IMAGINATION IN WAYS TRADITIONAL ADVERTISING CANNOT.



DIGITAL MARKETING PLAN OVERVIEW

ALL MARKETING CONTENT WILL BE LAUNCHED THREE WEEKS PRIOR TO THE ANNUAL LONDON WEB FEST AWARDS, DRIVING PLATFORM REGISTRATION AND SIGNUP PRIOR TO MAIN EVENT AND VIRTUAL SCREENINGS. PRESS RELEASES ANNOUNCING WINNERS ARE DISTRIBUTED IMMEDIATELY AFTER THE MAIN EVENT, WITH A LAST CHANCE TO SIGNUP FOR THE VIRTUAL SCREENINGS OF WINNERS.

MARKETING CHANNELS INCLUDE:

- **YOUTUBE**
- **SOCIAL MEDIA**
- **GOOGLE DISPLAY ADVERTISING**
- **EMAIL SIGNUP & DATABASE RETARGETING**
- **PUBLICITY**
- **EVENT ACTIVATION**
- **FILM RELATED ROUNDTABLES**
- **BRANDED PLATFORM**



PRESENTING PARTNER

£10,000

***LIMITED TO 1 SPONSOR**

MARKETING & COMMUNICATION

- As presenting partner 'Brought to you by:' will be present on all creative material (including brand logo)
- Press release announcing partnership and category winners (pre and post campaign)
- Brand logo on The London International Web & Short Film Festival homepage

THE LONDON WEB FEST AWARDS LIVE EVENT

- Brand experiential activation area
- Festival Programme Guide: front insert and back page colour advert
- Co-branded step and repeat banner
- Stand-alone, co-branded company screening trailer shown before each film
- Acknowledgment of sponsor during main awards
- VIP tickets to award ceremonies
- First right of refusal for 2023 and 2024 partnership
- Custom Award for Best Short Film

THE LONDON WEB FEST VIRTUAL SCREENINGS (ONCE PER QUARTER)

- Sole sponsorship of virtual screenings. 'Brought to you by' prominently displayed on platform
- Email registration to include sponsor logo
- Branded advertisement prior to screening

OFFICIAL FESTIVAL PARTNER £4,000 *LIMITED TO 2 SPONSORS

FESTIVAL SPONSOR £1,000

MARKETING & COMMUNICATION

- Press release announcing partnership and category winners (pre and post campaign)
- Brand logo on The London International Web & Short Film Festival homepage

THE LONDON WEB FEST AWARDS LIVE EVENT

- Festival Programme Guide: double page spread
- Acknowledgment of sponsor during main awards
- VIP tickets and general admission tickets
- First right of refusal for 2023 and 2024 partnership

THE LONDON WEB FEST VIRTUAL SCREENINGS (ONCE PER QUARTER)

- Email registration to include sponsor logo
- Social media (competition campaign & audience giveaways)

MARKETING & COMMUNICATION

- Brand logo on The London International Web & Short Film Festival homepage

THE LONDON WEB FEST AWARDS LIVE EVENT

- Festival Programme Guide: single colour page
- Acknowledgment of sponsor during main awards
- VIP tickets and general admission tickets

THE LONDON WEB FEST VIRTUAL SCREENINGS (ONCE PER QUARTER)

- Social media posts (sponsor acknowledgment)





CONTACT

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