

# HEADLINE SPONSOR OPPORTUNITY

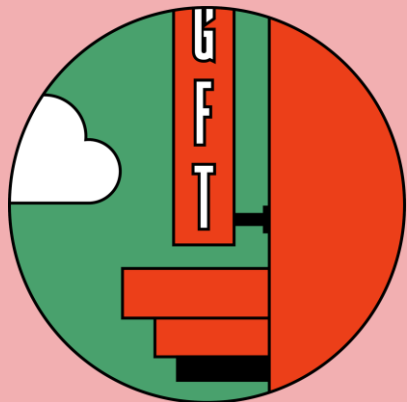


digital cinema media

THE  TIMES  
THE SUNDAY TIMES  
SCOTLAND

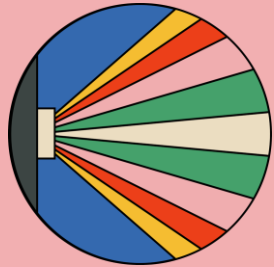
*“The Academy Awards are tonight? It was more important to be here.”*

Richard Gere, Actor  
GFF16



# Glasgow Film Festival – Your Next Partner

Every year we bring world class talent to Glasgow and premiere films never seen before in the UK



## GFF2020

212 films  
380 film screenings  
9 World Premieres  
10 European Premieres  
101 UK Premieres  
40 Scottish Premieres

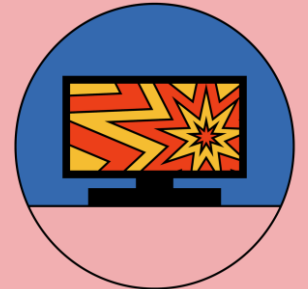
## Innovations of GFF21 and 22

GFF21 took place online attracting over 40,000 people across the UK.

GFF22 our first hybrid event featuring films online and inside the cinema, with 18 cinema partners around the UK from Stornoway to London.

GFF22 was our “two-thirds festival”

119 feature films  
11 World Premieres  
4 European Premieres  
63 UK Premieres  
8 Scottish Premieres






GFF23 will be another step closer to our pre-pandemic size.

# What You Can Get from GFF

## Online & Digital

A full integration across our social media with sponsored activity

Between January – March 2022

 37K followers	2.5K replies	6.5 million impressions
 27.5K followers	4.5K page visits	593.5K reach
 14k followers	21K profile visits	177K reach

Bespoke content in our newsletters

- 13,000 Subscribers
- 12 newsletters sent between Nov 21 – March 22, 26% open rate

Website users

- 234,000 website users (January – March 2022)



## Admissions

48,147 pre-pandemic admissions

4.1 Average number of events that visitors attend

29% GFF22 visitors were first-timers

# Our Reach – National Coverage for your Brand

## PR metrics collated using Coverage Book



### 400

Pieces of Coverage

Total number of online, offline and social clips in this book

### 53.6K

Engagements

Combined total of likes, comments and shares on social media platforms



Variety

Entertainment news, film reviews, awards, film festivals, box office, entertainment...

93

Domain Authority <sup>?</sup>  
Provided by **MOZ**

15.7M

Unique Visits <sup>?</sup>  
Provided by **SimilarWeb**



thetimes.co.uk

News and opinion from The Times & Sunday Times

93

Domain Authority <sup>?</sup>  
Provided by **MOZ**

19.6M

Unique Visits <sup>?</sup>  
Provided by **SimilarWeb**



Financial Times

News, analysis and comment from the Financial Times, the world's leading global...

94

Domain Authority <sup>?</sup>  
Provided by **MOZ**

13.2M

Unique Visits <sup>?</sup>  
Provided by **SimilarWeb**



### 20.5M

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



bbc.co.uk

The best of the BBC, with the latest news and sport headlines, weather, TV & radio...

