

## SPONSORSHIP INFO

 **ADVENTURE  
UNCOVERED  
FILM FESTIVAL**

**2021**



**[ADVENTUREUNCOVERED.COM/FILM-FESTIVAL](https://adventureuncovered.com/film-festival)**

# ADVENTURE UNCOVERED FILM FESTIVAL

is the only adventure film festival dedicated to showcasing films with social or environmental narratives.

Our programme highlights the grit, diversity, challenges and triumphs of adventure's lesser-known tales, told through a myriad of lenses.



*\*hybrid = physical and online attendee totals combined.*

## OUR ATTENDEES

are a dedicated community of

environmentally aware,  
socially-conscious,  
adventure seekers.

From those looking to find inspiration for their first hike to groups planning ocean sailing expeditions, our events bring together an eclectic mix of outdoor enthusiasts.

Last year we welcomed over 1,000 people through our doors. This year we've added three new dates to our tour and expect to welcome over 10,000 intrepid folk across all screenings and events - live and online.

Our annual audience survey confirmed that our community want to hear from brands who align with their values, such as responsible adventure, environmental stewardship, social justice, and conscious consumerism.

**We believe that's you.**

## WHAT'S IN STORE

- Big screen and livestream experiences
- Kit & gear exhibition with adventure themed 'zones' + 'RethinKIT' exhibition
- Pre-film workshops and experiences
- Post-film outdoor activities
- Talks and film maker Q&As
- Pre, during, post-festival networking
- Online, branded 'storytelling' content.

*"It was my first time attending one of your events and I thought it was brilliant. I work in sustainability, so the emphasis on adventure films with social and environmental impact was really powerful."*

## 2021 IN NUMBERS

# 10,000+

hybrid event attendees\*

# 7

locations

# 250+

film submissions

# 50

talks, workshops & activities

# 30

selected films

# 6

Film Award categories:  
Environmental, Social, Short, New Talent,  
Adventure Uncovered, Impact





## WHAT WE CAN OFFER...

# BRAND EXPOSURE

We've worked with over 25 companies to create bespoke sponsorship activations and experiences across the Adventure Uncovered platform - live talks, film festivals, digital content.

Each campaign includes (but is not limited to):

### Competitions and brand engagement.

Inspired by talks, films and panels at the event, we know how to engage attendees on your behalf, using branded pledge cards, short films, workshops, activities, amnesties, demos & more...

### Branded stand spaces.

Display & promote your latest product & sustainability initiatives.

### Digital content.

Revolving around our NEW monthly 'Editions' digital magazine (see pg.5), we can feature interviews, market insights and social media engagement from your brand, to compliment and align messaging with your physical presence.

### Pre, during and post event brand promotion.



### Our London venue is The Boiler House.

A venue putting action and innovation for social change at the forefront.



## PARTNERSHIP IDEAS

Our sponsorship packages are always a collaborative affair. We want to understand your goals so that any activity suits your needs and vision. Here's just a few ideas to see what's possible...

### Bring the outside in.

Our exhibition space is the perfect opportunity to get experiential. Create a campfire area, put up a tent, ignite the senses, go 3D. Whatever your budget, let's go beyond a stand and create something to really excite your customers.

### Host a pre or post event experience.

Extend the offer with a co-branded event. This could involve an exclusive workshop, talk or exhibition at your store or relevant event space. We could even head outside, working with our contacts across major UK cities to create an experience that showcases your products or services; SUP on the Thames anyone? Hike, bike, run or swim in exhilarating green spaces?

### Exclusive sponsorship of a film award.

Is there a specific award that aligns with your company's ethos, values and vision? From judging the film submissions in that category to hosting and presenting the award, or offering products for winning film makers, there's plenty of options for you to make your mark and align yourself with award winning film making.

### Screen a film, host a film, give a live Q&A.

## RETURNING IN 2021: "RethinKIT"

### Swap & Share | Repair | Innovate

Last year we ran the first ever Outdoor Kit and Gear Clothes-Swap, and we're bringing it back in 2021. Attendees can bring and swap their pre-loved adventure clothing and kit.

