





## Sheffield Adventure Film Festival – Mar 1-Mar 3 2013

### Festival Report

#### What Is ShAFF?

*Unless you are on top of Everest there are few better places to be on a March weekend.*

*Sir Ranulph Fiennes, the World's Greatest Living Explorer*

The best adventure, travel and extreme sports films hand-picked for you from around the world.

More than 80 films shown over one weekend at the art deco Showroom Cinema in Sheffield – the UK's biggest independent cinema outside London, voted the region's best cultural venue.

Plus our new, free outdoor Saturday night 'Cityscape' Cinema at the amphitheatre above Sheffield train station.

Talks and lectures on epic climbs, runs and rides by world-class adventurers. More than a dozen live bands, competitions, a locally produced festival brew and a cracking vibe.

2,500 visitors viewed the UK's biggest outdoors/adventure sports photography exhibition, ShAFF Single Shot competition and browsed our 2<sup>nd</sup> hand kit sale as part of our Workstation Exhibitors and Sponsors Zone.

Family friendly – our Young Adventurer screenings have grown from two morning sessions to four morning sessions, two lunchtime sessions and two afternoon Teen Screens as well as our weekend long 'Adventure Bites' loop.

Chill out in the bar/cafe between screenings with live music, comfy-seating and free wifi. During the day grab a light lunch and coffee with friends and in the evenings, book dinner made by experienced chefs with fresh, local produce. Why not try the great selection of on tap or bottled beers, wines and ciders - not forgetting the awesome cake cabinet!

We're growing in the face of a global recession. Now in its 8th year, for the past seven years 100% of the audience said they'd come back again and recommend it to a friend. ShAFF 2013 was our best ever year with a 29% increase in ticket sales – that means our ticket sales have trebled over the past three years.

***Celebrating the daredevils, inspiring the dreamers, rocking the rest of us...***

## The Best Yet...

The 8th annual Sheffield Adventure Film Festival was the biggest and best yet.

***Last year ShAFF was good, this year it was in a totally different league. You expect great films, it's in the name, but with the takeover of the Workstation and the addition of the open-air cinema it achieved the kind of feel you get at Kendal that this is something BIG, feeling as though the whole city centre is ShAFF. Unlike the stressed out faces you see at some festivals as queues fight to get through sardine packed foyers the faces at Sheffield are more relaxed, the screenings timed to allow unhurried breaks and time to move from screen to screen and somehow life feeling a little slower and more friendly. ShAFF is social but in a different way to Kendal. Where Kendal is the place to be seen at ShAFF is the the film festival to be at.***

*Part of a review by Dave Mycroft from MyOutdoors. Full [review](#).*

The Showroom is the biggest independent cinema outside of London, and has been voted the best cultural venue in the region.

ShAFF had exclusive use of 7 of its screens / rooms for the duration of the weekend, showing 81 films featuring a wide range of adventure sports. Festival highlights included:

- A 29% increase in ticket sales despite perfect cloudless weather for much of the weekend which means ticket sales have trebled over the past three years.
- The expansion of the festival into the neighbouring Workstation, allowing significant expansion of exhibitor space.
- The inaugural Cityscape Cinema courtesy of Red Bull – a free open-air cinema in the amphitheatre above Sheffield Train Station attracted an audience of 300.
- The world premiere of Chasing The Dragon, a film by local filmmakers Rich Heap and Ben Pritchard, on the Dragon's Back endurance race in Wales in 2012. The film sold out to a capacity audience (270) and won three awards at the festival.
- Patagonia continuing its title sponsorship, and the welcoming on board of a host of new sponsors including Over Ride MTB, Accelerate Sheffield and Holiday Inn Express.
- An incredibly popular trailer (over 30,000 views) by award winning photographer and filmmaker Alastair Lee with soundtrack by up and coming Sheffield band Screaming Maldini (who also played at the festival).
- An excellent series of lectures by well-known climbers and runners.
- The inaugural ShAFF Single Shot amateur photographer competition, organised by MyOutdoors.
- A stunning exhibition of photographs from local adventure sports and landscape photographers, organised by MyOutdoors, was viewed by 2,500 people over the weekend and 800 in the run up to the festival - making it the UK's biggest outdoor photography exhibition this year.
- The use of the Workstation Mezzanine which allowed the ever- popular second hand outdoor-kit sale to expand, organised by MyOutdoors.
- A fantastic programme of live music with the atmosphere in the bar akin to a gig for much of the weekend.
- Adventure Bites - the running of an hour-long loop of films throughout the whole weekend to allow people in a hurry, or with a short amount of time, to watch a selection of the films. This loop was extended to a local café next to one of Sheffield's climbing walls.

