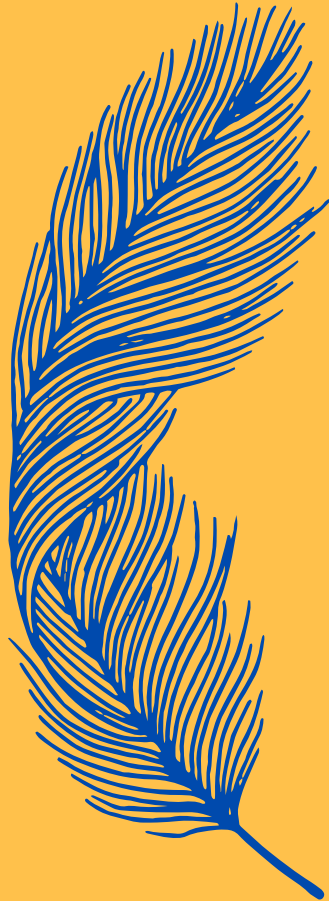


**Become a Sponsor**  
**Buzz Cinema Festival**  
**October 4 - 13th 2024**



**CELEBRATING**  
**EMERGING**  
**FILMMAKERS IN**  
**HERTS, BEDS, BUCKS**

2024 FILM FESTIVAL

# WHY SPONSOR A FILM FESTIVAL?

<p><b><i>Captive audience</i></b></p> <p>Our audience is sitting in front of a screen with no distractions - a rare opportunity in this day and age! Sponsoring a venue or screening means you could have 200 eyes seeing your brand and story.</p>	<p><b><i>Wide marketing reach</i></b></p> <p>We're reaching across the three counties through our programme distribution, radio distribution and other advertising. Sponsoring us links your name across these regions.</p>
<p><b><i>Open-minded and curious people</i></b></p> <p>Our audience are curious and open-minded people who love the arts and film. They want to support independent businesses and are receptive to trying new things, giving you the brand appeal advantage.</p>	<p><b><i>Ongoing conversation</i></b></p> <p>Conversations about the festival carry on long after the event as people talk about the films and come back to our website and other events to find out more. Make your name part of that conversation too!</p>
<p><b><i>Community Engagement - Good PR</i></b></p> <p>This is a great opportunity to build a positive brand image! Our audience are passionate about the local community and will build loyalty to brands that help make events like this possible.</p>	<p><b><i>Usable content for additional marketing</i></b></p> <p>If you choose our higher level packages, we offer a tempting deal for a promo video that you can use across your socials and website. Our events have video and photography throughout, which you can use across your socials and branding.</p>

# SPONSORSHIP OPTIONS



Sponsorship Type	Amount
Headline	£1500
Venue	£700
Screening	£400
Workshop	£200
Programme Advert Full Page	£69
Programme Advert Half Page	£40
Programme Advert Quarter Page	£35
Programme Advert Small & Mighty	£20

*Buzz Cinema encourages sponsors to align with our values on sustainability, diversity, and community engagement. We do not accept sponsorship from political organisations. We reserve the right to decline sponsorship without providing any explanation or justification.*

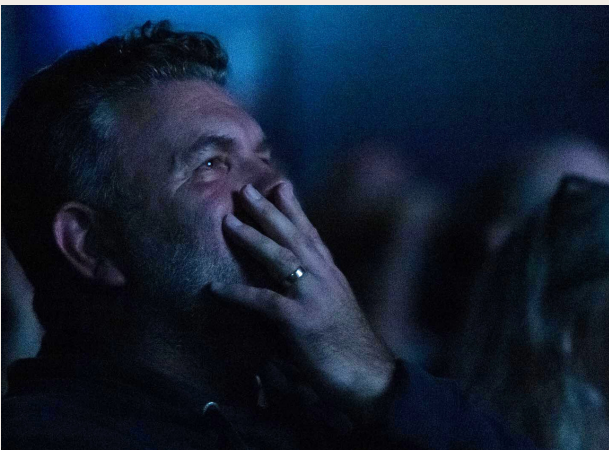
# HEADLINE SPONSOR

£1500

Seize a unique opportunity to align your brand with creativity, innovation, and community by becoming the headline sponsor of the Buzz Cinema Festival. This esteemed festival, nestled in the heart of Hertfordshire, Bedfordshire, and Buckinghamshire, serves as a vibrant platform for emerging filmmakers, curious creatives, and passionate community supporters. It creates the perfect synergy for your brand to shine.

