



# OSKAFF 2015

SHEFFIELD ADVENTURE FILM FESTIVAL  
CELEBRATING OUR 10TH BIRTHDAY - 20-22 MARCH

## **SHAFF 2014 IN NUMBERS - BIGGER THAN EVER**

**109 films | 7 Big Screens | 23 Speakers**

**3,000+ visitors | 4,000+ ticket sales | 1,702 1st time visitors | 1,462 bed nights**

**£2,418 raised for title partners Sheffield Hospitals Charity**



**Every year for the past 9 years**

**100% of our visitors have said they'd come again  
& recommend the festival to a friend.**



## SHAFF 2014 MEDIA REPORT

250,000 views of our past 3 years' trailers

#ShAFF2014 Tweet Reach of 6.81 million (24 March - 6 April)  
Twitter followers 4,354 / Facebook Likes 3,105

Dedicated former BBC producer handling PR & promoting  
sponsors, partners & films.

100+ media articles & blog posts including regular online &  
print editorial with Johnston Press, Sheffield Telegraph &  
Star newspapers (44,000 print circulation) + Trek &  
Mountain, Climb, Climber, UKC, Outdoor Enthusiast, The  
Great Outdoors Magazine, Outdoors Magic, My Outdoors.

Contra-promotional newsletters e.g. UKC, The Climbing  
Works, Breeze Network/British Cycling, The Great Outdoors,  
TrailPlus

Regular broadcast features with organisers & film-makers  
e.g. BBC Radio Sheffield, Sheffield Live & High Peak Radio.