- Free physiotherapy consultations and sports massage.
- Book sales and signings and a DVD download partnership with Vertebrate Publishing and SteepEdge.
- A well-attended urban orienteering course and race organised by South Yorkshire Orienteers.
- A live Twitter-cast in the Showroom Bar and Workstation with 400 tweets using #SheffAdvFilmFest alone.
- A live webcast of the Climbing Works International Festival Bouldering Masters on the Sunday in the Workstation.
- 8 Young Adventurers screenings, 2 of which had to be added on the weekend to cope with demand. In 6 of the screenings YHA were on hand with free activities (climbing, caving and slacklining) for the audience to have a go on.
- A media partnership with the Sheffield Star and Telegraph resulting in nearly a dozen stories in print.
- For the eighth year running 100% of those offering feedback said they would come again and would recommend to a friend.
- An amazing [gallery of photos](http://www.lwimages.co.uk/) from the event taken by <http://www.lwimages.co.uk/>



**Cityscape Cinema – a new addition to ShAFF courtesy of Red Bull (photo courtesy of <http://www.lwimages.co.uk/>)**

## Some Numbers:

**The ShAFF trailer** – a big audience with a long-shelf life

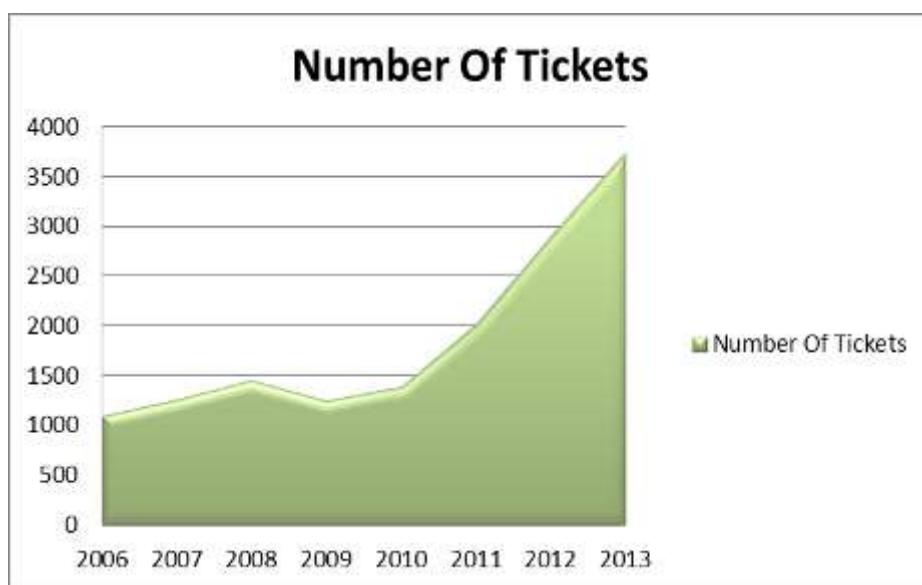
- Our trailer (produced by award-winning film-maker Al Lee) was viewed more than **30,000 times online**.
- It's also worth noting that our 2011 trailer has received 20,000 more views over the past two years and our 2012 trailer has received 12,500 more views over the past year offering our sponsors great value with exposure with a long-shelf life.

The last three years have seen a dramatic increase in visitors to ShAFF with ticket sales trebling.

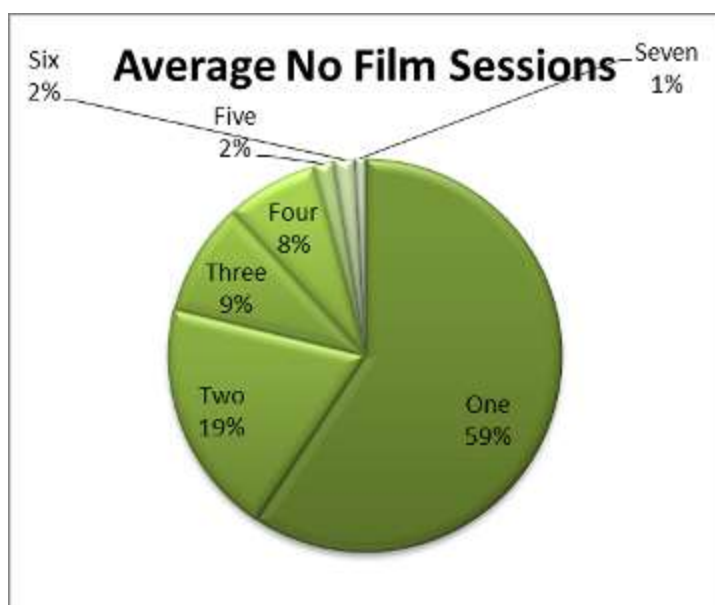
**2013 – 3,753 - 29% increase**

2012 – 2,908 - 44% increase

2011 – 2,024 - 77% increase



The average visitor attended 1.8 Film Sessions:



