

BECOME A SPONSOR FOR

national**schools**filmweek

The World's Largest Festival for Cinema & Young People



14-22 October 2010 (England // N. Ireland // Wales)

1-5 November 2010 (Scotland)

www.nsfw.org

film education

JOIN THE WORLD'S LARGEST FESTIVAL FOR CINEMA & YOUNG PEOPLE

Reaching Communities Across the UK

National Schools Film Week (NSFW) is a unique festival for schoolchildren that takes place in over 400 different locations across the United Kingdom. From major cities like Belfast, Glasgow, Liverpool, London and Manchester to small communities like Barnstaple, Enniskillen, Keighley, Port Talbot and Windermere young people attend free screenings and events at their local cinemas. The programme takes place during the 3rd week of October in England, Northern Ireland and Wales and the 1st week of November in Scotland. Young people come in groups as part of their school activities to experience the magic of movies, in many cases, for the very first time.



Oscar-winning director Danny Boyle joins actor Bill Nighy on NSFW launch day 2009

Partner with the Film Industry

NSFW is produced by the charity Film Education which is backed by the feature film industry. The 2009 festival featured events with Danny Boyle, the Oscar-winning director of *Slumdog Millionaire*, Gurinder Chadha, director of *Bend It Like Beckham* and Angus Thongs & Perfect Snogging, Alan Bennett, Patrick Stewart and Bill Nighy. In addition, the festival is endorsed by Emma Thompson, Paul Greengrass (director of the *Bourne* Films and *United 93*), Kevin MacDonald (director of *The Last King of Scotland* and *Eagle of the Ninth*) and Joe Wright (director of *Pride & Prejudice*).

400,000 Young People in a Single Event

The festival provides an unrivalled opportunity to engage communities in a meaningful and tangible way that has a direct impact on the lives of young people. They are given free trips to the cinema and, in many cases, the opportunity to participate in Q&As and masterclasses with leading pundits and filmmakers. The 2009 festival included:

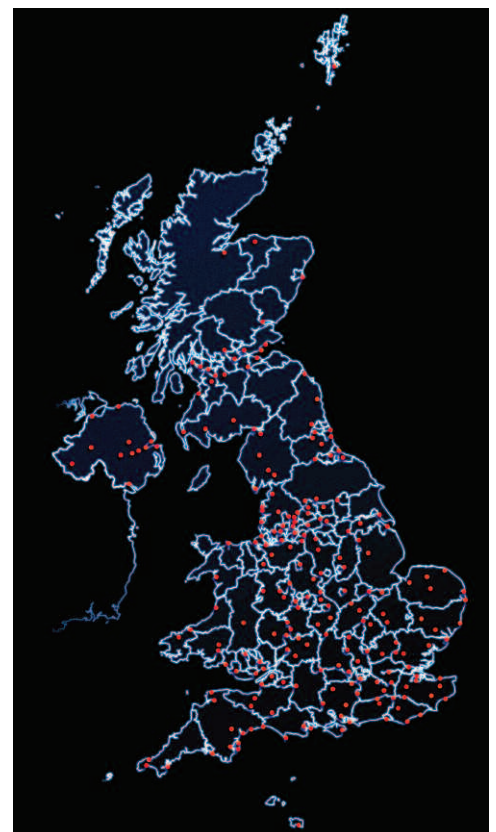
- 400,000 attendees
- 2,500 events
- 500 locations
- 200 films

Supporting Schools, Teachers & Learning

The strength of the festival is a close working relationship with teachers who help to programme the festival content with the Film Education events team. From mid-February a small team of telephone researchers begin phoning schools across the country. They canvass teachers to determine:

- the ideal film selection
- the most convenient cinemas
- any special requirements

After collating all of this data Film Education approaches its supporters throughout the film industry for the venues, film titles and other services required. More than 85% of all requests made by teachers are fulfilled using this unique festival programming methodology.



Map of 2009 NSFW locations

Extending Learning Through Entertainment

This live working partnership with teachers means that the festival provides much more than simply a fun trip to the cinema. It also extends learning outside of its traditional boundaries. It helps teachers to bring to life challenging topics, introduce new horizons and reach their students in a different way.