95

Domain Authority <sup>?</sup>  
Provided by **MOZ**

90.5M

Unique Visits <sup>?</sup>  
Provided by **SimilarWeb**



Deadline

Hollywood Entertainment Breaking News

91

Domain Authority <sup>?</sup>  
Provided by **MOZ**

13.8M

Unique Visits <sup>?</sup>  
Provided by **SimilarWeb**



### 58

Avg. Domain Authority

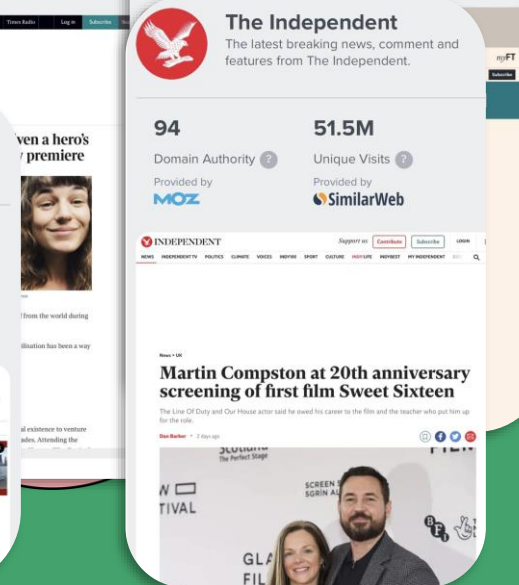
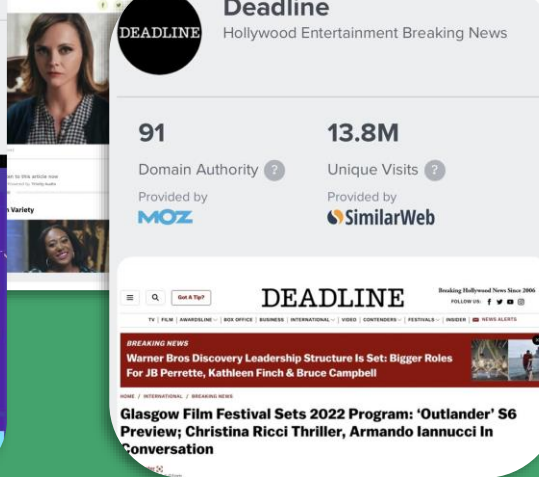
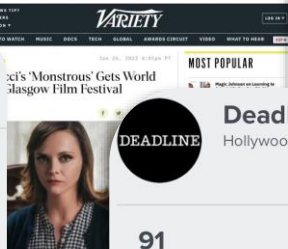
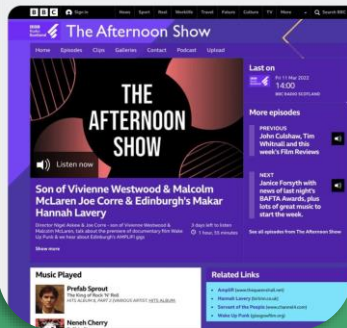
A 0-100 measure of the authority of the site coverage appears on. Provided by Moz



### 1.59B

Audience

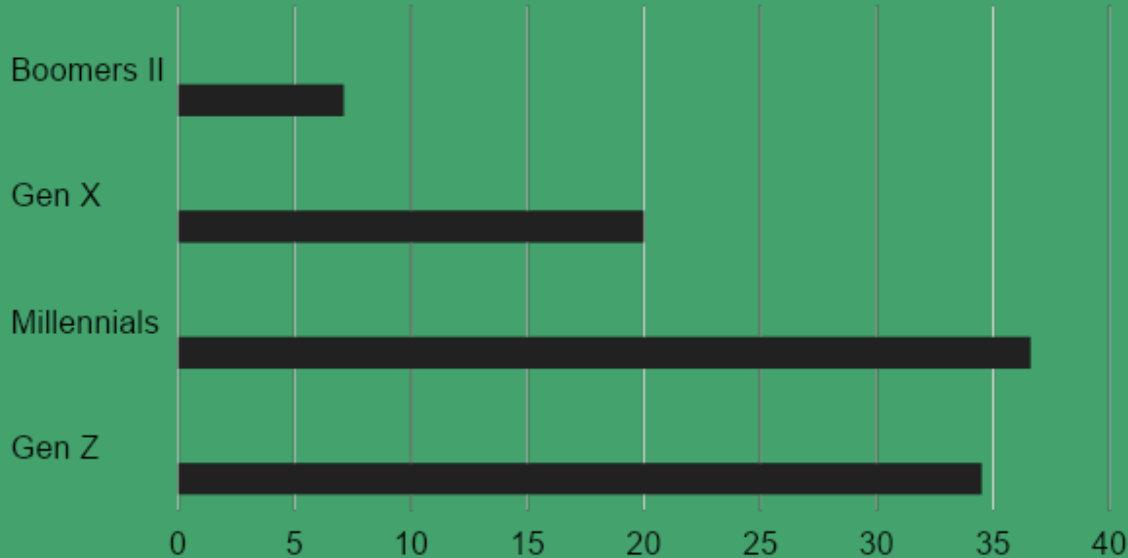
Combined total of publication-wide audience figures for all outlets featuring coverage



# Our Tribe – Bring Your Business to our Community of Film Fans

Majority of our audiences come from areas with people from higher education, employed, high-salaried and with more disposable income.

