



BORDERLINES FILM FESTIVAL

Friday 1 March to Sunday 17 March 2024

"The UK's biggest rural film festival goes from strength to strength" **Empire Magazine**

"Easily rural UK's most impressive film festival" **The Independent**

"A whopping line-up of first-rate cinema from across the globe" **Filmwire**

"Festival is best thing since sliced bread, and it is something I look forward to every year. Wonderful films. Such variety. Great for the senses and the intellect. Please keep going for ever."
2023 Audience Member

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Now regarded as one of the UK's major arts/cultural events, Borderlines Film Festival will take place from 1 to 17 March in 22 screening venues throughout Herefordshire, Shropshire, Worcestershire and the Welsh Borders.

Borderlines is recognised as one of the top 5 film festivals in England with an enviably high attendance level and an outstanding programme of British and world cinema.

We can only achieve this level of success with the help of key funders such as The British Film Institute awarding funds from The National Lottery, The Elmley Foundation and Hereford City Council, supported by a host of sponsors, co-sponsors and corporate advertisers.

The forthcoming festival offers you an opportunity to associate with one of the most eagerly anticipated, well-attended and widely publicised social and cultural events across the heart of England for its 22nd edition.

Your support will benefit you with exposure to:



18,700
AVERAGE 18,700
ATTENDANCES
OVER A 17-DAY
PERIOD



74%
FROM ABC1
GROUPS



1,100
ADMISSIONS
PER DAY



250
SCREENINGS OF
68 FILM TITLES



20+
VENUES ACROSS
2,000 SQUARE
MILES



500,000
TARGETED IN
AN EXTENSIVE
PRESS/
MARKETING
CAMPAIGN



20,000
FESTIVAL
BROCHURES
DISTRIBUTED



13,900
WEBSITE
SESSIONS
JANUARY
TO MARCH



31,000
AVERAGE
WEEKLY REACH
ON X (FORMERLY
TWITTER) &
FACEBOOK DURING
FESTIVAL PERIOD



33%
NATIONAL FILM
PREVIEWS

FESTIVAL CO-SPONSOR - £600

Your company name and logo will be prominently displayed:

- on the special Sponsorship page of the Festival programme brochure (20,000 copies distributed widely in Herefordshire, Shropshire, Hay-on-Wye, Worcestershire, Gloucestershire and Powys)
- on the festival website's Sponsorship and News pages, as well as in our regular e-newsletter
- in a short Festival ident film that plays before each screening
- on the pre-launch printed publicity and on all posters

FILM SPONSOR - £220

Your brand is identified with a single screening of a chosen film:

- your company name and logo on the film page in the brochure, on our website film page, and in an on-screen caption before the screening
- 10 free tickets to the screening

FESTIVAL SUPPORTER - £100

Show your support for the festival in these difficult times with a £100 donation. Your name will be listed in the brochure and on the website in grateful recognition of your contribution to keeping the festival running.

ADVERTISING IN THE FESTIVAL BROCHURE AND ONLINE

We will distribute 20,000 copies of the full colour Festival Brochure, containing the low-down on all the films, special events and venues.

4,000 brochures are direct mailed to our subscribers, and we distribute the remainder across Herefordshire, Shropshire, Hay-on-Wye, Worcestershire, Gloucestershire and Powys from late January onwards.

The brochure has a long shelf-life - 44% of our audiences continue to use it to select films to buy/rent/watch after the festival has finished.

- £275- Quarter page advertisement in the brochure
- £475 - Half page advert
- £950 – Full page advert
- £1,200 – Prime spot – back page advert

(artwork to be supplied by your company for all adverts)

We can offer online adverts and spots for companies on the Borderlines website.

PREMIUM PLUS SPONSORSHIP - £1,450

Top-level sponsorship gives you the works: a full page advert in the brochure and everything from the Co-sponsor and Film Sponsor packages.

If you'd like something different, please get in touch with us.

Contact: [Richard Heatly](#), Borderlines Film Festival Board of Directors