

GWYL CARDIFF FFILM FILM CAERDYDD FESTIVAL

GWYL FFILM CAERDYDD / CARDIFF FILM FESTIVAL 2007

After a hugely successful re-launch in 2006, the Cardiff Film Festival has confirmed dates for 2007 – November 7-17, and is now inviting indications of sponsorship interest. Documented on the following pages are the highlights from the 2006 festival including the special guests who attended. A summary of the media attention the event attracted is detailed separately.

The increased profile, special guest appearances, media attention, and sell out audiences achieved in 2006 met the core target objectives of the festival, and set it well on its path to be established as a top league international film festival, and leading annual celebration of international film in Wales.

With total visitors to the festival of over 10,000 and 680,000 hits on the website, awareness of the re-branded festival has never been higher. Forward marketing and PR strategies are already formulated for the 2007 event to build further on audience numbers and profile, with direct marketing to the newly created database, a longer lead in time, and promotional activity planned throughout the year on radio, with festival events to be held at fresher fairs and at Cardiff Council's open-air summer celebrations. A higher volume of printed brochures and a new pricing structure to encourage group bookings will also contribute to growing the festival towards a new total capacity audience of 25,000 within 3 years. The festival will also be more widely promoted, with a presence at the Cannes, Munich, Edinburgh and London festivals and a special event in New York in March.

The festival has continued to benefit from the support of key funding partners including the Welsh Assembly Government, the Film Agency for Wales and Cardiff City Council. A key objective for 2007 to achieve further rapid growth in profile and scale is to present the festival in partnership with a wider selection of corporate sponsors.

A range of sponsorship options are available, from sponsorship of a special event, festival strand sponsorship, to headline sponsorship of the entire festival. For further information on the sponsorship opportunities available, please contact:

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The 2006 festival welcomed a number of exciting special guests...



Debut Writer/Director **Paul Andrew Williams** - Winner of the *Skillset New Directors Award* and *Best Achievement In Production* at this year's **British Independent Film Awards**.. was in conversation with Gary Slaymaker to discuss his provocative first feature film, **London to Brighton** a low budget gem that 'The Times' called "a supremely confident piece of storytelling".

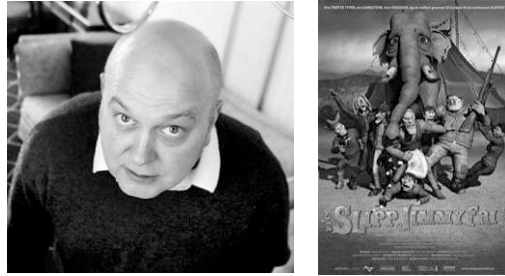
Winner of our **Audience Award for Best International Feature Film** was **Shut up and Shoot me...** a black comedy about suicide and dumplings from hot new writer/director **Steen Agro** and starring **Andy Nyman** (*Severance, Death at a Funeral, Are you Ready for Love*) and **Karel Roden** (*The Bourne Supremacy, Hellboy, Blade II*). The post-screening Q&A with Steen and Andy gave an hilarious insight into the production of the film!



Little White Lies, a comedy about racism set in Wales was shown to a full-house during the festival and brought together the stars of the film, **Helen Griffin** (*Twin Town, Human Traffic*) and **Brian Hibbard** (*Flying Pickets, Emmerdale Farm*) who both picked up **BAFTA Cymru Awards for Best Actress and Actor** earlier this year along with Director, **Caradog James** who recently won **The Douglas Hickox Award for Best Debut Director** at the **British Independent Film Awards**.

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Billed as 'the first CGI feature film ever made strictly for adults', **Free Jimmy** premiered at the festival and Director, **Christopher Nielson** (renowned underground comic book author) was on hand to take us behind the scenes of this unusual and unique animated feature film.



Directors **Nick** and **Marc Francis** have travelled the world to illuminate the stark realities of the starving Ethiopian coffee farmer and the broken global trade system they're at the mercy of in their compelling, beautifully shot feature-length debut, **Black Gold**. They came to the festival in November and opened our eyes with this moving and startling look into the 80-billion-dollar global coffee industry...



Supported by **Oxfam**

Celebrity Photographer and Publisher, **Rankin** and Co-Director **Chris Cottam** discussed their transition into film following the screening of their debut feature, **The Lives of the Saints**. Written by **Tony Grisoni** (*Brother of the Head, Fear and Loathing in Las Vegas*) the film recently won **Best Film** at the **Salentino Film Festival**.

