

The background of the image is a close-up, abstract view of a film reel. The film strip is visible, with a blue and red color scheme. The film is slightly out of focus, creating a sense of depth and movement. The colors are vibrant and saturated, with the blue and red dominating the scene. The overall composition is dynamic and visually striking.

ADVERTISING

and SPONSORSHIP

ITALIAN FILM FESTIVAL

16th

UK & IRELAND

ITALIAN FILM FESTIVAL

WATCH OUT soon for a new edition of the best in contemporary and classic Italian cinema. The 16th Italian Film Festival (IFF) runs from 17 to 30 April 2009. The IFF will screen its complete programme in London (Riverside Studios, Hammersmith, the Curzon Renoir, Brunswick Square and the Phoenix, East Finchley), Edinburgh (Filmhouse), and Glasgow (GFT), with selected highlights being shown in Dublin (Irish Film Centre), Dundee (DCA), Aberdeen (Belmont), Manchester (Cornerhouse), St Andrews (New Picture House), Inverness (Eden Court) and Warwick (Arts Centre).

The IFF is the only dedicated showcase for new Italian cinema in the UK and Ireland. Besides a retrospective on diva Alida Valli, the 2009 edition will include a prime selection of contemporary Italian films, besides an imaginative programme of shorts and documentaries

We welcome the opportunity to meet and talk through the various exciting possibilities now available for sponsors and advertisers.

17 - 30 APRIL 2009

ADVERTISING

and **SPONSORSHIP**

ITALIAN FILM FESTIVAL

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BROCHURE ADVERTISING



Italian Film Festival Brochure 2007

FESTIVAL BROCHURE

50 pages

wire-stitched

210mm x 210mm square

200g matt cover

115g matt inside

full colour throughout

Advertising and Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

BROCHURE ADVERTISING

Double Page Spread

20%
natural

20%
fresh

60%
mineral

Discover what Ferrarelle are made of.

It's not just the bubbles and the mineral content. The pure taste, health and freshness. An excellent quality of water. The natural mineral water Ferrarelle (Italy) contains calcium, magnesium, sodium, potassium, iron, zinc, copper, selenium, fluoride, iodine, boron, strontium, lithium, vanadium, molybdenum, silicon, manganese, cobalt, nickel, and phosphorus. It is a natural mineral water with a pH of 7.5 and a total mineral content of 1,200 mg/l. It is a natural mineral water with a pH of 7.5 and a total mineral content of 1,200 mg/l.

Ferrarelle
NATURAL BORN PRECIOUS

Healthy. The natural way.

It's not just the bubbles and the mineral content. The pure taste, health and freshness. An excellent quality of water. The natural mineral water Ferrarelle (Italy) contains calcium, magnesium, sodium, potassium, iron, zinc, copper, selenium, fluoride, iodine, boron, strontium, lithium, vanadium, molybdenum, silicon, manganese, cobalt, nickel, and phosphorus. It is a natural mineral water with a pH of 7.5 and a total mineral content of 1,200 mg/l. It is a natural mineral water with a pH of 7.5 and a total mineral content of 1,200 mg/l.

Spending the evening with a friend is a pleasure. It's a pleasure to share a moment of joy and to enjoy the company of a friend. It's a pleasure to share a moment of joy and to enjoy the company of a friend. It's a pleasure to share a moment of joy and to enjoy the company of a friend.

DOUBLE PAGE SPREAD IN RUN OF MAGAZINE

210 x 210mm with 3mm bleed
or

Full page ad size with white border is 200mm x 200mm no bleed

**£2500 or £3000
with large banner
on website**

Advertising and Sponsorship queries to
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BROCHURE ADVERTISING

Full page back cover



BACK COVER

Without border
210 x 210mm with 3mm bleed
or
with white border
200mm x 200mm no bleed

**£2000 or £3000
with banner on website**

Advertising and Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

BROCHURE ADVERTISING

Run of magazine



FULL PAGE IN RUN OF MAGAZINE

Without border
210 x 210mm
with 3mm bleed

or
with white border
200mm x 200mm
No bleed

**£1000 or £1100
with web link**

Advertising and Sponsorship queries to
Clara Caleo Green
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BROCHURE ADVERTISING

Inside cover



**Stunning Productions
at Santini!**

12 days from Edinburgh Film Festival

Santini, the top dining destination in Scotland, is celebrating its 10th anniversary with a special menu of classic dishes and regional produce. The menu is available from 12th to 23rd September, with a special lunch menu available from 12th to 13th September. The menu is available from 12th to 23rd September, with a special lunch menu available from 12th to 13th September.

To celebrate the Italian Film Festival in Edinburgh, enjoy the 12 course pre or post Advertising menu for £12.50 or 9 course for £10.50 per person.

