



FILMBATH FESTIVAL

Sponsorship Opportunities 2020



FILMBATH IS AN UMBRELLA ORGANISATION WITH FOUR MAIN CONSTITUENTS

FilmBath Festival

Established in 1990 as Bath Film Festival, each November we screen the best new and upcoming films from around the world with a stimulating and eclectic programme of films, workshops, and film events in venues across Bath and beyond.

FilmBath's IMDb Awards

IMDb is the biggest film website in the world with over 250 MILLION unique visitors a month. In 2012, IMDb's CEO chose FilmBath to run the prestigious IMDb Awards, which support and reward emerging talent with the Script to Screen Award and the New Filmmaker Award. It's only a matter of time before a winner becomes the next Big Thing!

The F-Rating ™

In 2014 FilmBath created the F-Rating, which champions women in the film industry by highlighting films directed by, written by, and starring women with a Fairtrade-type stamp. Widely successful, the F-Rating has been adopted by over 90 prestigious film festivals and cinemas around the world. IMDb currently F-Rates over 25,000 films. The F-Rating has attracted truly global press coverage.

FilmClub

Only one year old, FilmClub is already a very successful membership-based film/dinner club enjoying monthly screenings of festival-type films.

HERE ARE
SOME WAYS
WE CAN HELP
YOU TO
REACH OUR
HIGHLY
ENGAGED
AUDIENCE



WE SCREEN THE FILMS EVERYONE WILL BE TALKING ABOUT

4,500 bums
on seats
during the
festival

FilmBath Festival includes previews such as *The Secret History of David Copperfield*, *The Favourite*, and *Three Billboards Outside Ebbing, Missouri*

WE CHAMPION WOMEN IN FILM

Since 2016, at least 50%
of the films we screen have been
directed by women (Cannes, Venice
and Toronto are trying to catch us
up!)

Executive director, Holly Tarquini's
TEDx Talk on the F-Rating



WE DEVELOP EMERGING WRITERS AND DIRECTORS

The quality of the films and scripts submitted to our Awards improves year after year thanks to the calibre of our judges, who are drawn from industry giants and have a history of mentoring our finalists.



Kate Leys
Script editor,
American Animals,
Churchill

James Bobin
Director
The Muppets,
Dora and the
Lost City of Gold

Rebecca O'Brien
Producer
I, Daniel Blake, You Were
Never Really Here

Souvid Datta,
IMDb New
Filmmaker
Award winner
2019

Briony Hanson
Director of Film at
The British Council

Col Needham
CEO of IMDb

Holly Tarquini
Executive director
FilmBath



WE SUPPORT REGIONAL INDUSTRY TALENT

Bringing together the region's
future film makers.

Industry network mixer at the
2020 festival

WE BRING TOGETHER THE LOCAL FILM COMMUNITY

Monthly FilmClub screening
at Walcot House



8 films a
year to
audiences
of 140

WE HOST STIMULATING Q&As



12 Q&As a
year
to audiences
of 100

Director Jason Barker at
the sold out preview screening of *A
Deal With The Universe*

WE FOSTER THE NEXT GENERATION OF FILM FANS

Into Film, the national film educators, sends Young Reporters to write about FilmBath Festival



