

# CRYSTAL PALACE . INTERNATIONAL . FILM FESTIVAL



FEATURE  
FILM

ANIMATION  
FILM

SHORT  
FILM

SCI-FI/HORROR  
FILM

COMEDY  
FILM

INTERNATIONAL  
FILM

STUDENT  
FILM

DOCUMENTARY  
FILM

MUSIC  
VIDEO

# The Usual CPIFF

PRESENTED BY

**MARTIN&CO**

[CPIFF.co.uk](http://CPIFF.co.uk)



## Sponsorship Packages

### The World's Coolest Film Festival

Watch our video <https://vimeo.com/671142880>

We can custom design a package supporting your company's objectives, integrating your brand, image and services with supporting independent film & CPIFF. On Film Freeway we were **rated 3rd out of 12,000+** film festivals across the globe!

- Our poster campaign gains **4.5 Million+ impressions**
- We can directly email **850,000+ filmmakers worldwide**
- We have **10,000+ Facebook followers**
- **14,500+ Twitter & Instagram followers**
- We print **10,000 programmes** with an est. **35,000+ readership**
- **43,000+ annual website page views**
- **A newsletter with 3,500+ subscribers**

**Title Sponsor** The 'Your Brand' Crystal Palace International Film Festival. 1 brand can take top spot and be on everything CPIFF with any bespoke promotional activity open for discussion.

#### Co-presenting sponsor

Two brands can get this level of festival-wide exposure. Your logo on posters, website, POS, programmes, linked on emails, Facebook, Twitter, Instagram, resulting in millions of impressions/views.

**Our posters and programmes are highly visible in 9 major train stations and prolific on the streets of South London for over 5 weeks.**

#### Film Industry Emails

We can send a dedicated email blast to 850,000+ filmmakers and film businesses across the globe using specially written, targeted newsletters/emails. These start at £1,800.

#### Specific Smaller Sponsorship

Options exist to sponsor specific evenings/screenings/awards (from £600) with product placement, POS, on-screen logos and video ads. Facebook, Twitter, Instagram and newsletter posts start at £100.

#### Programme Ads (est. 35,000 readership)

Rate card here: <https://cpiff.co.uk/ratecard.png>

#### To discuss any details please do not hesitate to contact:

Neill Roy

Email: [neill@cpiff.co.uk](mailto:neill@cpiff.co.uk) Tel: 07720 811400



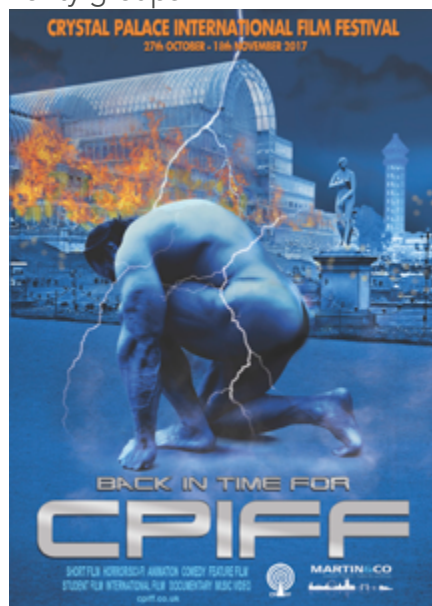
# EVERYMAN

Who  
we are &  
what we  
do

## WHAT MAKES IT SO SPECIAL?

### CPIFF: AKA The World's Coolest Film Festival

- Filmmakers, film festival regulars, celebrities and journalists comment every year that our film selection is the highest quality they have ever seen and repeatedly call CPIFF 'COOL'.  
Watch our video to see the comments: <https://vimeo.com/671142880>
- Established in 2009, CPIFF has created a unique cinematic experience and the high quality brings people back wanting more.
- We fastidiously curate only the very best independent films from across the globe making every night one to remember.
- Mike Reiss (The Simpsons) said *"you run the very best festival we've ever been to and we've been to a lot - this is as good as it gets!"*
- Since the very start CPIFF has made sure every single screening includes films from minority groups.
- Held over 3 weeks in March, uniquely, you can dip in and out, screening in stunning Everyman & Picturehouse cinemas with our awards at Stanley Arts.
- We screen around 130 films with World, European and UK premieres, holding fascinating Q&As with our global guests.
- CPIFF is an important cultural event in South London that sells out unlike other independent film festivals.
- Most of our audience are cultured, educated, middle aged parents with disposable income.
- We have supplied many young filmmakers with paid film industry work placements. Some went on to full time employment!**