## ***Don't just take our word for it...***

**95% of visitors said ShAFF sponsorship effectively gains my attention and increases my awareness of an organisation**

**94% said it provides a more positive image of the organisation**

**83% said it Increases the premium image of the organisation**

**75% said it encourages me to buy or use the sponsor's main products/services**

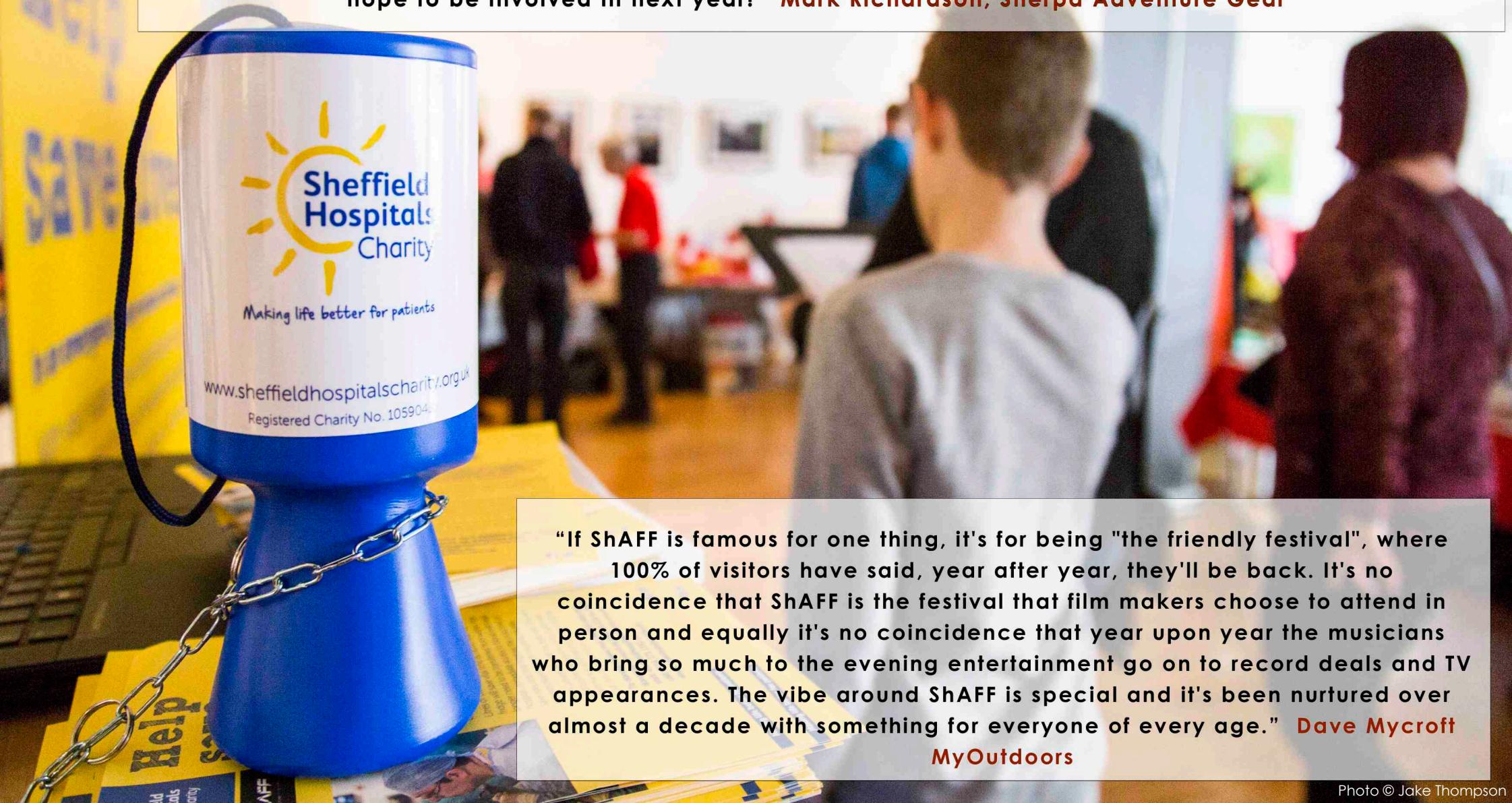


**“For me, [Cityscape Cinema] demonstrated what can be delivered when two parties pull whole heartedly in the same direction.” Robbie Henderson from Red Bull Media House**



"After a hair-raising white-knuckle weekend we leave ignited with inspiration and filled with the spirit of adventure. Kudos to Heason Events for organising yet another slick and sound festival". **UK Climbing**

"SHAFF seems to be going from strength to strength each year, and is difficult not to recognise this in the outdoor adventure festival market. It has been really worthwhile Sherpa Adventure Gear being involved in such an event where the fundamental message is to stimulate peoples thoughts, actions and interests into the outdoors and all the different activities that are available....this can only be a positive experience which we hope to be involved in next year!" **Mark Richardson, Sherpa Adventure Gear**



"If ShAFF is famous for one thing, it's for being "the friendly festival", where 100% of visitors have said, year after year, they'll be back. It's no coincidence that ShAFF is the festival that film makers choose to attend in person and equally it's no coincidence that year upon year the musicians who bring so much to the evening entertainment go on to record deals and TV appearances. The vibe around ShAFF is special and it's been nurtured over almost a decade with something for everyone of every age." **Dave Mycroft**

**MyOutdoors**

**THE VENUE** - The Showroom Cinema, in the centre of Sheffield close to the train and bus stations, is one of the largest independent cinemas in the UK with four luxury auditoria, exhibition spaces and a café/bar.

ShAFF has use of the venue for the duration of the weekend, showcasing an unrivalled range of adventure films and a complementary programme of adventurous speakers, live music, exhibitions and other exciting fringe activities.





**For £7,500 you get...**

**Title Sponsorship** gives a single sponsor exclusive branding – i.e. the event would be referred to as 'YOUR NAME Sheffield Adventure Film Festival' on ALL fronts.

**The option to include a 30 second video advert prior to all of the film sessions.**

**The option for part in-kind payment in clothing, products & speakers for the festival.**

**+ ALL Event Sponsor benefits (see next page).**

## **SHAFF EVENT SPONSORSHIP - £2,500**

**Logo placement: ShAFF trailer; 250 A3 / A4 posters; 25 X 8 by 2 ft & ten 4 ft by 1 foot roadside banners; large logo on front cover of the official programme (2,500 A5 copies) AND on screen video loop played ahead of all festival film sessions.**