From activations and experiences to editorial and social campaigns, being part of this exhibit enables you to showcase your sustainable credentials in a creative, impactful and authentic way.



# MARKETING REACH

Adventure Uncovered Film Festival 2021 engages audiences for the whole year, and the numbers below include Adventure Uncovered channels, plus all event stakeholders combined - film makers, production houses, activity/workshop hosts and media partners and sponsors.

## SOCIAL MEDIA FOLLOWERS



750K



200K



500K



50K

## WEB | EMAIL | OFFLINE

15K

MONTHLY  
VISITORS

150K

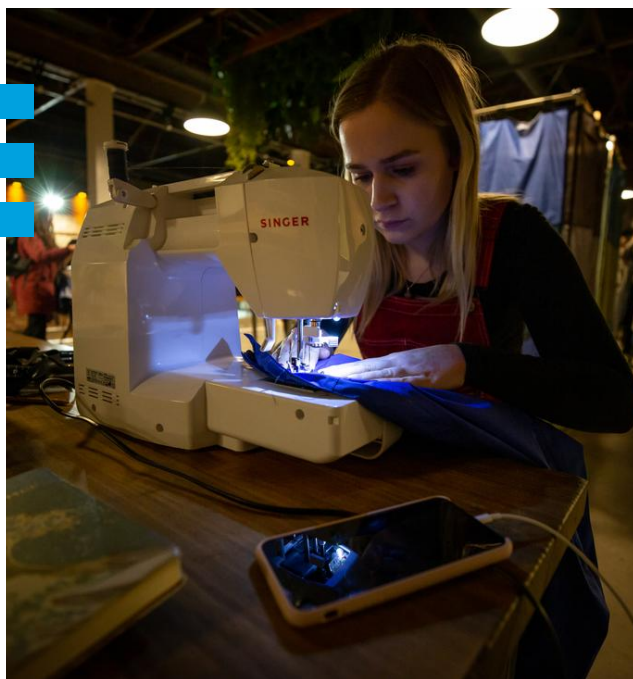
COMBINED PAGE  
VIEWS

100K

EMAIL  
INVITATIONS

2K

EVENT  
COLLATERAL



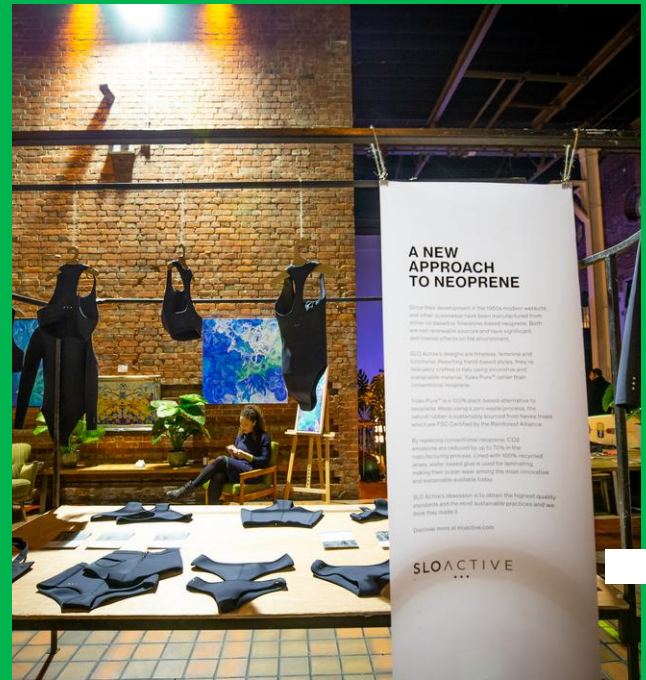
## YOU'RE IN GOOD COMPANY

**Previous partners have included:**



Arc'teryx | Tentsile | Paramo | Craghoppers | Millican  
National Trust | FourPure Brewery | Adnams | RubyMoon  
Protect Our Winters | Another Escape | Riz Boardshorts  
Much Better Adventures | TYF Adventure | Merrell  
Deakin & Blue | Labo Mono | Osprey | Temple Cycles  
Bluefin SUP | BBCO | Osprey | Oceanographic | Firepot





## FILMS

We'll screen approx. 10-15 films during an evening, including Q&As with the film makers and related talks. All films are approx. between 2-30 minutes, and we can include a short film about your brand into the programme.