GFF22 reach among generations – Share of the Audience %



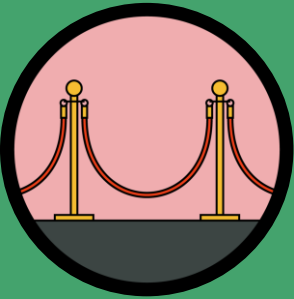
45% were under 35

25-34 was our largest age group of attendees

52% are female

46% are male





## Our in-cinema audience:

48% of attendees were from Glasgow  
35% of attendees came from across Scotland  
14% came from further afield

19% of our audience are overnight visitors

## Our online audience:

28% of audience under 35  
Over 60% from outside Scotland

22% identify as being LGBTQI+

14% consider themselves to have a disability

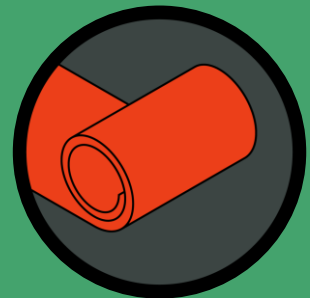
89% attend cultural activities at least once every three months

## Reasons why our audience enjoy GFF:

**Discovery** – finding films outside the mainstream

**Insight** – into other cultures and ideas

**Escapism** – a space to concentrate and avoid distractions



# Special Guests Through the Years



Simon Pegg, GFF20



Celia Imrie, GFF20



George MacKay, GFF20



David Tennant, GFF18



Karen Gillan, GFF18



Alan Cumming, GFF22



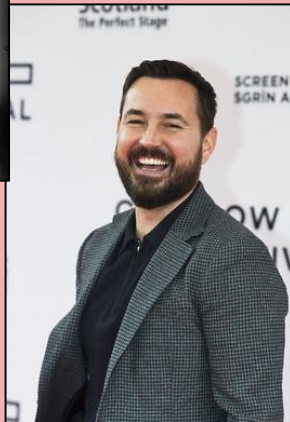
Gemma Arterton, GFF18



Richard Ayoade, GFF14



Lawrence Chaney & Lulu, GFF22



Martin Compston, GFF22



# Unique Programme of Events

We offer more than just a trip to the cinema.

Events in venues across the city including live music and podcasts.

Pop-up cinema featuring classics in weird and wonderful locations.

Free film every morning of the festival.



*The Thing* at Snow Factor, Braehead, GFF17



Jessie Buckley at  
Glasgow's Grand Ole Opry,  
GFF19



Simon Bird, Stuart Murdoch  
and Edith Bowman at  
Drygate Brewery, GFF20

## Glasgow Film Festival's Industry Conference



**2020**

680 Delegates

**2021**

418 Delegates

**2022**

595 Delegates

Our Industry Programme is at the heart of the festival, creating a bustling hub of activity during the festival for the filmmaking community.

Our delegates are members of the press from UK and international outlets, plus emerging and established professionals from the screen sector.

This is where we forge connections, share fresh new thinking and nurture the filmmakers of tomorrow.



digital cinema media

# DCM x Glasgow Film Festival Package Breakdown

## Headline Partner

NET COST £79k



### ON SCREEN

Brand Ad on screen across  
DCM Independent Estate

Brand inclusion in GFF Ad  
running across DCM  
Independent Estate

Jan to March 2023



### OFF SCREEN

Brand inclusion across  
various GFF-owned assets  
including online, email  
CRM, DOOH

Nov 2022 to March 2023



### AT FESTIVAL

Brand ad plays out on  
screen before films.

Experiential opps,  
sampling/stocking

Access too Opening &  
Closing Parties, tickets to  
screenings.

