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BFI FAN Major Programmes

Sponsorship & Partnerships Development Consultant Brief

Updated 15 March 2019

Background

About Film Hub Midlands

Film Hub Midlands a driving force behind film culture in the Midlands. By providing funding and training, we aim to help more people in the region watch, make, and show films.

Film has the power to bring people together, change hearts and minds, as we well as entertain and delight - this most democratic of art forms should have no barrier to entry and we are passionate about being inclusive and open to all.

The BFI Film Audience Network (FAN) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

Our region covers Derbyshire, Birmingham, Herefordshire, Leicestershire, Lincolnshire, Nottinghamshire, Northamptonshire, Rutland, Shropshire, Staffordshire, Warwickshire, and Worcestershire.

About Major Programmes

Film Hub Midlands is the cross FAN lead for Major Programmes – a four-year, UK-wide, film programming initiative that deliver two National film seasons each year: one of which is led by BFI (Blockbuster) and one which comes from within the Film Audience Network membership.

The aims of the Major Programmes initiative are to:

- ❖ increase audience engagement with film and deepen the quality of cultural experience
- ❖ increase the confidence of FAN members to screen a wider range of films
- ❖ boost the engagement of audiences aged 16-30
- ❖ Increase the diversity of FAN audiences
- ❖ Raise the profile of film as an art form and create a dialogue about its place in our cultural life



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Aims of the brief

Major Programmes seasons have the potential to reach thousands of people and to work with hundreds of creative and cultural organisations. We are keen to maximise the visibility of projects and venues taking part in programmes across our network, to tell the story of the value and unique cultural offer of specialised film and, ultimately, to attract and retain new audiences for cinema in the UK.

We will deliver two annual, national, film seasons across the UK over four years 2018-2022 (eight seasons in total). Our delivery budget is significant: circa £300,000 of our budget annually is distributed to FAN members to deliver activity, on top of which a further £120,000 is leveraged in box office income, 3rd party funding and in-kind contributions.

In 2018, our programmes reached more than 22,500 people across the UK attending our events in person, and a further 130,000 people engaging online with specific events, projects and our wider, audience-facing campaigns.

Our ambition is to maximise the potential partnerships and match funding of our project, making best use of resources and reach across the Film Audience Network (FAN).

Measurable outcomes

- ❖ Media partnership with one or more UK film publications
- ❖ Target list of potential sponsors and partners, with relevant introductions
- ❖ Research outlining potential sources of support across trusts and foundations
- ❖ Sponsorship 'deck' setting out entry points for different levels of partnership with Major Programmes
- ❖ Leverage of cash funding into project budget
- ❖ Leverage of resources – marketing collateral, competition giveaways – into the project
- ❖ TBC – development of specific plans and support for key seasons planned in 2019/20

Milestones and delivery timeline

April – May 2019

Research & development of potential partners, avenues of support
Develop strategy for development partnerships and cash sponsorship
Develop 'offer' to partners at differing levels of engagement
Approach and pursue new leads



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May - June 2019

Partnership approaches and introductions (cont..)

Identify key 3rd party projects for development intervention

Negotiate and refine outcomes for successful partnership agreements

Draft and submit relevant funding proposals

July 2019

Draft and submit funding proposals cont...

Contracting and milestone plans

Submission of plan, leads and progress report

Fee

£200 - £250 per day dependent on experience

Terms

- Up to 25 days between April – July 2019
- Freelance appointment – consultant to be responsible for own working materials, office & equipment, tax and NI
- Travel will be reimbursed for necessary travel with prior agreement.

To Apply

Send an up to date c.v. and not more than 2 pages outlining your availability and approach to the brief to annabel@filmhubmidlands.org by **5pm, Thursday 18 March 2019**

Information and Links

About Major Programmes:

<https://filmhubmidlands.org/show/major-programmes/>

About Film Hub Midlands:

<https://filmhubmidlands.org/about/>

About the Film Audience Network:

<https://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/film-audience-network>

Uprising season: May - September 2018 - <http://spiritof68.org.uk/>

BFI Comedy Genius: October '18 – January 2019 - <https://www.bfi.org.uk/comedy-genius>