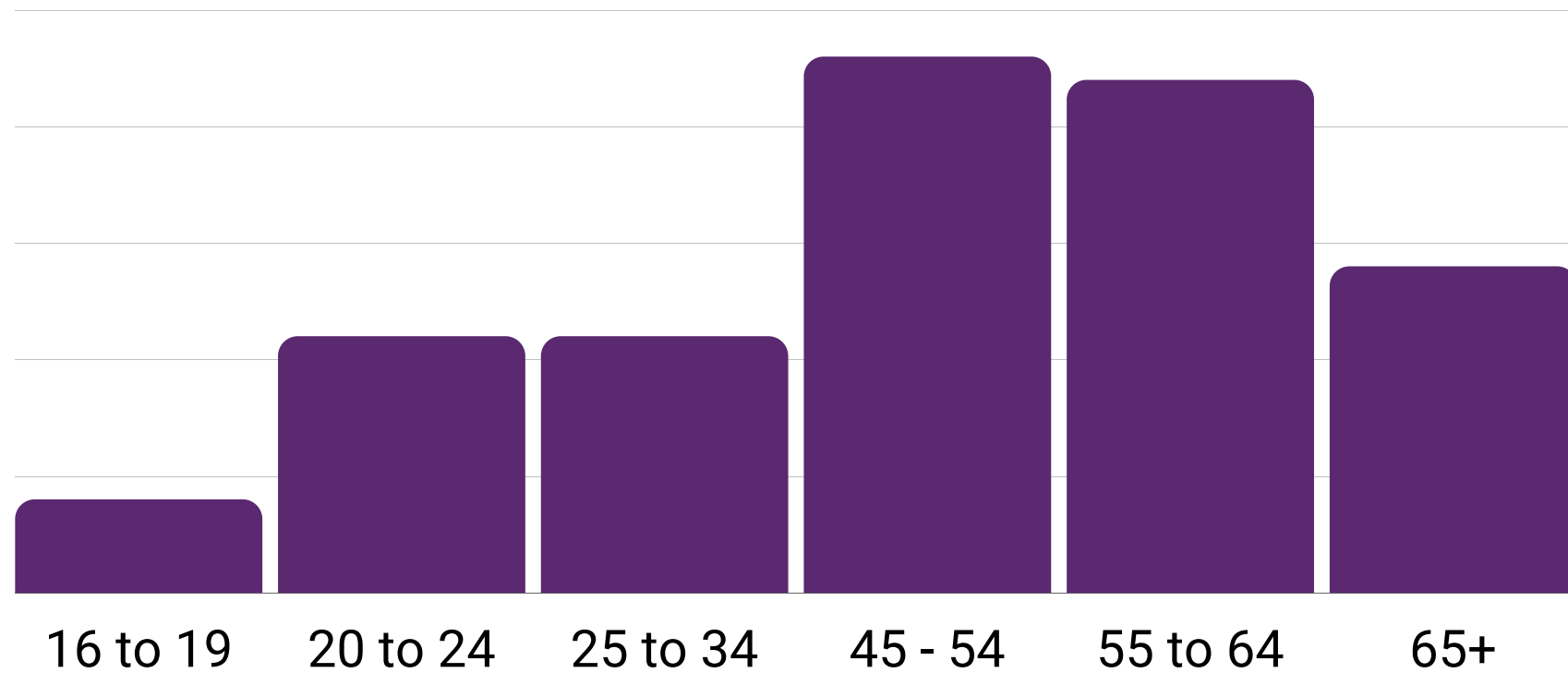


WE HOST A GLORIOUS OPENING NIGHT PARTY

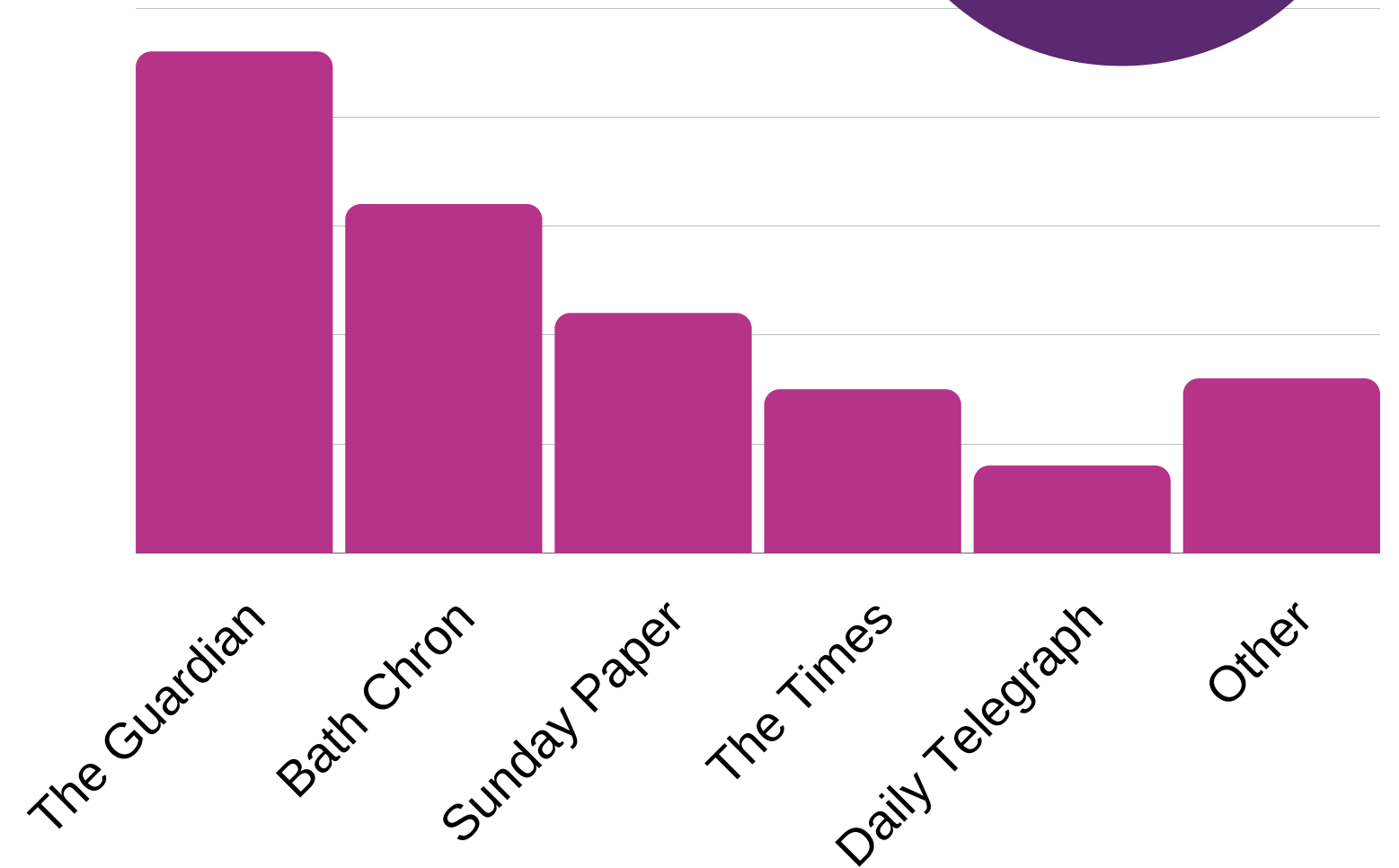
Packed with over 100 of the great
and the good from accross the
South West

WE LOVE OUR AUDIENCES AND OUR AUDIENCES LOVE US

Guardian Readers are: "Well-travelled foodies who care about the arts and modern technologies"



