

# FILMHOUSE

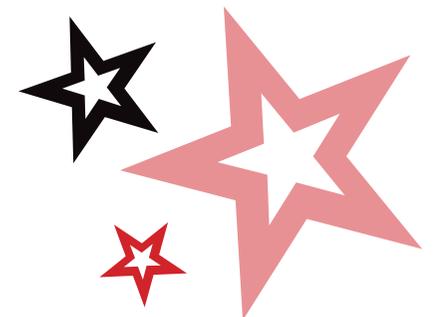


## SPONSORSHIP AT THE FILMHOUSE

Since 1978, Filmhouse has been Scotland's **leading arthouse cinema**, celebrating world cinema in all its brilliance and diversity. Attracting **500,000 visitors** each year, sponsorship of Filmhouse offers a unique opportunity to align yourself with one of Scotland's top cultural venues and target our socially active and culturally aware audience.

A three-screen cinema in the heart of the city, it shows a wide range of films, from quality crowd-pleasers and family films to arthouse works, via restored classics, retrospectives and themed seasons and festivals. Filmhouse's programme includes around 700 films and events each year, as well as hosting **Edinburgh International Film Festival**, and a wide ranging education and learning programme for all ages.

*'A consistently enticing programme of films and related events. When people ask what is so good about living in Edinburgh the Filmhouse rates close to the top for me'*



## FILMHOUSE IN NUMBERS:

- **160,000** admissions each year
- **500,000** visitors to our award-winning café/bar
- **3500** screenings of **700** films, over **200** special events, and **50** education events
- **100,000** followers on social media channels
- **19,000** copies of the Filmhouse programme each month

## WHAT MAKES IT SPECIAL?

World-famous for being one of Europe's only cinemas able to screen films in any analogue or digital format, Filmhouse aims to screen from 35mm, 16mm, or 70mm film where possible.

Notable events in recent years have included the Scottish Premieres of **Ewan McGregor's** directorial debut *American Pastoral*, and *Noah* with **Russell Crowe**, in-person events with **Ronald D. Moore**, **Oliver Stone**, and **Ian Rankin**, *The Hateful Eight* 70mm Roadshow, and special guests including **Martin Scorsese**, **Agyness Deyn**, **Richard Attenborough** and **Neneh Cherry**.

Alongside our main programme, Filmhouse is committed to formal and informal learning, with weekly Filmhouse Junior screenings, workshops and special events, and a year-round programme for pupils, teachers, and budding filmmakers.

Filmhouse is also the home of the **Edinburgh International Film Festival**, and hosts a variety of other festivals including Take One Action, Scotland Loves Anime, Edinburgh International Television Festival, Africa in Motion, Scottish Mental Health Arts and Film Festival, and Dead by Dawn.



# WHO WILL YOU REACH?

- **14%** of our audience are aged **under 35**, **15%** aged **35-44**, **19%** aged **45-55**, and **52%** aged **55+**
- **25% City Prosperity** (high status city dwellers living in central locations and pursuing careers with high rewards), **25% Rental Hubs** (educated young people privately renting in urban neighbourhoods), and **12% Prestige Positions** (established families in large detached homes living up-market lifestyles)
- **60% female**, **40% male**
- **Edinburgh** based **84%**, elsewhere in **Scotland 13%**, elsewhere in **UK 2%**, overseas **1%**





## SPONSORSHIP OPPORTUNITIES

Partnering with the Filmhouse provides direct association with one of UK's **leading arthouse cinemas** and **cultural hub**, including investment into a **national charity** which supports a wide range of **educational** and **talent development** work for children and young people.

Sponsorship packages can include **headline sponsorship** of the Filmhouse; sponsorship of weekly Filmhouse Junior or special Student screenings; branding at special events and themed seasons; corporate hospitality; branding on print and online marketing; employee involvement; product placement and sampling; and bespoke events.

You will also get access as a key **Filmhouse partner**, alongside the stars and key players in the industry, to the exclusive events at the **Edinburgh International Film Festival**.

**For more information, contact:**

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