

SPONSORSHIP OPPORTUNITY PROGRAMME:

# SUNDERLAND SHORTS FILM FESTIVAL 10TH ANNIVERSARY

12TH - 18TH MAY 2025



# SPONSORSHIP PROPOSITION

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**In 2025 Sunderland Shorts Film Festival is celebrating its 10th year of showcasing and celebrating the talents from filmmakers from around the world.**

Each year the festival brings audiences of filmmakers, industry professionals, students and film goers here to the North East.

The sponsorship opportunities for this special anniversary edition offer brands the chance to align themselves with the creativity and innovation of the film festival at a time of growth for the media industry within the region.

Your sponsorship will reach a targeted audience of industry professionals and film enthusiasts, across a range of screenings, masterclasses and events and showcase your support for arts and culture in Sunderland and beyond.





## ABOUT SUNDERLAND SHORTS FILM FESTIVAL

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**Sunderland Shorts Film Festival showcases the best British and international films; screening BAFTA and Oscar nominees alongside quality student and no-budget shorts.**

SSFF supports professional development and regional sector growth through Q&As, masterclasses and industry events delivered with partners including Film Hub North, North East Screen, and BBC Writers Room.

Early career film sector workers can develop understanding, experience and networks by supporting festival delivery and reviewing films during the selection process.

Sunderland's communities are at the heart of the festival, and it offers something special for locals to return to each year, offering new films and experiences to enjoy.

The festival is made accessible with free and pay-what-you-feel tickets, online events, and venues audiences know and trust.

Sunderland City Council has supported Sunderland Shorts Film Festival since its inception and in 2024 it became part of the Culture House programme.

**We will be awarding a variety of different winners across the film festival recognising:**

- Best Comedy Award
- Best Young, Emerging and Student Award
- Best Animation Award
- Best Horror Award
- Best Drama Award
- Best Art & Experimental Award
- Best Sci-Fi & Fantasy Award
- Best Music Video Award
- Best Documentary Award
- Best Debut Film
- Best International Film
- Judges Recognition Award
- Audience Choice Award
- North East Recognition Award





# AUDIENCE

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**In 2024 we saw more than 600 attendees over the 5 days of the festival across our different city centre venues.**

We attract a diverse mix of filmmakers and film fans to our events. We look to offer a full inclusive and accessible experience to them, not just with screenings of films from across the country and around the world, but an insight into the filmmaking process with introductions and Q&As, live music and comedy and further chances to take part in workshops and masterclasses.

Feedback from our event surveys have shown a very positive response to what we have offered with audiences wanting to return to upcoming events and considering the festival something they would recommend to family and friends.



# AUDIENCE FEEDBACK:

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*"I feel so honoured to be a part of this fantastic festival that's set in my home town. I can't wait to watch all the brilliant films and celebrate all the hard work and talent."*

**Chris Foggin (Director - Fisherman's Friends, Bank of Dave)**

*"Chris and the team behind Sunderland Shorts have done an amazing job at growing the festival to be an internationally recognised, BIFA qualifying event."*

*Festivals that celebrate and highlight film have a key role in engaging the community and future talent, Sunderland Shorts is an important part of the North East becoming an ambitious hub for film and culture."*

**Alison Gwynn (Chief Executive of North East Screen)**

*"It's great to see Sunderland Shorts continue to go from strength to strength as a BIFA qualifying and top 100 global film event."*

*At the heart of what we want to do in the North East is create opportunities for people to work in one of the country's most exciting and dynamic sectors and to ensure we can retain that talent with the right opportunities. Having a thriving exhibition programme including festivals like Sunderland Shorts is a fundamentally important part of that mix."*

**Leo Pearlman (Founding Partner at Fulwell 73)**



# SPONSORSHIP

## CONNECTING WITH OUR NETWORK

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For the 10th edition of our festival, we're looking to offer a fantastic range of opportunities to secure brand visibility, market products and services, and to engage directly with attendees, creators and industry speakers.

These include print and on-screen advertising options, various branding and sponsorship opportunities, as well as comms options year-round for organisations wishing to communicate directly with our network via newsletter, online article, or social media.