295 feedback forms were collected. The results show that:

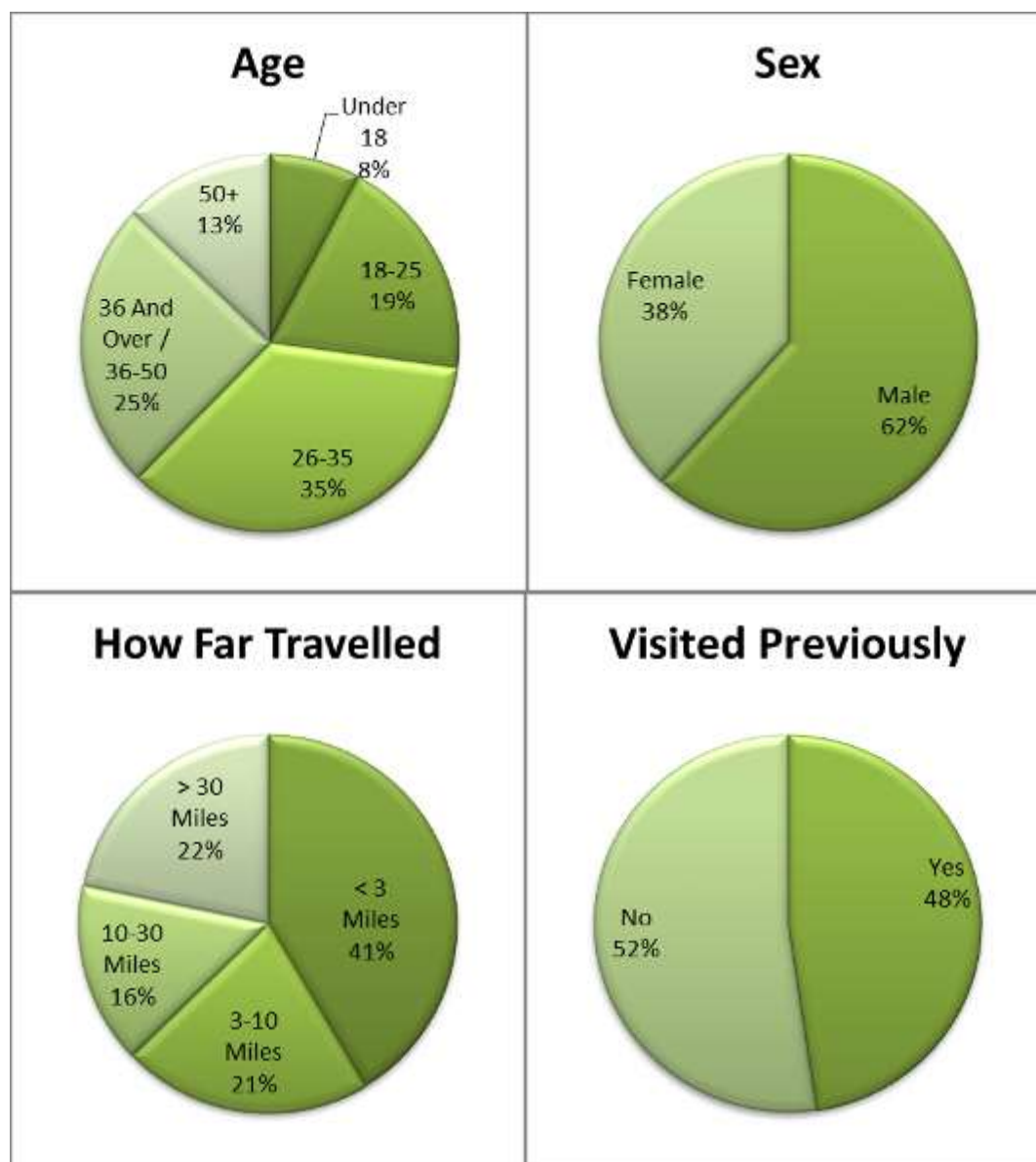
- 41% travelled from less than 3 miles
- 21% travelled from 3-10 miles
- 15% travelled from 10-30 miles (10% in 2011)
- **22% travelled from more than 30 miles**
- *We are very proud to report that, for the 8<sup>th</sup> year running, 100% said they had enjoyed the event and that they would recommend it to a friend.*

23% of visitors reported that they were staying in Sheffield because of the festival, on average, for 1.8 nights each. That equates to 1,554 bed nights.