For Reservations call 0113 225 7766
Santini, 8 Colinton Road, Edinburgh EH10 5AN

INSIDE FRONT or BACK

210 x 210mm with 3mm
bleed
Or

Full page ad size with white
border is 200mm x 200mm
no bleed

**£1500 or £1700
with large web link**

Advertising and Sponsorship queries to
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sponsorship@italianfilmfestival.org.uk

BROCHURE ADVERTISING



**HALF page
horizontal**



**HALF page
vertical**

HALF PAGES

VERTICAL
92mm wide x 200mm high

HORIZONTAL
200mm wide x 92mm high

**£700 in run of magazine
£900 with weblink**

Advertising and Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

WEB ADVERTISING



**BANNER ON
HOME PAGE**

**766 x 200 (max) at
72 dpi**

£1000

**SINGLE
WEBLINK ON
SELECTED
PAGE**

100 X 87 at 72 dpi

£400

Advertising and Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

DIMENSIONS

Bleed: 3mm

**Full Page: 210 x 210 (no bleed)
200 x 200 (bleed)**

**Half page: Horizontal
200 x 92
Vertical
92 x 200**

**Web : Banner
766 x 200 (max) at 72 dpi
Link
100 x 87 at 72 dpi**

Advertising and Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

GOLD SPONSORSHIP

THE PACKAGE

PRIVATE SCREENING (up to 50 people)

RAFFLE FOR 2 FREE FESTIVAL PASSES

INVITATION TO GALA DINNERS with visiting directors/actors

INVITATIONS TO GALA OPENINGS

PRODUCT PLACEMENT AND BRANDING (subject to suitability) in all participating venues

COMPLIMENTARY TICKETS(50)

Free Entry to Special Events (2 persons)

Inclusion on IFF web site

Full page advertising in the festival brochure (circulation of 40,000)

Dedicated IFF staff will be on hand to meet and greet your guests.

Copies of full colour Festival Programme for each of your ticket holders.

Exclusive Corporate Screenings

Available exclusively with the GOLD package, the IFF offers you the opportunity to entertain up to 50 VIP guests at a **PRIVATE SCREENING** in one of the luxurious screens of the cinemas participating in the festival. The choice of film will be decided in conjunction with the Festival organisers to ensure that it is appropriate for your evening.

£5500

Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

SILVER SPONSORSHIP

THE PACKAGE

COMPANY BRANDING PUBLIC SCREENING of a Festival film

COMPLIMENTARY TICKETS in reserved part of the auditorium (50

RAFFLE FOR 2 FREE FESTIVAL PASSES

INVITATION TO GALA DINNERS with visiting directors/actors

INVITATIONS TO GALA OPENINGS

PRODUCT PLACEMENT AND BRANDING (subject to suitability) in all participating venues

Free Entry to Special Events (2 persons)

Inclusion on IFF web site

Full page advertising in the festival brochure (circulation of 40,000)

Dedicated IFF staff will be on hand to meet and greet your guests.

Copies of full colour Festival Programme for each of your ticket holders.

Public Corporate Screenings

Available on our Silver Sponsorship, Company branding of public screening of a Festival film (choice of film by availability). The choice of film will be decided in conjunction with the Festival organisers to ensure that it is appropriate for your evening.

Branded recognition with your company logo next to the film entry in the Programme.

Public introduction to the film by Festival Directors outlining your company's participation in the evening.

£4500

Sponsorship queries to
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sponsorship@italianfilmfestival.org.uk

BRONZE SPONSORSHIP

THE PACKAGE

FREE TICKETS to be made available for all festival films, maximum of 2 per screening.

FULL COMPANY CREDIT with name and logo in Festival Programme (40,000 copies).

Copies of full colour Festival Programme for complimentary ticket holders.

INVITATION for 2 persons to attend the Gala Opening in Edinburgh of the Italian Film Festival.

Inclusion on IFF web site

Passport to Italian Cinema

Available on our Bronze Sponsorship, a chance for your company to obtain passes to selected films in our programme.

£2500

Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

Other opportunities

SPONSORSHIP

OTHER OPPORTUNITIES TO ENHANCE THE PROFILE OF YOUR COMPANY OR BUSINESS

All these items for discussion

BRAND the dedicated trailer and poster with your logo and presence to be on shown in cinemas in the weeks leading up to the festival itself.

ASSOCIATE your business with the opening and closing gala events as well as gala evenings during the festival with Italian cinema guests.

DONATE in kind wine, travel and accommodation in return for complimentary brochure advertising.

BROCHURE SPONSOR fund our glossy publication (circulation 50,000) and brand it with your company image in consultation with our award-winning designer.

TITLE SPONSORSHIP Take over the mantle from Fiat and become the Title Sponsor for the whole Italian Film Festival 2009 at a special all-encompassing fee.

Sponsorship queries to
Clara Caleo Green
sponsorship@italianfilmfestival.org.uk

ITALIAN FILM FESTIVAL

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