**Full page plus acknowledgments in official programme.**

**Dedicated page on official event website + large logo on website footer.**

**Two banners placed prominently on venue exterior over festival weekend, plus up to six roll-up banners for venue interior.**

**Retail / Showcase space in the building (2m by 4m)**

**Specialist PR support for liaison with outdoor media e.g. interviews & competitions.**

**Dedicated social media commentary to ShAFF's network of 9,000 followers.**

**Acknowledgement in regular event e-newsletters to 8,000 recipients.**

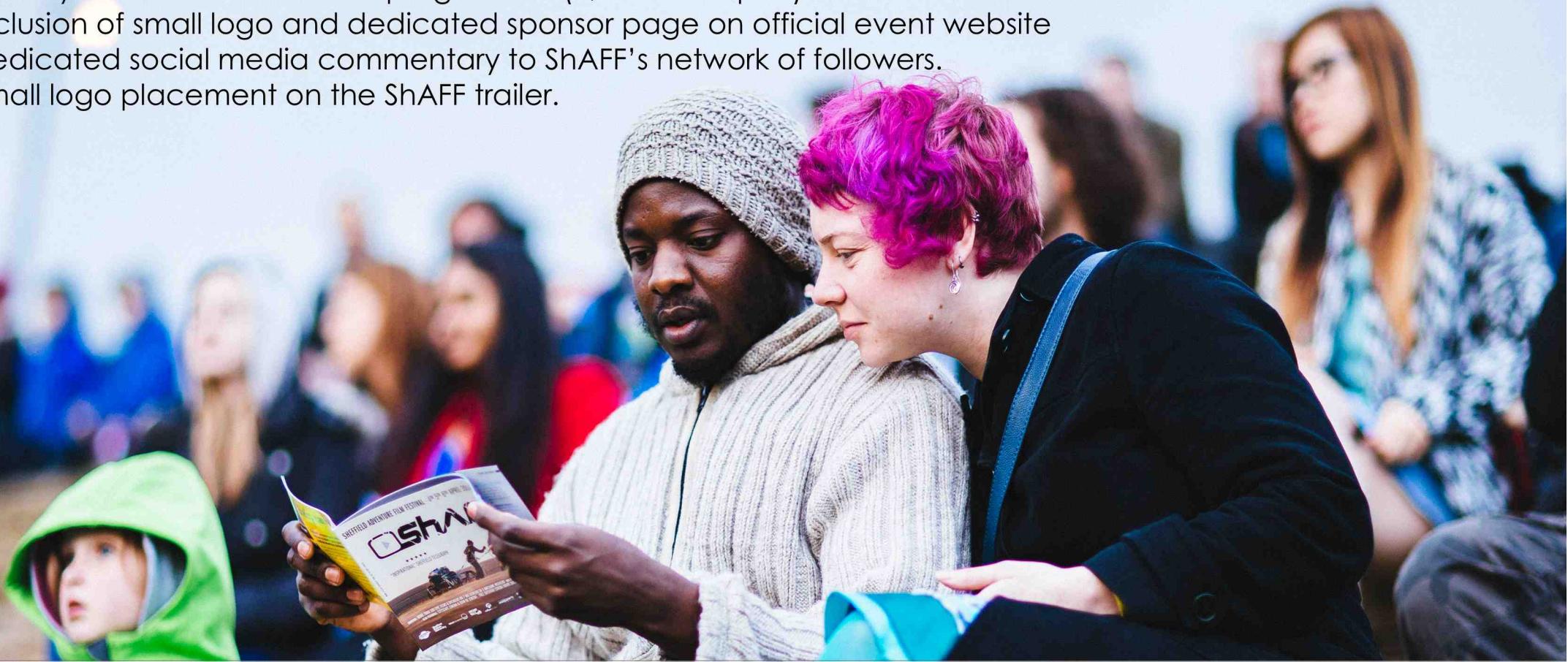
**20 free event tickets for staff, clients & guests.**



\* All sponsors to provide artwork & copy for posters, programme & website & bring or send their own banners and bring their own stands.

