

BIRMINGHAM FILM FESTIVAL

According to National Geographic, the Birmingham Film Festival is one of the “7 things you must do in Birmingham in 2022” - [National Geographic, March 2022](#)

About

Birmingham’s 10-day international film festival showcases 200 films from around the world, comprised of a wide range of genres, styles, budgets and topics, all shown in our spectacular 350-seat auditorium.

Over 4,500 guests are expected through the doors at our events, making the Birmingham Film Festival the largest film and media event in the West Midlands.

The best films are nominated for a range of awards, of which there are over 20 categories, including young filmmakers, local filmmakers and international filmmakers. The films deemed to be the very best in their category then receive their awards at the Festival’s glamorous, star-studded showpiece, the Gala Awards Dinner.

Furthermore, all of those nominees’ films will be screened to the public during the festival.

Running from 4th - 13th November, the Festival also includes seminars and workshops, presented and hosted by high-profile industry experts and professionals. The majority of the events are free, making the Festival genuinely inclusive.

Now in the seventh year, the 2021 Festival received over 1,000 entries, screened over 200 films and the sell-out Gala Awards Dinner was attended by over 300 guests. We are already on course to exceed those numbers in 2022.



<https://www.birminghamfilmfestival.co.uk>

Birmingham Film Festival. Established 2014.

The Birmingham Film Festival is owned and operated by Birmingham Film Organisation Ltd.

Patrons



Steven Knight

Steven Knight (creator of *Peaky Blinders*) has been a massive supporter of the Festival since its beginning in 2016. This year, filming schedules permitting, we hope to be able to give the filmmakers a chance to meet and talk with Steven, opening doors for their careers and giving them invaluable advice.

His dedication to the growth of Birmingham's film industry and promoting its appeal to the wider film production community is inspiring and something we wholeheartedly believe.

"I'd like to invite you to a city called Birmingham. Something is stirring here and if you come to the Birmingham Film Festival, you'll feel it happening. If you're going to make it, make it in Birmingham." - Steven Knight



Trevor Beattie

Trevor Beattie is a legendary British film producer, advertising executive, creative genius and proud Brummie.

He is a founding partner, chairman and creative director of Beattie McGuinness Bungay and was formerly the chairman and creative director of TBWA London.

Not only renowned for his advertising prowess, but Trevor is also passionate about film. He produced "Moon" directed by Duncan Jones and starring Sam Rockwell, Andrew Goddard's "Six Minutes to Midnight" starring Judy Dench, as well as documentaries including "Spitfire" (2018) and "Nureyev: Lifting the Curtain" (2018) a Bafta-nominated piece tracing the extraordinary life of ballet dancer, Rudolf Nureyev

Grand Jury

Winners of the Festival's awards are selected by our Grand Jury, comprising of various industry professionals. These individuals are generous with their time; their expertise is invaluable when viewing the nominees and selecting the winners.

Previous judging panels have included Nick Rhodes (*Duran Duran*), Nicholas Bailey (*Eastenders*), Kia Pegg (*Tracy Beaker*), Darcia Martin (*Call the Midwife*) and a host of film and TV professionals.

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Confirmed Event Programme

Launch Party

We start the Festival with a glamorous and fun launch party. Music, drinks and good company as the delegates and guests of the Festival get to meet each other, network and are welcomed to the week's events by the Festival team.

It's a great way to get the ball rolling and set the friendly and encouraging tone of the week.

Screenings at Millennium Point

Millennium Point is the Festival's main venue and boasts an incredible 350-seat auditorium with the largest cinema screen outside of London. An impressive sight when films are screened for audiences and gives the filmmakers a wonderful experience as they show their work.

Our key aim is to promote the films and encourage audiences to see them, so all the Festival's screenings are **free to attend**. In addition, working with the Birmingham Film Market, we can reach out to distributors and TV commissioners and invite them to come and see the amazing work on show.



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Branding opportunities

Pressboard - Our large photo wall displays our supporters and sponsors at the venue's entrance. Almost every delegate and guest has at least one photo in front of it and all our official press photos are taken with the pressboard as the backdrop.