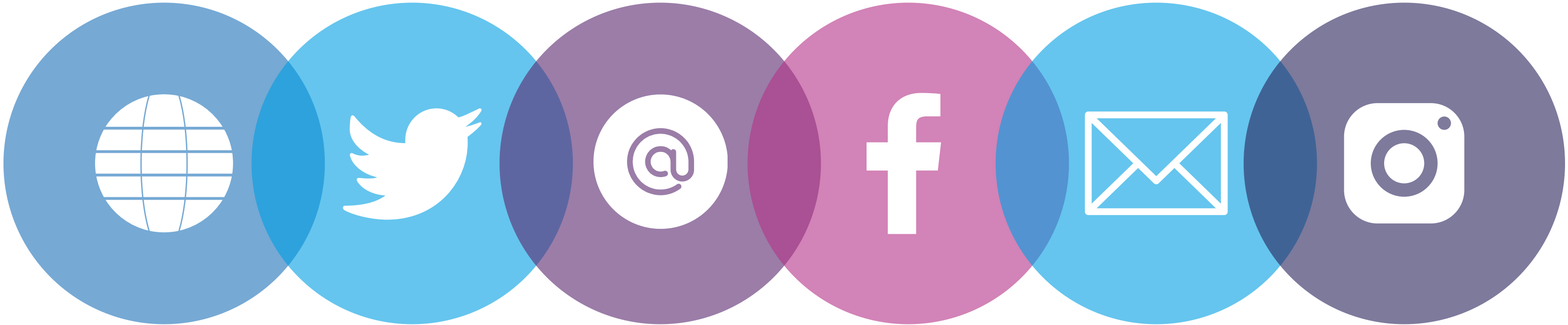
BY AGE



PUBLICATIONS READ

WHO YOU WILL REACH

Compound average growth rate 2015–2020 is greater than 20% (total audience)



WEBSITE	TWITTER	E-LIST	FACEBOOK	POST	INSTAGRAM
Unique Website visitors Oct/Nov	Twitter Followers	Newsletter Subscribers	Facebook Followers	Mailing List	Instagram Followers
15,678	14,567	4,139	3,072	2,478	1,853

WHAT THE MEDIA SAY ABOUT US

"A line up that anyone remotely interested in cinema will find mouth-watering"

Film Scene

"Despite the city's refined status, there's nothing snobbish about this festival"

The Guardian

"Bath Film Festival has always punched above its weight – and this year's event is no exception"

Bristol 24/7

"With guests as diverse as Ken Loach, activist Darcus Howe, Wuthering Heights screenwriter Olivia Hetreed, and former Spice Girls popstrel Mel C, this year's Bath Film Festival promises to be the best yet"

Venue

"If there was a Bechdel Test for film festivals this one would set the bar"

The Guardian

WHAT OUR AUDIENCE SAY ABOUT US

*"Films to make you
laugh, cry, think, challenge, dissect,
construct, love, hold your breath"*

The Royal High School

*"Best festival there is IMO. Move over
Cannes!"*

Samuel Dodson

*"It's the friendliest festival in Bath –
by a country mile"*

Audience Member 2019

*"Spent the last hour in
school going through the FilmBath lineup.
Even more impressive than last
year's, wish I could see all of them"*

Ambery Bowey

*"Noticed that FilmBath Festival
line up is online. They've really pulled out
some big guns this year. What a
line up!"*

Neil Ramjee

WHAT OUR VOLUNTEERS SAY ABOUT US

"Working for the festival was one of the most amazing experiences; I met remarkable people, learned invaluable knowledge and felt inspired to make change. It tops all of my work experience (including paid production work). The role also lead directly to a full time, paid position in a Bath-based production company" **Jess Edge**

"Each day was varied and I gained fantastic insight into how a festival works. Working for the festival was a brilliant experience which led directly to gaining paid work for two other, large festivals." **Jessica Cowley**

"I loved meeting and collaborating with the creative, enthusiastic and passionate team of volunteers to produce a festival. As well as being a lot of fun, the placement gave me an insight into working in events and helped me secure my current job in an arts organisation." **Laura Knight**

WHAT OUR SPONSORS SAY ABOUT US

"We have had very good feedback this year and last from our guests and we look forward to supporting the festival again next year. Congratulations to you, Holly and the team in making it a continued success."

Aaron Evans Associates

"Thank you so much for giving up your time yesterday to speak with our Sixth Form. It was a really great session and has already generated a lot of positive feedback amongst the pupils."

King Edwards School

"It was a pleasure to catch up at the FilmBath Festival launch last night and thank you for doing such a lovely job of showcasing Pukka. Best of luck for the festival. I will definitely be coming along to see a few films – what an amazing selection you and your team have curated once again."

Pukka Herbs

"Thanks again for a fabulous event...delighted to support the awards next year too!"

