

GLASGOW FILM FESTIVAL 2019

20 FEBRUARY - 3 MARCH

PARTNERSHIP PROPOSAL

“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



ALBA | CHRUTHACHAIL



Our Media Partners



Our Audience

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.

As Glasgow Film 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.

BE PART OF THIS SUCCESS – Increase your profile by sponsoring GFF19

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.

“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

“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



WHAT WE OFFER

Brand exposure - logo recognition on GFF19's highly visible online assets, print publications and marketing materials:

Print

Glasgow Film Festival 2019 Brochure – 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.

Social Media

56,561 Followers on social media for GFF18

Press

1748 individual items of coverage (including print, broadcast and online) were achieved for GFF18. A total of 484 individual outlets covered the festival.

SPONSORSHIP OPPORTUNITIES

Sponsorship packages can include

- Sponsorship of the Opening and Closing Galas
- Sponsorship of the Festival Audience Award
- Sponsorship of the different Festival Strands

These 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.

For further information, please contact:

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