4'0"  
3'6"

4'0"  
3'6"

## Awards Night

# The CPIFF Awards

Every night is special culminating in our unique awards & comedy night presented previously by top UK comedians Johnny Vegas, Shappi Khorsandi, Kerry Godliman (Ricky Gervais' After Life), Mark Steel, Andy Zaltzman with **Paul Weller** and Seann Walsh attending.



Kerry Godliman (Derek, Afterlife, Live at Apollo)

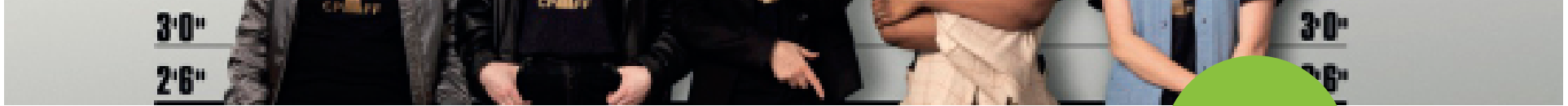


"I loved it, independent film and music is a wonderful thing, we need it" - PAUL WELLER, MUSIC LEGEND



Founder Neill Roy with comedians Seann Walsh, Shappi Khorsandi & Mark Steel





Our  
vision

# Crystal Palace International Film Festival

CPIFF was rated 3rd by filmmakers on Film Freeway out of over 12,000 film festivals worldwide!

## Why is the quality of the film we select so much higher?

We have to be harsh in our judging, only the very best films are selected and then curated into a fascinating mix. This takes a lot of time and effort! Only around 15% of submissions are chosen. The public are learning that independent film can be astonishing, many saying they now prefer CPIFF to mainstream film. **London Live TV** channel initially screened films from 6 London festivals - they then screened 4 hours of films ONLY from CPIFF as our quality was so much higher!

## Sold out screenings

Another repeated message from filmmakers every year is that our big audiences are a huge attraction. They say most other festivals have empty seats and little atmosphere. An audience wants to be entertained and filmmakers want an audience - we provide both. We've had many top UK comedians presenting and attending our awards & comedy finale who do so for the love of it.

## International Profile

Every year filmmakers fly in from all over the world. The USA, Canada, China, Australia, Kazakhstan, Taiwan, Japan, all around Europe and the UK...

## Brand Awareness

CPIFF has become synonymous with a unique cinematic experience, a social, cultured and welcoming, friendly atmosphere. A festival that promotes independent film from across the globe and has been inclusive from the very start. Brands can do very well from associating their name with this loved festival.

## Investment in People

The volunteers involved in running CPIFF have been key to its success. We need to keep investing in the dedication, skills and time of our wonderful team. **We also work with Croydon & Wandsworth councils to help find and get young filmmakers actual work in the industry.**

**Our bespoke sponsor packages can offer local and international companies the opportunity to build an exciting future, tapping into our ever increasing and diverse audience and join a truly well produced event with a global reach.**





"It's phenomenal, I've been overwhelmed!"  
(Top UK comedian and CPIFF host Johnny Vegas)



"CPIFF is a gem! Funny, cool and smart smart!"  
Shappi Khorsandi A-list comedian and CPIFF host)

Our  
Celebrity  
guest  
quotes



"I am totally astounded by the whole night, an incredible night of entertainment."  
Nadia Sawalha (Actor [EastEnders], Presenter)



"I can't think of anything better to invest 40 Billion pounds worth of advertising in!",  
Mark Steel (CPIFF Awards presenter, comedian, author, columnist)