Video screens - Located in and around the venue are digital display screens showing information and promotional content. Our sponsors' messages are included on these screens throughout the entire Festival.

Roller banners - Placed through all our venues, the roller banners help brand the event and act as way-finders, so they are an essential part of the communication kit. All display the Festival's partners' logos.

Programme guide - 5,000 copies of the Festival's guide are produced and distributed across the Festival and supporting venues. Containing all the information our delegates need for the week, we include our partners on the front cover, a full-page advert and an acknowledgement on the support and awards pages.

Conferences

Throughout the week, we have a programme of talks and seminars focused on the film and media industry, hosted by some of the top people in the business. From acting techniques classes to film finance discussions, we will offer attendees a range of insights into all aspects of the film industry.

And of course, both the screenings and conference are a great place to meet and chat with other film industry people. The venue also offers us a large social space with bars, seating and seminar facilities where delegates have the opportunity to meet and network.

Networking

The Festival also offers a chance to meet other delegates in a social environment. We hold regular networking sessions throughout the week, focused on specific areas of interest within the industry, though everyone is welcome.

Every night is also a chance to mix and mingle as we host a drinks reception after the final screening each day. It gives our guests a chance to wind down and chat with each other after a long day of films and film hustle.

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The Gala Awards Dinner

The glittering and glamorous finale of the Festival is where we celebrate and congratulate the fantastic talent that has been on show during the week. A night of entertainment, a luxury three-course meal and the excitement of the award ceremony all happen in one of the city's most stunning venues.

While it's primarily about the filmmakers (winners or not), it's also a wonderful night for people to meet, chat, celebrate (or commiserate) and plan their next big movie project.



Press call

The Gala Awards Dinner begins with a press call on entry, where all guests walk the red carpet and stop for photographs and interviews with the press agencies in attendance.

The media board behind them features all our supporters and guests who love to post their photos on social media, showing the world where they are.



Upon winning an award, the filmmakers are ushered to the winner's board, where official photographs are taken and interviews conducted.

Different in design to the media board, the winner's board also includes all our supporters but creates another photo/selfie opportunity for all guests. in a different design

The awards stage is the focus of the evening. Our set design includes the Festival logo and partner logos in a stunning design, acting as a backdrop to all the pictures taken on the night.

Live Stream

The entire event is also streamed live online for those unable to attend. Over 10,000 viewers watched the 2021 ceremony either live or time-shifted. That number continues to grow each year.

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Partners and Supporters

The Producer Forum

A key organisation within the city for professional producers of film and television that has now become part of the BFF permanently, with Festival directors, Dean and Kevin, elected to the Producer's Forum board. The Producers Forum has been instrumental to the Film Market they established in 2005 and will host it again at the Festival in 2022.

Film Birmingham

The official office of film production for Birmingham City Council, Film Birmingham, has supported the BFF from year one, both financially and in an ambassadorial capacity, helping to grow the event year on year.

BBC Writers Room

Support from the BBC is always welcome, but even more so when as they did in 2019, it comes with information, insight and showcasing opportunities to aspiring writers. We will be holding another seminar with the BBC this year following the success of the 2019 session.

Birmingham City University

Supporting the next generation of creatives is a key goal for the Festival, so working with BCU is an excellent way to deliver on that. From volunteers to the journalism students who contributed to the Festival guide, BCU has been a valuable partner since we moved to Millennium Point in 2018.

Pauline Quirk Academy

Since 2017, students from several PQAs have made and submitted films to the Festival, which are exhibited on the big screen and then handed an award for the best film in their own category. The event also includes a Q&A with a special guest. Work has already begun on the submissions for 2022, with more academies joining the event this year.

Greater Birmingham Chamber of Commerce

In 2019 the BFF became a member of the GBCC to ensure we connect with the broader business community of the city. Support from members and a strong relationship has been key to ensuring the Festival continues to serve its aim of being an industry event with a regional, national and global profile.

Partnering with the city's larger businesses not only increases our impact on local commerce, but also demonstrates the strong community in the city and region that exists amongst the business community.