## What's Included:

- Logo on the front page of the programme
- Full page advert on the back of the programme
- Listing and feature section on the website
- Mention on any marketing materials, such as newspaper articles and radio interviews - with a reach across Hertfordshire, Bedfordshire, Buckinghamshire
- Full slide at every event on our pre-screening promotion reel and space for a 60-second video to advertise your business
- Banners and additional advertising material at each event
- 50% discount on a custom made 60-sec promotional video by Lobster Productions
- 4 x tickets to all screenings & events



BUZZ CINEMA FESTIVAL 2024



# VENUE SPONSOR

£700

As the exclusive Venue Sponsor, your brand will be woven into the fabric of the local community. Leighton Buzzard residents and visitors alike will recognize your commitment to supporting cultural events in their backyard. As the Venue Sponsor, you'll have the chance to engage directly with festival-goers. Create immersive brand experiences, distribute promotional materials, and connect with the audience on a personal level.



## What's Included:

- Logo on the venue page of the programme
- Full page advert next to the programme screenings of that venue
- Listing on the main sponsors page of our website
- Mention on any marketing materials, such as newspaper articles and radio interviews, in connection with that venue
- Banners and promotional material at events for this venue
- 20% discount on a custom made 60-sec promotional video by Lobster Productions
- 4 x tickets to events at venue



# SCREENING SPONSOR

£400

Embark on an unforgettable cinematic journey by becoming the proud sponsor of a screening at the prestigious Buzz Cinema Festival. As a beacon of creativity and innovation, this festival offers your brand an exclusive opportunity to align with the magic of film and captivate audiences during a specific screening event.

By sponsoring a screening, your brand connects with a captivated audience deeply interested in the showcased film genre or theme. This focused engagement ensures that your message resonates with attendees who share a passion for the cinematic arts.

## What's Included:

- Logo on programme page for your sponsored screening
- Full page advert next to the screening page in festival programme
- Listing on the sponsors page of our website
- Mentioned in advertising material for that screening, i.e. social media post on socials
- Banner plus promotional materials at screening event
- 4 x tickets to screening



# WORKSHOP SPONSOR

£200

Your brand will take center stage in supporting and inspiring aspiring filmmakers. By sponsoring a workshop, you connect directly with individuals passionate about the art of filmmaking, leaving a lasting impact on their educational journey.

Workshops foster a sense of community and shared learning. Your brand, as the workshop sponsor, plays a vital role in creating an inclusive environment that encourages collaboration and networking among participants.



## What's Included:

- Logo on programme page for your workshop
- Half page advert next to the screening page in festival programme
- Listing on the sponsors page of our website
- Mentioned in advertising material for that event, i.e. social media post on socials
- Banner plus promotional materials at workshop/event
- 2 x tickets to workshop





# PROGRAMME ADVERTS

Get seen across Herts, Beds, and Bucks with our film festival programme. Released from July and placed in cafes, shops and venues across the three counties, as well as made available to every attendee of the festival. Potential audience reach of 500 - 800 people. Be connected to other local businesses.

## Full Page

£69

Maximize your impact – the premier canvas for showcasing your message.

Capture attention, convey your story, and leave a lasting impression on our diverse audience.

## Half Page

£40

Efficiency meets impact in our Half Page Advert. Strike the perfect balance between visibility and cost-effectiveness

Reaching a broad audience without compromising on the compelling content that defines your identity.

## Quarter Page

£35

Discover the power of precision with our Quarter Page Advert. Tailored for focused messaging, this option allows you to target specific demographics effectively, ensuring your brand stands out amidst the crowd.

## Small & Mighty

£20

Perfect for businesses with a keen eye for budget-friendly promotion, this compact option delivers a punch, making sure your message resonates.