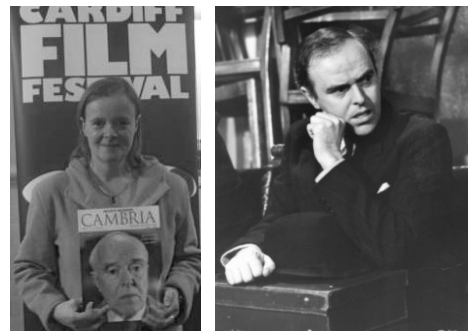


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A sneak preview of **No Manifesto**, a work in progress of the documentary on the **Manic Street Preachers**, was shown as a special one-off event during the festival. **Elizabeth Marcus** and **Kurt Engfehr** (*Fahrenheit 9/11* and *Bowling for Columbine*) were in attendance to discuss their latest project...

Kenneth Griffith (1921-2006) A Tribute Retrospective curated by film historian, **Dave Berry** featured some of his most controversial work including TWO of the most fiercely radical and long-banned TV documentaries ever made about Irish politics - **Hang up your Brightest Colours** and **Curious Journey**. The week-long event saw an array of leading figures in the media industry attend the screenings and events including a special guest appearance from his daughter...



The **Closing Night Gala Film** of the **2006 Cardiff Film Festival** was *Pathe's* star studded stylish and darkly-comedic film **Big Nothing**. Attended by the Director, **Jean-Baptiste Andrea**, Producer, **Andras Hamori**, lead actress **Alice Eve** and company Executives of *Pathe UK* the film was the icing on the **Cardiff Film Festival** cake after a packed eleven-day programme of fantastic films and events... the film, partly shot in South Wales, is the first feature film to be directly supported by the **Wales Creative IP Fund**.

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Sponsorship rights and benefits package 2007

Gŵyl Ffilm Caerdydd / Cardiff Film Festival will agree, in accordance with the Sponsorship Agreement to provide sponsors with advertising and promotional rights in connection with **Gŵyl Ffilm Caerdydd / Cardiff Film Festival 2007** as follows:

SPONSORED EVENT

The **Gŵyl Ffilm Caerdydd / Cardiff Film Festival**, from **Wednesday 7th November** to **Saturday 17th November 2007** at Cineworld Cinema, Cardiff, Chapter Arts Centre, Cardiff and other associated venues in Cardiff.

FESTIVAL CREDITS

Dependant on the sponsorship level Gŵyl Ffilm Caerdydd / Cardiff Film Festival will credit all sponsors (with logo where possible) in all print material and publicity associated with the event produced by or on behalf of Gŵyl Ffilm Caerdydd / Cardiff Film Festival from the date of the signing the Sponsorship Agreement until the final date of the event (**17th November, 2007**) including;

- Official Festival Programme (Sponsor's logo and advert will be displayed prominently), Guide and Diary Marker / Flyer
- Associated promotional print material
- All Press Releases will carry a credit for sponsors
- Sponsors logo will be included on the Gŵyl Ffilm Caerdydd / Cardiff Film Festival website: www.cardiffilmfestival.co.uk
- Festival trailer
- Festival promotional DVD

SPONSORSHIP RECOGNITION

- Prominent display areas for sponsor signage and promotional material at Festival Venues
- Media credits to individual sponsors (where possible)
- Verbal credits to sponsors leading up to and during the 'event'
- At Cardiff Film Festival promotional events (Wales week – New York, Cannes Film Festival, London Film Festival, Edinburgh International Film Festival)

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Sponsorship rights and benefits package 2007

Sponsors will receive copies of all publications which include the sponsor's logo for its archives.

TICKETS / HOSPITALITY

Sponsors will be entitled to an agreed amount of complimentary tickets including:

- Opening Night Charity Gala Film and Launch Party (Wednesday 7th November)
- Selected screenings and events in accordance with the agreed sponsorship level (between Thursday 8th and Friday 17th November)
- Special Cultural Event (Saturday 10th November)
- Closing Night Gala Film and Party (Saturday 17th November)

Discounted accommodation rates will be available at the Official Festival hotel
Park Plaza Cardiff

SPONSORSHIP LEVELS

The following Levels of Sponsorship are available for Gŵyl Ffilm Caerdydd / Cardiff Film Festival 2007 :

FESTIVAL SPONSOR £5,000 - £30,000

A range of options are available, from sponsorship of a special event for £5,000 to sponsorship of a festival strand, ranging from £10 – 30,000 dependant on the size and profile of the strand.

Strands available for sponsorship include: New Welsh Cinema; New International Cinema; The Hits; Retrospective; Industry Events; Educational events; Short Films; Experimental films.

HEADLINE SPONSOR £80,000

An unrivalled opportunity for a high profile association with all aspects of the festival with top line benefits in addition to those listed above including:

- high profile logo credits to feature on all promotional materials
- ownership of a festival Audience Award
- a Headline sponsor's gala midway through the festival, delivering a tailor made and exclusive client entertaining opportunity for up to 150 guests