Other partners

For 2022 we have already begun working relationships with Create Central, West Midlands Combined Authority, MCA, Creative England, and the BFI. We will continue to expand the Festival's benefits and influence with future partner relationships.

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Supporting Media

Supporting the event are our various digital and social media channels that act as information portals for attendees. These promote and list all the events, venues, dates and start times. These channels, therefore, offer another route for our partners to connect with the attendees and Festival supporters.

Website

Rolling front page adverts: are included on our website, informing visitors of our supporters and the award they are sponsoring.

Partners page: includes all our sponsors', supporters' and partners' logos, including links to their websites.

Awards page: lists every award up for grabs this year and who the award sponsor is, again linked to their website.

Social Media

On becoming a sponsor, we post an announcement on our social media channels and regular updates about the award categories and who the headline sponsors are.

Media

We have built valuable relationships with local media over the past seven years. These relationships include Birmingham Live, Birmingham Mail, BBC Radio WM, BBC Midlands Today, LIVE 24 Magazine and Birmingham Live TV.

The coverage has continued to grow each year and the list of media outlets continues to expand, with a recent highlight being the coverage of this year's Festival in [National Geographic](#).

We've also worked closely with numerous online platforms to bring a range of content to a wider audience. LLC, Flat Eye Media and Gjiggy Clique Productions have led the way with our live stream content and produced additional content throughout the Festival to ensure we reach our key audiences.



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Sponsorship Packages

Associated Headline Sponsor £20,000

This makes you a partner in the truest sense. Your company name will appear as part of the title of the event.

The Birmingham Film Festival, in association with [Your Name].

The Festival logo will include your branding at every location it appears. So, from the moment you join us, the Festival will be branded to include your organisation.

Also included are:

10 (full table) Gala Awards tickets

10 VIP Launch tickets

10 Festival passes

Senior Partner £5,000

This package makes you a key sponsor, ensuring your branding is included in exclusive locations and the most prominent locations when featured with other partner brands.

3 Award Sponsorships 6 Gala Awards tickets 6 VIP Launch tickets 6 Festival passes Roller banner headline slot Logo inclusion on magazine front cover Pre-roll 30-second advert (minimum 13) Media board logo Winners' board	Website - Front page rolling advert Website - "Awards" page, hyperlink to a website Website - "supporters" page inclusion Festival Event Guide - "supporters" page inclusion Festival Event Guide - full page advert (back or front page inside) Video screen adverts Digital advertising campaign
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Standard Partner £3,000

As a standard partner, you have access to the key event and your brand will feature across the following locations.

3 Award Sponsorships 4 Gala Awards tickets 4 VIP Launch tickets 4 Festival passes Media board Winners Board	Website - Front page rolling advert Website - "Awards" page, hyperlink to website Website - "supporters" page inclusion Festival Event Guide - "supporters" page inclusion Video screen advert Digital advertising campaign
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Advertising



Pre-roll 30s slot

£1,000

There is a minimum of 30 screenings during the Festival, all held in our main auditorium, which seats 300 guests.

With entrance to these screenings free of charge, we expect a minimum of 5,000 people to attend these screenings this year.

Prior to each screening is the exclusive "Pre-roll" advertising slot. An organisation can run content to the audience, ensuring maximum engagement with the message.



30-second screen advertising

£250

Promotional material and commercial videos are broadcast on the four video screens at the venue.

30-second adverts will be run on all 4 display screens once an hour, every day during the 10-day event.



Festival Event Guide advertising options

Back Page £500

Full Page £300

Half Page £200

* Costs exclude artwork and production.

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Contact Details

For more information, please get in touch with the Birmingham Film Festival office.

Email: info@birminghamfilmfestival.com

Website: www.birminghamfilmfestival.com

FilmFreeway: <https://filmfreeway.com/Birminghamfilmfestival>

Twitter [@bhamfilmfest](https://twitter.com/bhamfilmfest)

Instagram [@bhamfilmfest](https://www.instagram.com/bhamfilmfest)

Facebook facebook.com/birminghamfilmfestival

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President: Kevin McDonagh

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