## **Programme Sponsorship - £175 regular / £100 charities & clubs**

- 5cm by 5cm advert in official programme (2,500 A5 copies).
- Inclusion of small logo and dedicated sponsor page on official event website
- Dedicated social media commentary to ShAFF's network of followers.
- Small logo placement on the ShAFF trailer.



## **Session Sponsorship - £150-£250 per Category**

- Sponsor a themed film sessions e.g. Climbing, Running, Biking, Spirit Of Adventure, Young Adventurers etc.
- Include a video advert of up to 30 seconds prior to a session.
- Put up two roll-up banners inside the auditorium during your sessions.
- Your logo on the relevant session page on the festival website + dedicated associated sponsor page.

### **Note:**

- There will be 40+ sessions, with an average of 100 people per session.
- Costs vary as themes and numbers of screenings are dictated by film submissions.
- Charity and local business rates negotiable.



## **Young Adventurers Sponsorship - £500 & Prizes**

ShAFF has developed a loyal following of Young Adventurers who attend the festival every year in growing numbers. In 2015 we are again using the Creative Lounge (100 seats) as a dedicated cinema for young people.

Each day we show 3 kids sessions & a teens screen. Our partner the YHA decks the cinema out with an indoor climbing wall, slackline and small caving system to make it a fun, family-friendly space.

- Medium logo placement: ShAFF trailer; 250 A3 / A4 posters; 25 X 8 by 2 ft & ten 4 ft by 1 foot roadside banners; on front cover of the official programme (2,500 A5 copies) and on screen video loop played ahead of all festival film sessions\*.

- Half page plus acknowledgments in official programme.
- Dedicated page on official event website + medium logo on website footer.
- Banner placement of up to six roll-up banners for venue interior (Creative Lounge).
- Exhibition space to bring along kids clothes / equipment and interact with the visiting families directly.
- Specialist PR support for liaison with outdoor media e.g. interviews & competitions.
- Dedicated social media commentary to ShAFF's network of 9,000 followers.
- Acknowledgement in regular event e-newsletters to 8,000 recipients.
- 10 free event tickets for staff, clients & guests.



## **MUSIC / BAR SPONSORSHIP - £1,000**

ShAFF is more than a festival - it's a party. In 2014 bands & musicians played back-to-back free gigs in the Showroom bar including headline acts Screaming Maldini & Alvarez Kings. There is public access to the bar with free wifi, a licensed bar and a special ShAFF menu & beer.



- Medium logo placement on ShAFF trailer; 250 A3 / A4 posters; 25 X 8 by 2 ft & ten 4 ft by 1 foot roadside banners; on front cover of the official programme (2,500 A5 copies) & on screen video loop played ahead of all festival film sessions\*.
- Half page plus acknowledgments in official programme.
- Dedicated page on official event website + medium logo on website footer.
- Banner placement of up to eight roll-up banners for venue interior (bar).
- Logo on ShAFF beer pump tap clip and specially brewed ShAFF beer bottles.
- Specialist PR support for liaison with outdoor media e.g. interviews & competitions.
- Dedicated social media commentary to ShAFF's network of 9,000 followers.
- Acknowledgement in regular event e-newsletters to 8,000 recipients.
- 10 free event tickets for staff, clients & guests.



Photos © Jake Thompson

## Showroom Workstation - exhibition space

Situated next door to the Showroom Cinema, the 2,000sq ft double height Workstation exhibition space has high footfall (3,000+ visitors) with the UK's biggest outdoor photography exhibition, MyOutdoors magazine's Second Hand Kit sale and our Young Adventurer film sessions in the Creative Lounge.

Rates: 2m by 2m - £250 / 2m by 4m - £350 / 2m by 6m - £450



### FLEXIBLE & CREATIVE SPONSORSHIP SOLUTIONS

#### Contra & In Kind Sponsorship

We welcome contra-sponsorship deals - for example, sponsors providing interesting and exciting speakers, or providing activities that can be delivered to the festival as well as contributions to print, design and any other festival costs.

#### Multi Year Discounts

Enter into any of the above sponsorship deals and we will discount the amount by 10% per year if you sign up for 2 years\* & 20% per year if you sign up for 3 years\*

#### Find out more:

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<http://www.shaff.co.uk>

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