



# BORDERLINES FILM FESTIVAL

Friday 6 to Saturday 21 March 2026

*"The UK's biggest rural film festival goes from strength to strength"* **Empire Magazine**

*"Easily rural UK's most impressive film festival"* **The Independent**

*"A whopping line-up of first-rate cinema from across the globe"* **Filmwire**

*"Festival is best thing since sliced bread... Great for the senses and the intellect..."* **2023 Audience Member**

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

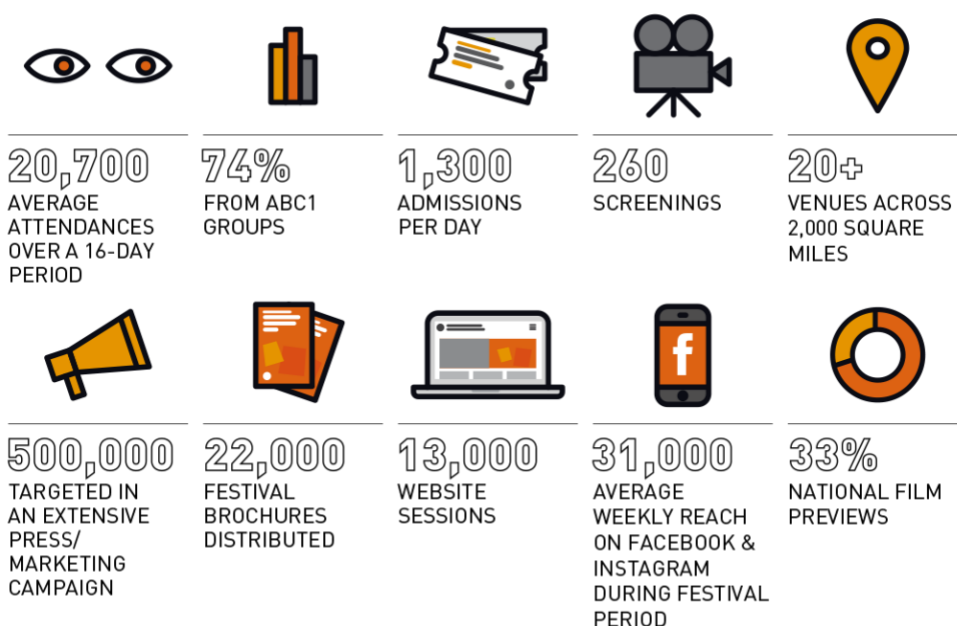
A major arts/cultural event in the Midlands, the next Borderlines Film Festival will take place from 6 to 21 March in up to 25 screening venues throughout Herefordshire, Shropshire, Worcestershire and the Welsh Borders.

Borderlines is recognised as one of the top five film festivals in the UK with an enviably high attendance level and an outstanding programme of British and world cinema.

We can only achieve this level of success with the help of key funders such as The British Film Institute awarding funds from The National Lottery, The Elmley Foundation and Hereford City Council, supported by a host of sponsors and corporate advertisers.

The forthcoming festival offers you an opportunity to associate with one of the most eagerly anticipated, well-attended and widely publicised social and cultural happenings across the heart of England for its 24<sup>th</sup> edition.

Your support will benefit you with exposure to:



## **FILM SPONSOR - £250**

- Your name or brand is identified with a single screening of a chosen film:
  - your name or company name on the film page in the brochure, on our website film page, with your name and/or logo in an on-screen slide before the screening
  - 10 complimentary tickets to the screening

## **FESTIVAL SPONSOR - £600**

- Your name or brand is identified with a single screening of a chosen film:
  - your name or company name on the film page in the brochure, on our website film page, with an on-screen slide before the screening
  - 10 complimentary tickets to the screening or a screening of your choice (selected in advance)
- Your company name and logo will be prominently displayed:
  - on the special Sponsorship page of the Festival programme brochure (22,000 copies distributed widely across Herefordshire, Shropshire, Hay-on-Wye, Worcestershire, Gloucestershire and Powys)
  - on the festival website's Sponsorship and News pages, as well as in our regular e-newsletter and our social media channels
  - in a short Festival ident film that plays before each screening
  - on the pre-launch printed publicity and on posters
  - on a bespoke Sponsors' banner on display at The Courtyard, Hereford and at Malvern Theatres
- Quarter page advertisement in the brochure (upgradable to a half page for an extra £150)

## **PREMIUM PLUS SPONSOR - £1,500**

Top-level sponsorship gives you the works - everything from the Festival and Film Sponsor packages.

- Your name or brand is identified with a single screening of a chosen film:
  - your name or company name on the film page in the brochure, on our website film page, with an on-screen slide before the screening
  - 10 complimentary tickets to the screening
- Your company name and logo prominently displayed:
  - on the dedicated Sponsorship page of the Festival brochure (22,000 copies distributed widely in Herefordshire, Shropshire, Hay-on-Wye, Worcestershire, Gloucestershire and Powys)
  - on the festival website's Sponsorship and News pages, as well as in our regular e-newsletter and our social media channels
  - in a short Festival ident film that plays before each screening
  - on the pre-launch printed publicity and on posters

- on a bespoke Sponsors' banner on display at The Courtyard, Hereford and at Malvern Theatres
- Full-page advert in the brochure

### **FESTIVAL SUPPORTER - £100**

Show your support for the festival in these difficult times with a £100 donation. Your name will be listed in the brochure and on the website in grateful recognition of your contribution to keeping the festival running.

### **ADVERTISING IN THE FESTIVAL BROCHURE AND ONLINE**

We will distribute 22,000 copies of the full colour Festival Brochure, containing the low-down on all the films, special events and venues.

4,000 brochures are direct mailed to our subscribers, and we distribute the remainder across Herefordshire, Shropshire, Hay-on-Wye, Worcestershire, Gloucestershire and Powys from late January onwards.

The brochure has a long shelf-life - 44% of our audiences continue to use it to select filmsto buy/rent/watch after the festival has finished.

- £275 - Quarter page advertisement in the brochure
- £500 - Half page advert
- £950 – Full page advert
- £1,200 – Prime spot – back page advert

*(artwork to be supplied by your company for all adverts)*

We can offer online adverts and spots for companies on the Borderlines website.

If you'd like something different, please get in touch with us.

**Contact: Steve Freer, Chair, Borderlines Film Festival Board of Directors**  
[steve.freer@borderlinesfilmfestival.co.uk](mailto:steve.freer@borderlinesfilmfestival.co.uk)