



BOURNEMOUTH  
INTERNATIONAL  
**FILM**  
FESTIVAL



BIFF 2025

3-4 October 2025

Hilton Bournemouth



# Intro

BIFF is a not-for-profit festival dedicated to showcasing emerging filmmakers and underrepresented voices.

We offer screenings, workshops, industry talks and a black-tie awards night, all designed to spotlight fresh talent and drive cultural growth.

The festival is then followed up with year round projects to springboard local and national talent

# Junction

# Audience Breakdown

**600 physical attendees  
Target**

plus online  
exposure through  
industry trades and  
socials

**Target Groups**

early-career  
filmmakers,  
students, creatives,  
industry  
professionals

**Age Group**

18+

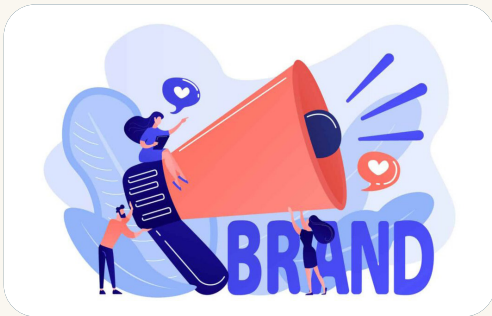
**Marketing Reach**

email subscribers,  
social followers,  
university networks,  
industry trades,  
FB, Insta, Threads, TikTok

**High social media interaction & digital content consumption**

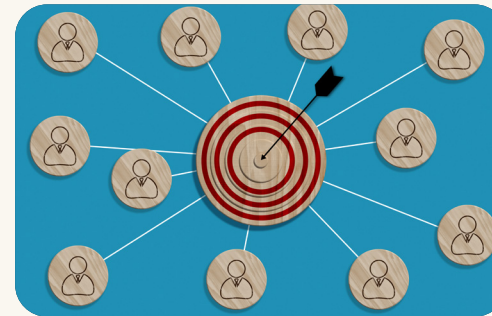
# Why Sponsor Talks?

## The Business and Community Benefits of Partnering with a CIC



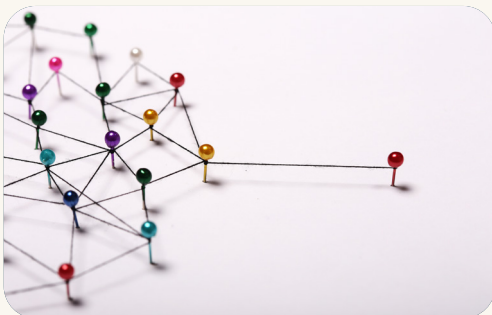
### Premium Brand Visibility

Your logo featured on venue signage, marketing materials, social media, and festival content



### Direct Audience Engagement

Connect with thousands of engaged attendees through activations, product placement, and digital integration.



### Exclusive Networking

Meet industry professionals, investors, and media figures in a premium setting.



### Press & Social Media

Reach regional & national audiences through media partnerships, influencer collaborations & film industry trade publications.

# Why Sponsor

## BIFF?



**Let your brand be seen. Let your impact be felt.  
Be a part of the story.**



**“This sponsorship helps fulfil your ethical, community and social responsibility goals and it’s something you can proudly report to investors, staff, and stakeholders.”**

# Financial & Tax Benefits

- Sponsorships are 100% tax-deductible as a marketing expense
- VAT may be reclaimable (if VAT registered)
- Enhances corporate responsibility credentials
- Aligns with Environmental Social Governance and Corporate Social Responsibility reporting
- Marketing ROI
- Brand exposure across all BIFF marketing
- Visibility at screenings, workshops & awards
- Positive alignment with arts & community

“As a registered Community Interest Company, all profits are reinvested into community arts. Your sponsorship makes a real, lasting difference.”

# Community Value

- Supports emerging filmmakers & local students
- Creates free & low-cost public access to culture
- Filmmaker bursaries
- Free workshops and access events

## All sponsorship income is reinvested into:

- Builds Bournemouth's cultural reputation
- Local talent development
- Helps level up the local creative economy
- Short film production from our screenwriting competition winner

# Route To Market



10M+ potential impressions

Through social media,  
targeted PR & Festival  
Advertising



Partnered media coverage

With film publications,  
local/national press, and  
online streaming platforms



Influencer & industry  
collaborations

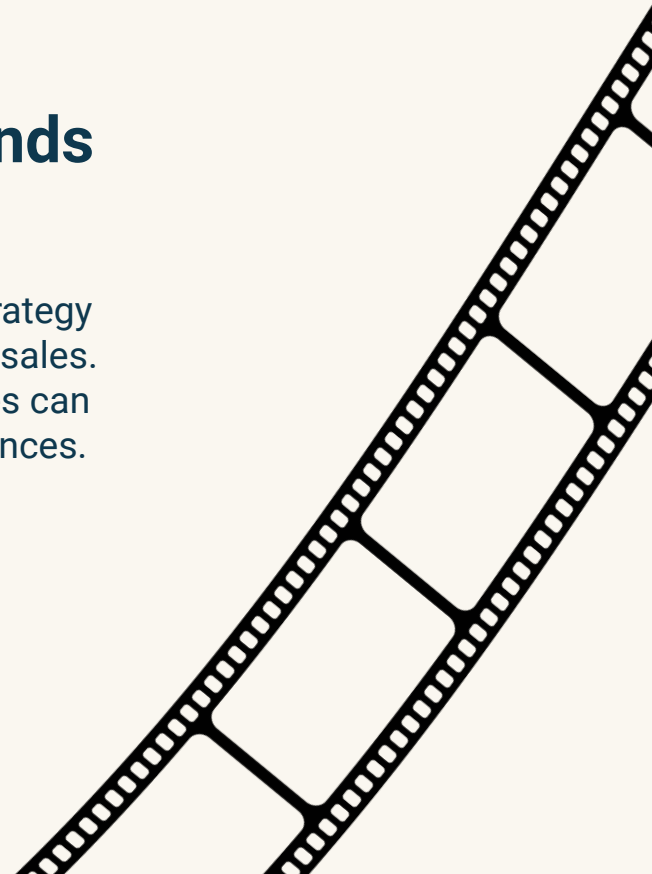
Targeted influencer and  
industry relations to amplify  
reach



# Case Studies

## The Impact of Film Festivals for Brands

Sponsoring film festivals has proven to be a highly effective strategy for brands aiming to enhance audience engagement, and drive sales. By aligning with the arts and entertainment industry, companies can create memorable experiences that resonate with target audiences.





## Moët & Chandon

As an official partner of the Cannes Film Festival, Moët & Chandon has leveraged this association to reinforce its image of luxury and celebration. The brand's presence at such a prestigious event enhances its visibility among a global audience, aligning with its target market of affluent consumers.



## Stella Artois

Stella Artois has been a prominent sponsor of the Sundance Film Festival, creating immersive experiences that connect with festivalgoers. For instance, the brand has hosted themed lounges and interactive installations, providing attendees with memorable moments that associate Stella Artois with creativity and sophistication.



## Acura

As the presenting sponsor and official vehicle of the Sundance Film Festival, Acura has utilised this partnership to showcase its vehicles to a captive audience. The brand's presence at the festival includes interactive experiences and vehicle displays, enhancing brand perception among a demographic that values innovation and performance.

By associating with esteemed cultural events, brands can tap into new audiences and reinforce their market positioning.

# Thank You!

**Let your brand be seen. Let your impact be felt.  
Be a part of the story.**

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