



EDINBURGH INTERNATIONAL
FILM FESTIVAL

17 - 28 JUNE 2020

SPONSORSHIP AT THE EDINBURGH INTERNATIONAL FILM FESTIVAL

Entertaining audiences of **70,000** over a 12 day Festival in June, the Edinburgh International Film Festival is an exciting opportunity to align your company with one of the world's best film festivals, an internationally recognised brand, and Scotland's leading moving image charity.

'The friendliest of festivals, EIFF goes all out to screen something extraordinary for everyone.' -
Metro

Partnering with EIFF provides **unique access** to a socially active and culturally aware audience, film industry professionals, and filmmakers from around the world.

Established in 1947, EIFF is the world's **longest running** film festival, renowned for discovering and promoting the very best in international cinema. Each year EIFF premieres films **never-before-seen** in the UK, bringing filmmakers and audiences together for a **unique celebration** of film.

EIFF IN NUMBERS:

- 70,000 admissions during the 12 day run of the Festival
- Over 500 screenings, with over 100 feature films premieres, one country focus and a retrospective programme
- Press coverage for the 2019 Festival was valued at £3.5million
- 125,000 followers on social media channels

WHAT MAKES IT SPECIAL?

EIFF explores new ideas in cinema, inviting local and international audiences to engage with a dynamic programme of features, documentaries, shorts, special events and experimental cinema.

Notable film premieres in recent years have included *Yesterday*, *The Souvenir*, *Hunt for the Wilderpeople*, *Amy*, *God's Own Country*, *Calibre*, *Snowpiercer* and *Okja*, with special guests including **Danny Boyle**, **Richard E. Grant**, **Kim Cattrall**, **Meg Ryan**, **Anna Paquin**, **Kevin Smith**, **Ewan MacGregor**, and **Jennifer Lawrence**.

A mix of red carpet glamour, innovative and exciting cinematic discoveries, free film events across the city, and massive audience appeal makes Edinburgh's Film Festival one of the world's most popular and approachable celebrations of cinema.





WHO WILL YOU REACH?

31% of our audience are aged under 30, **31%** aged 31-49, and **36%** aged 50+

21% City Prosperity (high status city dwellers living in central locations and pursuing careers with high rewards), **34%** Rental Hubs (educated young people privately renting in urban neighbourhoods), and **10%** Uptown Elite (high status households typically earning over £100k per year)

59% female, **41%** male

Edinburgh based **52%**, elsewhere in Scotland **17%**, elsewhere in UK **22%**, overseas **9%**

'It's so much more than a trip to the cinema. There's a lot of love across an audience that clearly loves film. Of all the festivals in Edinburgh, it has the widest age range and as an attendee, it makes you feel like you're truly a part of wider society and not just a subset of it. Love it'





SPONSORSHIP OPPORTUNITIES

Partnering with the Edinburgh International Film Festival provides direct association with one of the most prestigious film festivals in the world, including investment into a national charity which supports a wide range of educational and talent development work for children and young people.

We have a number of high-profile sponsorship opportunities available for 2020, including: headline sponsorship of the Festival; Film Fest in the City, EIFF's flagship outdoor event in St Andrew Square Gardens; strand sponsorship; EIFF's Audience Award; Gala events and feature film premieres; opportunities to support emerging new talent and Scotland's film industry through EIFF's [Industry Programme](#); and opportunities to support education, learning and careers events for young people through [EIFF Youth](#).

For more information, contact:

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