### Staying Overnight (average stay 1.8 nights -



Below are some demographic details collected via the feedback forms:





## Sponsors

We make a real effort at ShAFF to make sure that all sponsors and partners are well looked after and get good value from their support. We think this is reflected in the fact that most of our sponsors stick with us and have good things to say about ShAFF.

***...by the time the weekend itself came around Matt himself and Lissa were freed up to spend time with the film makers and the speakers, chat with the book authors and share a beer with the musicians. The commercial exhibitors were consulted over stand placement and the volunteers were openly thanked and made to feel valued. Where Kendal feels turbo charged and impersonal ShAFF feels relaxed and keeps a community feel that's hard to achieve with an event of this scale. (from Dave Mycroft's [review](#) of the festival)***

We asked the following questions of the ShAFF visitors (answers indicated as a percentage who said 'Yes'):

Being a sponsor of ShAFF....

- |  |     |
|--|-----|
| a. Effectively gains my attention and increases my awareness of an organisation? | 89% |
| b. Provides a more positive image of the organisation?                           | 94% |
| c. Increases the premium image of the organisation?                              | 83% |
| d. Encourages me to buy or use the sponsor's main products/services?             | 78% |

We're over the moon that these numbers are so positive and hope that this is a combination of a good selection of reputable sponsors, and a slick and professional event.

Patagonia again supported the event as a Presenting Sponsor.

All Major Sponsors were represented on printed media promoting the event as well as on the website and trailer. Logos were displayed proportionally dependant on support. In addition, all were invited to bring along banners and promotional material to the event (again, the numbers being proportional to the level of sponsorship), and were offered exhibition space at the event.

The Expert Nights were supported by Accelerate and Ellis Brigham.

Complimentary tickets were offered to all sponsors and partners.

A sponsorship benefit document for 2014 can be supplied on request.

## MAJOR SPONSORS

# patagonia®



## PARTNERS & PROGRAMME SPONSORS





## Media & Publicity:

Lissa Cook, ex BBC Radio producer, worked on the festival for a third year and did a fantastic job. Over **150** items of press were generated for ShAFF. They are listed [here](#) (note that some print media is not listed here, so the number is probably closer to 170). Press coverage is continuing to trickle in on an almost daily basis.



### Highlights included:

- A continued media partnership with Sheffield Newspapers resulting in 8 pieces in the Sheffield Star and 3 pieces in the Sheffield Telegraph. (Note – just one half page ad in the Star would cost £5,446).
- Friday evening news package on BBC Look North including footage from our trailer and Best Climb Film WideBoyz.
- Friday DriveTime interview on BBC Radio Sheffield.
- Daily Telegraph Travel video preview and photo slideshow of our sell-out premiere 'Chasing the Dragon'.
- A ShAFF dedicated zone on MyOutdoors – sponsors of our photography exhibition.
- The Guardian What's On Guide.
- Extensive coverage on specialist online magazines including 9 articles on OutdoorsMagic; 5 articles on Climb magazine, 2 on UKClimbing, Grough, Dirt, Singletrack, BikeMagic, MBR etc.
- ShAFF Trailer hosted on MPORA and on Outside Times to coincide with Factory's latest website launch.
- Double page feature in Derbyshire Life magazine.
- Three pages of advertorial in Exposed Magazine.
- Several articles in leading photography magazines / websites Outdoor Photography, Professional Photography and ePHOTOzine.
- Reviews & previews by influential sports bloggers.
- Competitions in The Star, Trail Running, Wanderlust, SportSister and Climb.

## Posters & Banners

25 eight foot by two foot and 10 four foot by one foot banners were erected in Sheffield for 3 weeks prior to the event.

