



Alchemy Film and Moving Film Festival 2019 Sponsorship Pack

www.alchemyfilmfestival.org.uk



Since 2010, **Alchemy Film and Moving Image Festival** has brought thousands of artists and film lovers from all over the world to the picturesque Borders Town of Hawick. This year's edition, our ninth, will take place 2-6 May.

Dedicated entirely to experimental film and artists' moving image, Alchemy is the only festival of its kind in Scotland, and one of the leading festivals of its kind internationally.

In 2017, we curated Scotland's National Exhibition at the Venice Art Biennale, presenting a major new film commission by the artist Rachel Maclean, which received more than **27,000 visitors**.

To make Alchemy Film and Moving Image Festival happen each year, we rely on the support of sponsors.

Sponsorship deals in support of Alchemy guarantees brand exposure to both a local and international audience of art lovers, film fans, industry professionals and the wider Borders community. Last year, over five days, we received more than **6,300 visits** to the festival.

We also have strong digital audiences in the United States, Canada and across Europe, as well as South America and India – including **5,000 subscribers** via email and an ever-expanding outreach of **5,700 followers** across our social media channels.

To arrange your sponsorship of Alchemy Film and Moving Image Festival, or to find out more about how we can support each other, please contact Jessie Growden, Marketing Coordinator:

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Alchemy Film & Arts
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Heart of Hawick
Kirkstile
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Alchemy Film & Arts is a registered Scottish Charity: SC042142.



Some quotes from the press:

“This is the sort of outward-looking, voyage-of-discovery event that you rarely find outside Britain’s big cities... stimulating and strange yet accessible.”

The Guardian

“Alchemy promises to transform Hawick into a melting pot of creativity for some of the world’s most imaginative moving image artists.”

Scottish Art Scene

Some quotes from our visitors:

“I believe Hawick is an ideal location for a festival with a such a full schedule. When not in screenings it is a nice and welcoming town that allows for some quiet relaxation in the breaks between events.”

“Alchemy is a consistently well-curated festival dedicated to showcasing new and classic works, and to engaging audiences who may not have been fully engaged before.”

“Hawick is a very welcoming town and at the same time a very proud place with a rich vein of independent spirit and a tradition of innovation.”

“The town is excited to have international visitors, the restaurant food is above average. The mills, Distillery etc are a nice bonus and it’s great to contribute to Hawick economy.”



Sponsorship Benefits

For in-kind donations, please contact the festival team. We value in-kind donations and do our best to line them up with our cash sponsorship packages.

£50 - Digital Sponsor

- Your logo on the frontpage of our website and our sponsors page
- A shout-out on our social media channels (Facebook, Instagram and Twitter)

£100 - Bronze Sponsor

- Everything listed above
- Your logo in our brochure
- Your logo on our auditorium slide (shown before and after every festival screening)

£250 - Silver Sponsor

- Everything listed above
- An invite to our VIP dinner and Saturday night feature
- A ¼ page advert in our festival brochure

£500 - Gold Sponsor

- Everything listed above
- A film screening sponsored by you, including a mention before the screening, and inclusion on the film's page in the brochure
- A ½ page advert in our festival brochure

£1000 - Platinum Sponsor

- Everything listed above (except brochure advert - see below)
- Your logo on a prominent banner in Hawick
- A full-page advert in our festival brochure

£1500 - Diamond Sponsor

- Everything listed above (except brochure advert - see below)
- A full-page advert on the back of our festival brochure