# ABOUT BUZZ CINEMA FESTIVAL

Welcome to Buzz Cinema (previously LB Film Fest), where the spotlight is on creatives and filmmakers of Hertfordshire, Bedfordshire, and Buckinghamshire. Our festival in Leighton Buzzard is a dynamic celebration of emerging filmmakers and industry professionals. It's packed with vibrant screenings, inspiring workshops and a spirit of cinematic innovation.

It's an opportunity for businesses to support their community. We work with independent venues and love finding ways to collaborate with businesses.

We'd love for you to be part of this growing network - find out more of the benefits below!

## Meet the founders



**LOBKE VAN EIJK**

Devoted to filmmaking and storytelling, Lobke is passionate about uniting creatives in a vibrant community dedicated to innovative visual storytelling. Previously working as a producer and editor, Lobke founded Lobster Productions in 2020 and specializes in music and branded videos.



**HENI CLOAKE**

Passionate about building community experiences and the power of storytelling to create impactful change, Heni is trained in documentary filmmaking. Previously, she has worked for UN Cinema, organising screenings and events in Brussels and London. Since 2020, she has run her own business - a sustainable living shop in Leighton Buzzard.

# MISSION



As a festival we:

- Bring together local creatives and filmmakers to inspire future collaborations.
- Create a space to showcase work made by local people to the community where they live.
- Encourage accesible skill building through workshops, talks and film making challenges.
- Bring together a wide range of people from Herts, Beds and Bucks that want to support local arts and businesses through a love for film.

# VISION



Our vision is to be a hub for creatives and filmmakers across Hertfordshire, Bedfordshire and Buckinghamshire.

We envision a festival that brings together a diverse range of people who love film and storytelling.

Through our screenings and workshops, we aim to create inclusive spaces that encourage dialogue, spark imagination and challenge perspectives. We aspire to be a catalyst for positive change, promoting cultural diversity and nurturing the next generation of artists.

# LINE UP OF EVENTS

## OCTOBER 4TH - 13TH 2024

▶▶ Opening Night Screening - Student & Local Film Filmmakers

▶▶ Documentary Night

▶▶ Experimental Film Gallery & Art Show

▶▶ Film Festival Favourites

▶▶ 48Hr Filmmaker Challenge

▶▶ Talks and Workshop -  
Previous years included:

- Lighting from ARRI
- Editing
- Script Writing
- Building your creative confidence





# OUR VENUES INCLUDE

*We use independent venues in Leighton Buzzard. This town sits in the cross-section of Herts, Beds and Buck. It's a growing hubs of creatives and boasts a range of independent businesses.*

*Shopping and supporting local is of increasing importance to consumers. By sponsoring events and screenings at these venues, your businesses is connecting with these values. Building collaborations makes for stronger connections in potential customers minds. Get your name out there!*



## Library Theatre

Located in the heart of Leighton Buzzard, this community theatre seats 173 people. It's our big screen event for maximum impact. With a cafe and box office space, it's perfect for getting your name in front of our captive audience. You'll have space to connect and build relationships with the community. Imagine having your promo video on the big screen here!



## The Crooked Crow Bar

Converted from an old Blockbuster, this indie venue is the one for our rebels and change makers. We host our documentary films and creative talks here. More intimate than the theatre, it's a pub vibe where you can get your brand at the heart of the conversation. We can seat 60 - 80 people. They host a whole range of events throughout the year, it's guaranteed to get your name coming up again and again.



## Canal Street Coffee




Run by passionate owners local to Leighton Buzzard, Canal St. Coffee is the result of a lifetime love of good coffee, good food, and a unique space where you'll feel welcome. We host workshops and intimate talks with industry professionals here. It has a hire profile in the community and will really elevate your brand name in relationship with them.

We're always looking for more great venues to host our events. If you think you've got a space for us, please get in touch!



CONTACT  
US FOR  
INQUIRIES

## Buzz Cinema

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-  [buzzcinema@outlook.com](mailto:buzzcinema@outlook.com)
-  [@buzzcinema.uk](https://www.instagram.com/buzzcinema.uk)