# Optional Additional Package

**THE  TIMES**  
**THE SUNDAY TIMES**  
SCOTLAND

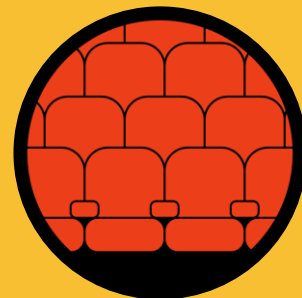
# The Glasgow Film Festival in partnership with The Times & The Sunday Times

This year the Glasgow Film Festival is partnering with The Times & The Sunday Times. This unique partnership will allow you to align your brand with the UK's largest film festival outside of London and the UK's no 1 quality newsbrand.

By supporting GFF you will be investing in a charity that supports the careers of filmmaking stars of the future, including a wide range of educational and talent development programmes.

Our partnership with The Times & The Sunday Times will allow you to reach a wider audience through an extensive campaign across the GFF network but also across the media brand's platforms through a comprehensive print, digital, video and social campaign.

As headline sponsor your brand will be profiled prominently throughout the campaign alongside the GFF and The Times & The Sunday Times brands.



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# Additional Headline Package with The Times

£50k gross

TBC with Sunday Times Team.

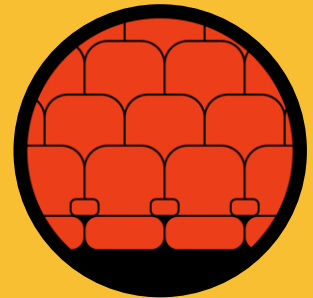
## What's included?

GFF benefits to sponsor:

- Named title sponsor Glasgow Film Festival in partnership with **client**
- Branding across all GFF live events and marketing campaigns
- Branding across all marketing collateral including on screen, print & digital
- GFF will work with **client** to co-create tailored content, experiences and client events
- Named as co-sponsor alongside \*Times+ of **Listen** a new flagship event with an A-list star and podcast series
- In person event at GFT with A-list guest (option to live stream or record and release afterwards)

Media campaign across The Times & The Sunday Times all dual branded GFF + **client**:

- Dynamic native article on thetimes.co.uk with a guarantee of 30k unique views (content will be created by GFF in partnership with **client** (example: <https://www.thetimes.co.uk/static/batch-and-bottle-cocktails-personality-ready-to-drink-quiz/>)
- Takeover of the Scotland news section during the festival 1st – 12th March
- Digital campaign, interscroller across thetimes.co.uk (75,000 impressions)
- Social media video campaign across TNL Facebook & Instagram (50,000 unique views)
- The Times Scotland, 8 page supplement will include 'in partnership with GFF + **client**' plus x2 25x4 ads and back page ad site
- In paper ads in The Times & The Sunday Times Scotland x6

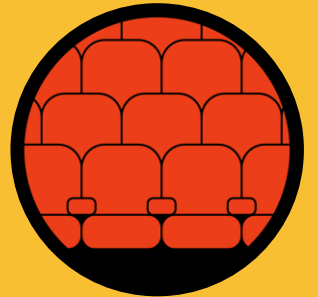


**THE  TIMES**  
**THE SUNDAY TIMES**  
SCOTLAND

Media campaign across The Times & The Sunday Times will deliver.....

**187,000**  
adults in Scotland

**617,000**  
adults outwith  
Scotland



**THE  TIMES**  
**THE SUNDAY TIMES**  
SCOTLAND

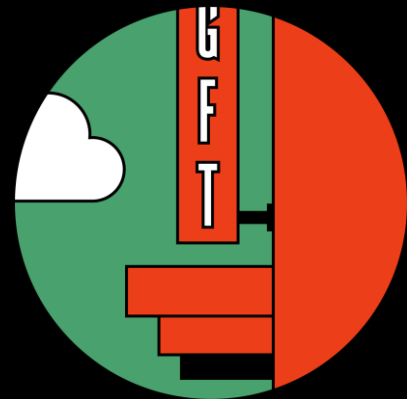
## Other Sponsorship Opportunities

# Audience Award

There is only one award at Glasgow Film Festival, and it's decided by the most important people in the festival: our audience

# Drinks

Be the official drinks sponsor of the festival, supporting our venues, networking and hospitality events



# Volunteers

The face of the festival, our volunteers keep the festival moving. Good opportunity for Corporate Social Responsibility (CSR)