1,500 A5 colour programmes and 200 A3 & A4 colour posters were printed. They were distributed by The Showroom and Heason Events in Sheffield, Nottingham, Leeds, Manchester, Derby, The Peak District, and towns, villages, shops, climbing walls and ski centres within an hour or so of Sheffield. In addition material was sent to most of the major climbing walls and ski centres nationally, as well as to carefully selected bike centres and tourist information centres.



Roadside Banner (and poster)



Poster designed by [Reflow Studio](#).

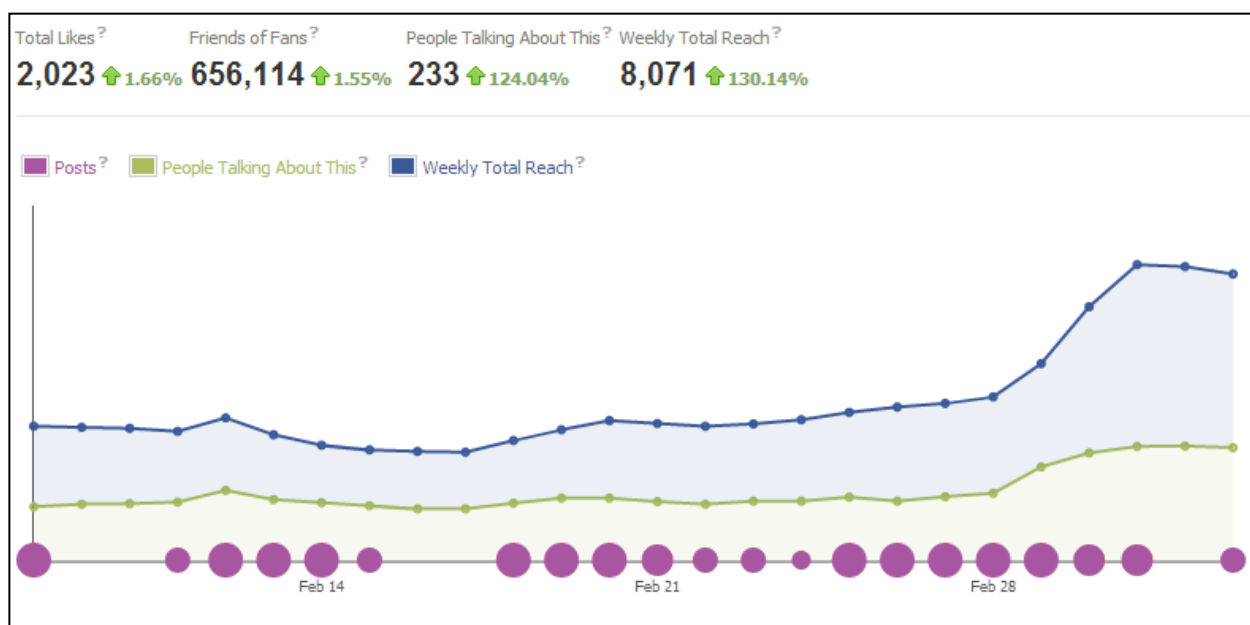
## Online

The ShAFF website received **6,968** unique visitors in January, **9,513** unique visitors in February and **3,617** unique visits in the first week of March.

The ShAFF trailer was viewed more than **30,000** times online through YouTube. It was also screened on BBC Look North several times before the festival as part of a full news package on the growth of the festival.

## Facebook

Regular activity on the Heason Events Facebook page has grown the fan-base from 1,437 at the end of last year's ShAFF to 2020 today. Emphasis was put on encouraging the fans to interact with the ShAFF Page and Timeline to extend the coverage to the 656,114 friends of fans. Below is a graphical representation of the activity during the weeks leading up to the festival.



## Twitter

Similarly to Facebook regular activity on the Heason Events Twitter account has seen the fan-base grow from 1,280 to 2,116. PR Lissa Cook also tweets as @Heason\_Lissa with a following of 800 so our total twitter following is nearly 3,000.

There were over 450 Tweets of the festival hashtag #sheffadvfilmfest over the festival and 1,167 during the month leading up to and including the event. These were displayed on a live Twitter-cast on large screens in the bar and Workstation all weekend.

Our exposure through Twitter was 1,769,367.

[Tweet Reach](#) pre & post event reports give an indication of our combined reach. Graphics on the following page.



**@Heason\_lissa**

As of March 07, 2013 at 06:40PM UTC

50 tweets reached people with 21,928 impressions.

**#SheffAdvFilmFest**

As of March 07, 2013 at 06:39PM UTC

50 tweets reached people with 55,129 impressions.