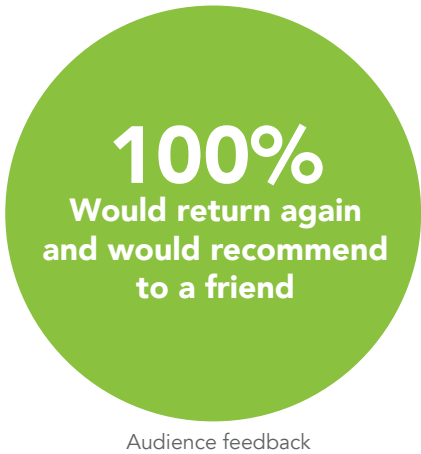
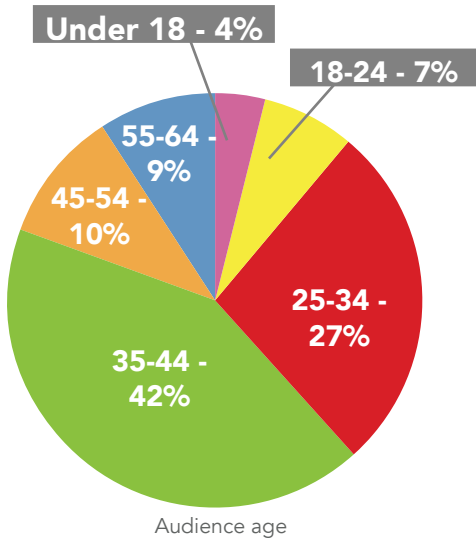
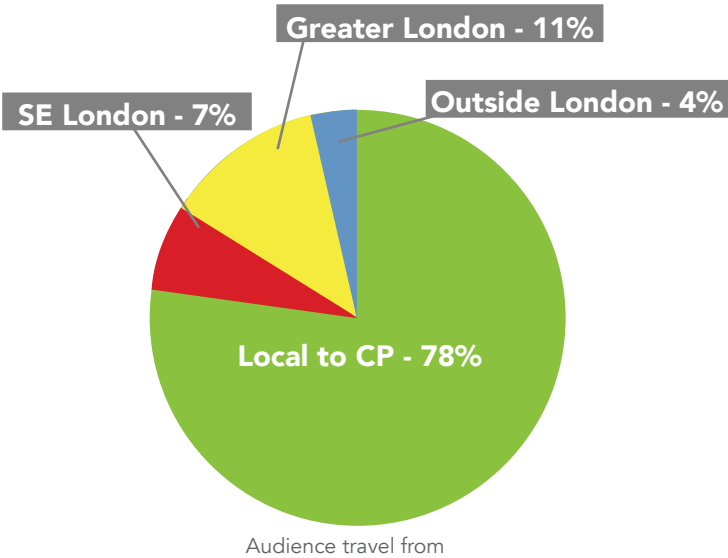


Our  
audience

# Demographics

CPIFF attendees are from a cross section of society, 53% female, 47% male with the highest proportion in the 35-44 age range. 100% said they would return to CPIFF and would recommend it to a friend! Film makers come from all around the UK and fly in from all over the world. Most of our audience are cultured and educated with disposable income.

53% 47%  
Female Male



# CRYSTAL PALACE . INTERNATIONAL . FILM FESTIVAL

Previous  
Sponsors &  
Supporters

Become a partner



**James Webber, renowned director:** "It's fantastic, a really great festival. I've had 4 films screened here now and as always, it's a full house, sold out audiences. There's nothing worse than seeing only filmmakers and then just empty seats; it's not like that here and that's why it's worth submitting to and attending."

**Phil Dunn, writer/director:** "OUTSTANDING festival. This is how you do it. Other festivals take note. Tons of sold out nights, amazing selection of high calibre films and beautiful screenings at gorgeous Everyman Cinemas. Topped off by amazing awards event with food, drinks, desserts, stand-up comedy and hilarious comedy shorts (like really LOL funny). Thanks for nominating *THE STUPID BOY* for Best Short Film – such an honour when the selections were so high class!"

**Cathy Tyson, director/actor (Mona Lisa, Bank of Dave):**  
"Oh, for me it's by far the best of the festivals I've been in and IT WAS FULL! And the response was the best I've heard, it really was lovely!"

**Cat White, writer/director/actor:** "I'm absolutely blown away with what you've done! Firstly, a full house - congratulations. I've been speaking to everyone here - the films are INCREDIBLE. I honestly think it's the most incredible curation of film I've seen and I've done a lot of these festivals!"