- Brand exposure to a targeted audience of filmmakers, industry professionals, and film enthusiasts
- Association with a prestigious and high-profile event in the entertainment industry
- Networking opportunities with key players in the film industry
- Opportunity to showcase support for arts and culture initiatives
- Customised branding and marketing opportunities to maximise sponsor visibility

**You can find further information about the range of options we offer in the following pages and can also contact [info@sunderlandshorts.co.uk](mailto:info@sunderlandshorts.co.uk) to discuss bespoke packages.**

# SPONSORSHIP PACKAGES:

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## £1,000 Tier

- Your company logo featured on our "Thank You to our Sponsors" graphic ahead of every screening.
- Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online)
- x2 Tickets for our Opening Night Showcase Screening at Sunderland University
- x2 Tickets for our Closing Night Awards Ceremony at Sunderland City Hall

## £2,000 Tier

- Your company will sponsor one of our 2025 Filmmaking Awards (Best Comedy, Drama, Animation etc. - Decided in consultation upon request of this tier). Your company logo will be included on the award itself. During the Closing Awards Ceremony a member of your team will be welcomed on stage to present the award.
- Dedicated tagged "Thank You" post across our social media channels (over 10k across platforms)
- Opportunity to include promotional materials in event gift bags.
- Your company logo featured on our "Thank You to our Sponsors" graphic ahead of every screening.
- Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online)
- x2 Tickets for our Opening Night Showcase Screening at Sunderland University
- x2 Tickets for our Closing Night Awards Ceremony at Sunderland City Hall

# SPONSORSHIP PACKAGES:

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## £5,000 - Red Carpet Closing Event Sponsorship (exclusive option)

- Exclusive recognition as the official Red Carpet Sponsor of the Sunderland Shorts Film Festival 10th Anniversary Awards Ceremony
- Logo placement on the red carpet and step-and-repeat backdrop
- VIP access to the red carpet for photo opportunities with VIP guests
- Opportunity to host a branded photo booth or activation on the red carpet
- Social media mentions and coverage before and during the event
- The option of hosting a networking session, masterclass creative workshop or guest screening during the festival
- Your company will sponsor our 2025 Audience Choice Award. Your company logo will be included on the award itself. During the Closing Awards Ceremony a member of your team will be welcomed on stage to present the award.
- Dedicated tagged "Thank You" post across our social media channels (over 10k across platforms)
- Space for your company's 30-60 second advert to be included ahead of our Opening and Closing Screenings.
- Opportunity to include promotional materials in event gift bags.
- Your company logo featured on our "Thank You to our Sponsors" graphic ahead of every screening.
- Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online)
- x6 Tickets for our Opening Night Showcase Screening at Sunderland University
- x10 Tickets for our Closing Night Awards Ceremony at Sunderland City Hall

## £10,000 - Headline Sponsorship (exclusive option)

- Recognition as the official Headline Sponsor of the Sunderland Shorts Film Festival 10th Anniversary Edition
- Logo placement on all 2025 festival event materials, including invitations, posters, banners, red carpet step-and-repeat and digital screens
- Contribution towards our filmmaker development scheme to support an up and coming regional filmmaker to make a short film to be shown at the next edition of the festival
- VIP access to the red carpet for photo opportunities with VIP guests
- Social media mentions and coverage before and during the event
- The option of hosting a networking session, masterclass creative workshop or guest screening during the festival
- Your company will sponsor our 2025 North East Recognition Award. Your company logo will be included on the award itself. During the Closing Awards Ceremony a member of your team will be welcomed on stage to present the award.
- Dedicated tagged "Thank You" post across our social media channels (over 10k across platforms)
- Space for your company's 30-60 second advert to be included ahead of all screenings as well as ahead of our Opening and Closing Events.
- Opportunity to include promotional materials in event gift bags.
- Your company logo featured on our "Thank You to our Sponsors" graphic ahead of every screening.
- Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online)
- x10 Tickets for our Opening Night Showcase Screening at Sunderland University
- x10 Tickets for our Closing Night Awards Ceremony at Sunderland City Hall

**To secure a sponsorship package for the Sunderland Shorts Film Festival 10th Anniversary Edition or for more information, please contact the festival director Chris J. Allan on [info@sunderlandshorts.co.uk](mailto:info@sunderlandshorts.co.uk) or via phone at [07874085956](tel:07874085956)**



**Join us** in celebrating  
a decade of independent  
cinema and honouring the  
**best** in filmmaking at this  
special anniversary event!

SUNDERLAND  
SHORTS  
FILM FESTIVAL

 CultureHouse  
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