**"Sheffield Adventure Film Festival"**

As of March 07, 2013 at 06:39PM UTC

50 tweets reached people with 88,700 impressions.

**@Heason\_Lissa**

As of March 07, 2013 at 06:28PM UTC

50 tweets reached people with 21,923 impressions.

**@Heasonevents**

As of March 07, 2013 at 06:28PM UTC

50 tweets reached people with 46,749 impressions.

**ShAFF**

As of February 28, 2013 at 09:24PM UTC

50 tweets reached 13,717 people with 22,217 impressions.

**"Sheffield Adventure Film Festival"**

As of February 28, 2013 at 09:22PM UTC

50 tweets reached 65,649 people with 105,759 impressions.

**@Heason\_lissa**

As of February 28, 2013 at 09:21PM UTC

29 tweets reached 9,236 people with 16,231 impressions.

**@Heasonevents**

As of February 28, 2013 at 09:20PM UTC

50 tweets reached 38,382 people with 61,489 impressions.

**#SheffAdvFilmFest**

As of February 28, 2013 at 09:18PM UTC

50 tweets reached 12,472 people with 58,745 impressions.

**@Heason\_Lissa**

As of August 01, 2012 at 02:22PM UTC

9 tweets reached 1,437 people with 1,468 impressions.



## Judges & Awards:

Nik Cook, Claire Maxted, Lucy Creamer and Tim Glasby judged all the films showing at the festival with the following winners:



### Best Film

North Of The Sun  
Crossing The Ice  
The Dragon's Back

### Best Climbing Film

Wideboyz Both Edits  
My Life: The Big Climb  
Honnold 3.0

### Best Feature Film

Crossing The Ice  
The Dragon's Back  
Ready To Fly

### Best Short Film

All I Can - Imagination  
Kilian Martin – Altered State  
Road Bike Party

### Steve Peat Best Bike Film

Where The Trail Ends  
Strength In Numbers  
Lacon De Catalunya

### Best Spirit Of Adventure Film

Janapar – Love On A Bike  
North Of The Sun  
Crossing The Ice

### Ski & Board

Pour Vous Servir  
Ready To Fly  
2 Years 5 Winters

### Best Artistic Film

Of Souls & Water: Shapeshifter  
Unicorn Sashimi  
Ski Boys

### Best Run Film

The Dragon's Back  
Collective Dreams  
Red Bull 400

### Judges Prize

Shaun Palmer

## Testimonials:

For testimonials from previous years see the website.

*For me, Saturday demonstrated what can be delivered when two parties pull whole heartedly in the same direction.*

Robbie Henderson from Red Bull on the Cityscape Cinema

*I just wanted to register my complete enthusiasm for the festival.....it was the first time i have attended and i really very enjoyed the Bike Film 3 and Awards and best of Shaff... just looking at the wide variety of films, dates and various events was mind boggling!!! Congratulations and very well done to you and all the team.....great to put Sheffield on the map and having seen as you said last night how much its grown in the last few years its upwards and onwards!*

Marco, Gusto Cycling

*Fantastic festival, definitely the best one yet, well done everyone*

Debbie McCart

*I am writing to say that I appreciate the exposure Edinburgh Bicycle Co-op gained through our sponsorship of the Sheffield Adventure Film Festival.*

*We appreciate the fact that ShAFF attracts a demographic who might be very interested in our offer.*

*The site of our banners inside and outside the cinema and on street made us proud.*

*What really impressed me was your creative use of social media and the fact that you took the time to mention our support and feature our logo at every opportunity.*

*The friendly ShAFF staff wearing T-shirts featuring our logo on was a nice touch.*

*I would go so far as to say that you have been among the most professional and easy to work with partners I have had the pleasure to work with in my 28 years with Edinburgh Bicycle Co-op.*

Ged Holmyard, Edinburgh Bicycle Cooperative



## Plans For 2014

- 2013 dates will be published on the website asap.
- To redevelop the website and a complimentary smart phone app with a view to printing less paper.
- To tie in with the 100 Day Cultural Festival in the lead up to the Tour De France coming to Yorkshire.
- To develop the Cityscape Cinema in partnership with Red Bull.
- To bring the Red Bull Illume photography competition to ShAFF.
- The expansion of the kids cinema to fill the whole weekend.
- To work with sponsors Over Ride MTB and Accelerate Sheffield to develop biking and running events alongside the orienteering and climbing events that complement ShAFF.
- Introduce sponsors for the film awards.

**Thank you to everybody who helps make ShAFF happen each year!**