

FLOW

PHOTOFEST

UNIQUE SPONSORSHIP OPPORTUNITIES

www.flowphotofest.co.uk

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The inaugural Flow Photography Festival will take place in September 2017

Its theme will be 'People and Place'. The Festival will launch at Eden Court Theatre in Inverness, which will host several galleries of photographs from internationally acclaimed and award winning photographers from Iceland, Finland, Denmark, Scotland, Norway and Canada. There will be a series of concurrent events throughout the North of Scotland and the larger collections will tour after September and on into 2018.

In Inverness there will be the Small Walls feature with shops and cafes hosting everything from single photographs to small galleries. In addition there will be a film festival dedicated to photography at Eden Court Theatre, workshops and trade events. An 'Open' Flow competition will take place inviting photographers to submit work based on the festival theme. The best photographs will be exhibited in Inverness Museum and Art Gallery during the Festival.

This unique Festival will extend to locations throughout the Highlands & Islands including premier venues such as An Lanntair in Stornoway, Time Span Heritage and Arts Centre in Helmsdale and the Sawyer Gallery at Inverewe House.

Flow Photography is a non-profit company limited by guarantee, registered in Scotland, SC535629.

BRAND EXPOSURE

The main feature of the festival will be a month long set of exhibitions at Eden Court Theatre and will see up to 10 different photographers from several different countries utilise all the available wall space in Scotland's biggest multi arts centre.

During that time an estimated 30,000 people will have directly engaged with the exhibitions offering a unique opportunity for brand exposure.

In addition there will be a series of other events taking place over the Saturday and Sunday, 2nd/3rd September in Eden Court including; trade fair, talks, photography workshops, portfolio reviews and photography related films.

On Friday the 1st September there will be a welcoming and opening reception to launch the festival at Eden Court.

There are various packages available to potential brand partners:

1. Gold Sponsor
2. Silver
3. Bronze
4. Open Competition Sponsor
5. Events Packages

GOLD SPONSOR £3000

As the headline sponsor you'll benefit from prominent branding through the opening weekend of the festival plus the additional benefits.

- Prestige of being the headline sponsor for the North's, first International Photography Festival.
- Prominent branding at all events during festival.
- Brand to feature on all festival communications.
- Brand to feature on all festival digital platforms.
- Press opportunities pre and post festival.
- Marketing literature included in visitors packs for talks and workshops
- Double page advert in main festival programme (worth £700), print run 5,000.
- Branding on additional festival promotional literature, print run 15,000
- Trade stand at trade fair, approximately 2x3M stand
- Branding opportunities for satellite events across the North of Scotland into 2018

SILVER £1500

As a main sponsor you'll benefit from prominent branding through the opening weekend of the festival plus the additional benefits.

- Prestige of being a main sponsor for the North's, first International Photography Festival.
- Branding at all events during festival.
- Brand to feature on all festival communications.
- Brand to feature on festival website.
- Marketing literature included in visitors packs for talks and workshops
- Full page advert in main festival programme (worth £350), print run 5,000.
- Branding on additional festival promotional literature, print run 15,000
- Trade stand at trade fair, approximately 2x3M stand

BRONZE £1000

As a main sponsor you'll benefit from prominent branding through the opening weekend of the festival plus the additional benefits.

- Prestige of being a main sponsor for the North's, first International Photography Festival.
- Branding at all events during festival.
- Brand to feature on all festival communications.
- Brand to feature on festival website.
- Marketing literature included in visitors packs for talks and workshops
- Full page advert in main festival programme (worth £350), print run 5,000.
- Branding on additional festival promotional literature, print run 15,000.

OPEN COMPETITION SPONSOR £750

The Open Flow Competition will give you a far reaching brand exposure as the competition is open to all UK residents. With a low cost entry fee, a first prize of £500 and 10 winning entries having their work featured during the festival there will be a large volume of traffic directed to this competition.

EVENTS PACKAGES £500ea.

- Opening Night Reception; a welcoming reception at Eden Court Theatre will see the launch of the festival and the opening of the exhibitions.
 - Workshops; there will be a minimum of 4 workshops held in Eden Court during the opening weekend with the possibility outdoor events held during the rest of September.
 - Portfolio Reviews; photographers will have the opportunity to have their work assessed by industry professionals over the weekend on a one-to-one basis.
 - Talks; there will be a series of talks held across the weekend on various photography related matters.
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- Prestige of being a sponsor for the North's, first International Photography Festival.
 - Branding at all events during festival.
 - Brand to feature on all festival communications.
 - Brand to feature on festival website.
 - Marketing literature included in visitors packs for talks and workshops
 - Half Page advert in main festival programme (worth £200), print run 5,000.
 - Branding on additional festival promotional literature, print run 15,000

For more details about the festival or to discuss sponsorship bookings contact:

Email: info@flowphotofest.co.uk

Tel: Paul Campbell on 07790 299920

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