For more information contact Derek Ray-Hill 020 7292 7330 derek@filmeducation.org

Making More Cinema Tickets Possible

Film Education is currently planning the 2010 festival and is searching for a commercial partner that will help it to expand this remarkable festival in a number of different ways including:

- creating more festival venues
- extending the festival to more communities
- expanding the promotional and press activities
- expanding impact with local parents & communities

Positive Reviews from Children & Teachers

In supporting NSFW, partner organisations will be associated with a very popular and respected festival. The chart below summarises the feedback forms received from teachers following the festival. They were asked to rate the event against several different criteria. The overwhelming proportion of responses were either excellent or above average with 90% of responses falling in those two groups and virtually none below average.

In addition to this structured feedback, the festival receives enthusiastic comments from teachers, students and guardians/parents. Here are just a few examples:

Everyone laughed together. It was a good experience to see it in the cinema. Thank you.

Secondary student from London

I was very impressed with the complete service. The children really enjoyed the film and are looking forward to another visit next year.

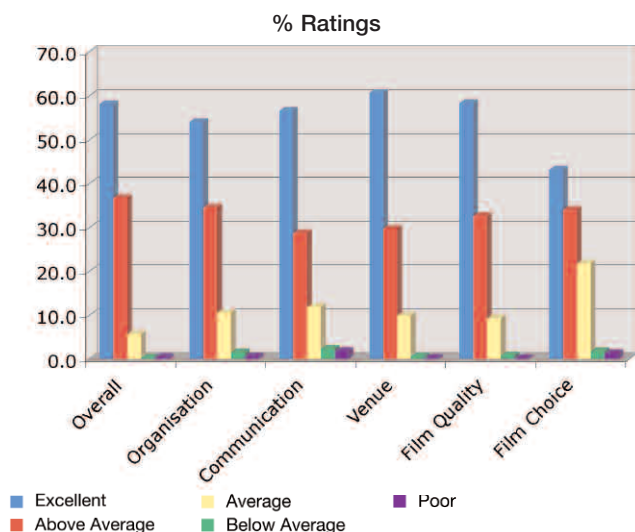
Teacher from St Mary's Primary in Paisley

Please carry on the good work. The NSFW often provides some children with the only chance they get of visiting the cinema. Well Done!

Deputy head of Caister Middle School in Great Yarmouth




BBC Blue Peter Presenter Joel Defries interviews Tom Felton (Draco Malfoy in Harry Potter) during NSFW 2009



Your Profile & Benefits – Widespread Grassroots Coverage

The individual elements can be adapted to the unique requirements of the partner organisation but would likely include:

Posters in Schools	Your logo and supporter branding on posters to all schools. Resulting in over 2 million unique eyeballs	 <p>NSFW 2009 standee</p>
Programmes & Leaflets	Your logo and supporter advertising in all programmes and leaflets with circulation of 100,000 and readership of over 250,000	
Website/Online	Full branding on the NSFW booking portal and Film Education website with over 500,000 annual visitors	
Email/Newsletters	Full branding and unique messages on all emails and HTML newsletters with readership of over 100,000	
In-Cinema Materials	Your logo on standees and quads in all participating venues resulting in over 10 million views	
Short Film Screenings	Your supporter's film (2mins duration) screened before all 2,500 screenings (400,000 in 2009)	
Launch Event in Leicester Square	Presentation and branding during festival launch in Leicester Square	
Regional Festival Launches	Presentation and branding at 8 regional festival launches across UK	
National Media	Full credit in national media campaign delivering broadcast coverage on national TV and radio. 2009 coverage includes BBC News, CBBC, ITV, Channel 5	
Regional Press	Full credit in regional press campaign. 2009 coverage reached 8.9 million readers and 2.1 million radio listeners	
Cinema Ticket Promotion	Opportunity to fund follow-up 2-4-1 ticket promotion to attendees as tested in 2009. (Additional compensation funding for vouchers)	
Promotional Screenings for Teachers	Branding and promotion for teacher screenings to be held in the evenings during the festival	

Many other promotional items and be-spoke events are possible as part of a commercial partnership, including special educational campaign events for families and teachers.

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