IMDb

FILMBATH THIS YEAR

Despite the most unusual
year in living memory, we
are forging ahead with not
one but TWO film festivals
in 2020



FILMBATH FESTIVAL

13–17 NOVEMBER 2020

We are inviting the South West's film lovers to join us in Green Park Station for five magical days of previews, feature documentaries and special events: expected total audience 1,500.

It's the perfect venue: large enough to allow for social distancing with plenty of fresh air.

We will put in a cinema-grade projector with a 23 foot screen and the audience will all get – don't worry – a sanitised radio into which they will plug their own headphones for a crystal clear audio experience.

AMPLIFY! ONLINE FILM FESTIVAL

6-22 NOVEMBER 2020

Blasting brilliant new cinema into your front room, AMPLIFY!'s online film festival in November will beam feature films, shorts and industry events directly to you, wherever you are in the UK. Expected total audience: 5,000.

F-Rated to the max, AMPLIFY! films are 50% directed by women. Taking you on adventures in world cinema.

Breaking barriers, blowing minds and showing the world. Harnessing 108 years of experience of curating outstanding, hugely loved film festivals, Bath - Brighton - Cambridge - Cornwall film festivals are joining forces, amplifying one another and turning up the voices of women, Ibero-Americans, LGBTQ+ and Black voices.

WE WILL WORK WITH YOU

TO....

- Understand your brand and objectives
- Tailor-make bespoke solutions
- Agree on KPIs
- Deliver an authentic, audience-focused on-site experience
- Create a pre-during-post Festival cross-promotional marketing campaign

TYPES OF SPONSORSHIP

CASH

Operations/fixed costs

Mentoring programme

IN KIND

Skilled designers

Branded merchandise

Skilled marketers

Above and below the line media
coverage

Travel: planes, trains, automobiles

Accommodation

Food & Drink

MARKETING PLAN

PHASE ONE: MID OCTOBER

- National press release
- Local press releases
- Launch branding for AMPLIFY!
- Launch campaign for FilmBath Green Park Festival
- Call to sign up to newsletter
- Social media campaign launch
- Launch #FilmBath #AmplifyFilm
- Partner cross promotion

MARKETING PLAN

PHASE TWO

- Physical programme distribution for AMPLIFY! and FilmBath Festival – total 40,000
- Physical programme posted to 7,000 mailing list
- Video explainers released on social media
- Ongoing social media campaigns
- Priority booking
- Earlybird booking

MARKETING PLAN

PHASE THREE

- Partner audience activations
- Media advocacy for both festivals with journalists and influencers
- Ongoing social media campaigns
- Ticketing and sponsorship networks cross promote
- General tickets on sale

WE HAVE GREAT SPONSOR RETENTION



Sponsors since
2012



Sponsors since
2011

GoCompare

New in 2019



Sponsors since
1999



Sponsors since
2013



New in 2019



Sponsors since
2014

Feilden
Clegg
Bradley
Studios

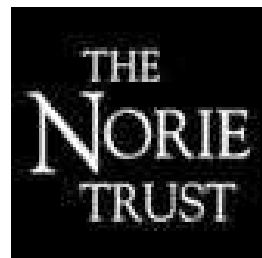
Sponsors since
1997



New in 2019

AARON
EVANS
ARCHITECTS

Sponsors since
1990



Sponsors since
2003



Supporters since
2014

MALLORY
Est. 1898

Sponsors since
2000



New in 2019

GOVERNANCE

Margaret Heffernan
Chair

Valencia Haynes
Trustee

Alastair Goolden
Tech Manager/Trustee

Holly Tarquini
Executive Director

Clive Gibson
Trustee

Kenneth Littlewood
Financial Trustee

Philip Raby
Creative Director

Elspeth Hinde
Trustee

Tara Barnett
Trustee

Murray Kenneth
Company Secretary

Rebecca Renfro
Trustee

Registered Charity
#1080952



THANK YOU

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#FilmBath
#AmplifyFilm