SPONSORSHIP OPPORTUNITIES
“The Academy Awards are tonight? It was more important to be here.”

Richard Gere, Actor
The friendliest Film Festival in the world — so we’re told

Glasgow Film Festival supports emerging talent and also brings world-class talent to Glasgow.

We are the people’s film festival. We give audiences the chance to attend premieres, meet the people making the films and provide fun, cinematic experiences throughout a wide-ranging programme.

“...Glasgow Film Festival will be etched in my memory forever.”
Alankrita Shrivastava, Director
We’re Glaswegian – why would a global pandemic stop us?

We have a track record for punching above our weight when it comes to securing film premieres and putting on live events.

Next year, we can’t do everything we’d normally do – but that just means we get to try new things.

For the first time Glasgow Film Festival will be going digital with our own on-demand streaming platform.
Our tribe – get to know our community of film fans

Over 43,000 people attended last year, including over 600 press and industry delegates.

— 35% are under 30
— 25–34 is our largest age group of attendees
— 48% of attendees are from Glasgow
— 38% of attendees come from across Scotland
— 14% come from further afield!
— GFF is inclusive – we have audiences from the most to least deprived areas in Scotland
— Majority of our audiences come from areas with people from higher education, employed, high-salaried with more disposable income

“There’s a level of warm intimacy at the Glasgow Film Festival that you just don’t get elsewhere.”
David Jenkins, Editor at Little White Lies
Our type of people

Some of the people who come to Glasgow Film Festival

The Networker
Comes to make lasting connections with other professionals

The Innovator
Film festivals are a place to get inspiration and spark creativity

The Superfan
Very active on social media, superfans come to see the next big thing

The Blogger
Part of our visiting press, on the lookout for high quality content
Our reach in 2020

Print and broadcast coverage recorded £1,016,560 AVE with an estimated 15 million coverage views and 20,000 social shares

— Glasgow Film Festival is covered by news outlets across the UK, Ireland and Europe, and America

— 2.63B – the combined online readership of the Festival media partners

— 145,000 GFF website users from 27 Jan – 9 March 2020

— c70,000 followers on social media

— 1.3 million impressions on twitter during festival time

— c.12,000 newsletter subscribers

“...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, Actor
Opportunities

We’ll work with you to build an exciting presence across Glasgow Film Festival, tailored to you including branding, digital and social engagement, and media opportunities.

Headline Sponsorship Opportunity
Year 1: £25,000
Year 2: £30,000
Year 3: £35,000

We can work with you and your budget our minimum sponsorship package starts at £5,000.

Examples of how we can work together:

- A full integration across our social media with sponsored activity
- Bespoke content in our newsletters
- Branding opportunities across the festival including physical and virtual media wall, cinema and on-demand platform advertising With exclusive on-screen content before all supported screenings
- Engaging content for your website
- Inclusion in press and tailored PR campaigns across a range of print, broadcast and online media
“Glasgow Film Festival is... one of the most respected film festivals around the world... what they put on is absolutely wonderful.”

Edith Bowman, DJ and presenter
Want to know more?
For further information:

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