## EXHIBITION

Split across 5 'zones', your brand could either sit within a zone, or be prominent across the whole exhibition area - zones include: 'ReThinkKIT' (Clothes Swap + Repair Shop), The Campfire (Storytelling + Health/Nutrition), Move (CycleWalk/Hike/Climb/Run), Snow, Flow (Paddle/Swim/Sail/ Surf),

## WORKSHOPS

5 pre-event practical and accessible workshops will take place in or near venues, including Creative Storytelling, Filmmaking, Bike Repair 101, Clothing and Kit and Outdoor Photography - we're looking for experts to co-host a pre-film workshop.

## ACTIVITIES



This year we're introducing outdoor activities around the film screenings, giving attendees options for bike rides, runs, outdoor swims and nature walks. These are a great opportunity to test your product, launch a product, or simply share more info!

## LIVESTREAM



We have secured a partnership with [paus.tv](https://paus.tv), a new streaming platform dedicated to independent films. We will be the only 'adventure' film festival in the world to feature on the platform as part of an exclusive 6-month deal after launch.

## EDITIONS



Our very own monthly thematic collection of adventure storytelling - interviews, articles, features, films, photography, curated lists, and more - released together, akin to a digital magazine: July: Storytelling Aug: What is Adventure? // Sept: The Climate Crisis Oct: Adventure Activism // Nov: Innovation & Adventure.

# PARTNER PACKAGES

Numerous packages are available depending on budget, goals and needs, and below is a general summary:

## PRESENTING

### From £25k, including:

- Share your brand story during a short talk/film
- Large exhibition space, with the best position
- Sponsor an award category and present the award
- Exclusive co-host logo placement and branding exposure pre, during, after event, and at a workshop or outdoor activity
- Dedicated on-demand streaming partner and livestream opportunities for 12-months
- Dedicated online 'Editions' content for 12-months.
- +All elements in 'Headline, Standard & Supporting' Packages.

*\*Applicable to ALL locations.*

## HEADLINE

### From £10-15k, including:

- Share your brand story during a short talk/film
- Large exhibition space, with one of the best positions
- Sponsor an award category and present the award
- Exclusive branding exposure pre, during, after event, and at a workshop or outdoor activity
- Livestream opportunities
- Online 'Editions' content opportunities.
- +All elements in 'Standard & Supporting' Packages.

*\*Applicable to one or multi- locations.*

## EXPLORER

### From £3-5k, including:

- Exhibition space
- Workshop and/or Activity brand opportunity
- Flyer or any other drop during the event
- Livestream opportunities
- 1x story/article on [adventureuncovered.com](https://adventureuncovered.com)
- Event photography and video footage for usage post-event
- Newsletter entry post-event
- 2x complimentary tickets to attend per location.

*\*Applicable to one or multi- locations.*

## BASECAMP

### From £500, including:

- Exhibition space
- 1x story/article on [adventureuncovered.com](https://adventureuncovered.com)
- Your logo/link/profile AU website and event collateral
- Endorsement through AU social media channels, including: 1x dedicated posts and multiple mentions
- 1x complimentary ticket to attend per location.

*\*Applicable to one location.*

## 2021 LOCATIONS

- London - 5/6 March
- Oxford - 18 March
- Bristol - 31 March
- Brighton - 8 April
- Southampton - 29 April
- Manchester - 13 May
- Edinburgh - 19 May

*\* Note livestreams and on-demand streaming will be available throughout the year.*

## CONTACT TO DISCUSS

[info@adventureuncovered.com](mailto:info@adventureuncovered.com)