

SPONSORSHIP INFO

**ADVENTURE
UNCOVERED
FILM FESTIVAL**

2021

**Celebrating adventures that matter
through the power of film**



[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 programmes highlight the grit, diversity, challenges and triumphs of adventure's lesser-known tales, told through a myriad of lenses.

Untold stories. Unheard voices. Unseen journeys.



OUR PARTICIPANTS

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

- 'Nighter' and 'Microfestival' big screen open air cinema experiences, plus online and livestream
- Outdoor activities and workshops: promote/test your product, kit or gear
- Short talks and filmmaker Q&As
- Online, branded 'storytelling' content
- Charity raffles + delicious local food/drink

"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+

outdoor and online viewers

7

locations

250

film submissions

50

talks, workshops & activities

30

selected films

6

award categories:
Environmental, Social, Impact, Super Short, New Talent, Adventure Uncovered

WHAT'S ON 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.

Due to Covid, we're going outside.
Across various outdoor locations all over the UK...

Physically distanced, but socially together in a safe, socially spacious environment.



PARTNERSHIP IDEAS

Our 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...

Test/showcase your product outside. Where it belongs.

Our outdoor events are the perfect opportunity for participants to experience your products in their element. Whatever your budget, let's go beyond an indoor exhibition stand and create something to really excite new customers. 'Try before you buy' perhaps?

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.

2021 LOCATIONS

Nighters

Brighton - 15 April
Oxford - 30 April
Bristol - 13 May

Microfestivals

London/Southeast - 23-25 July
Devon - 27-29 August
Wales - 10-13 September

Online

Year round



Product sampling

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 film runtimes are approx. between 2-30 minutes, and we can include a short film about your brand into the programme.

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.

LIVESTREAM

We have secured a partnership with paus.tv, a new streaming platform promoting independent filmmaking, allowing us to premiere films and feature live Q&As with producers and directors. 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.

YOUR BASECAMP

Curate your own outdoor space with a tent or pop-up kiosk for participants to relax, unwind, chat to a brand reps and view your products, launches and offers. For full impact, tie this in with multiple touch points during the outdoor activities, workshops and short talks.

ACTIVITIES

This year we're introducing outdoor activities during the day before the evening film screenings, giving attendees multiple options for cycling, running, outdoor swimming, nature walks and more. This is a great opportunity to test a product, launch a product and share more info!

ONLINE CONTENT

We can offer additional editorial exposure through our own online publishing arm, adventureuncovered.com, including 'Editions', a monthly thematic collection of adventure storytelling, plus sponsored posts and advertorials featuring one of your key product protagonists and a brand ambassador.

PARTNER PACKAGES

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

PRESENTING

From £25k, including:

- 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
- 5x complimentary tickets to attend per location.

+all elements in Headline, Explorer & Basecamp Packages.

**Applicable to ALL locations.*

HEADLINE

From £10-15k, including:

- Share your brand story during a short talk/film
- 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
- 3x complimentary tickets to attend per location.

+ all elements in Explorer & Basecamp Packages.

**Applicable to ALL locations.*

EXPLORER

From £3-5k, including:

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

+ all elements in Basecamp Package.

**Applicable to one or multi- locations.*

BASECAMP

From £500, including:

- Curated outdoor space
- 1x story/article on 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.

**Applicable to one location.*

COVID SECURE

The health and safety of our guests is top priority.

We've completely redesigned our events to ensure strict social distancing at all times, and ensure all events are in line with updated UK government guidelines.



CONTACT TO DISCUSS

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