



FESTIVAL INTERNAZIONALE DI CINEMA ANIMAZIONE E NUOVE TECNOLOGIE
INTERNATIONAL FESTIVAL OF CINEMA ANIMATION AND NEW TECHNOLOGIES

2018 SPONSORSHIP OPPORTUNITIES

MAY 29TH – JUNE 3RD 2018

WWW.FUTUREFILMFESTIVAL.ORG

20TH ANNIVERSARY SPECIAL EDITION

Let's celebrate and... move on!

Are you a dynamic company, which wants to associate its brand to a video contest, a treasure hunt or special experiential storytelling at Future Film Festival 2018? This is the right opportunity for you.

Here's some of our plans for this 20th anniversary:

- The Opening Ceremony
- A VR Space with the best movies in Virtual Reality
- The “Back to the Future” Space, where people will have the chance to put their souvenir photos of the Festival on display
- The “Comics Zone”, where the most important international cartoonists will draw live for the audience
- The “Future Film Lounge”, where VIPS, guests and journalists will be able to relax by listening to music and drinking special cocktails inspired by the greatest science fiction movies while watching videos
- “Handmakers Street”, a street dedicated to handmakers, who'll be protagonists for a day with their handcrafted artifacts.
- The “Platinum Grand Prize”, an award reserved to the best movie screened at the Festival
- The “Screen Tower”, a tower of monitors that will be screening 20 years of special effects and movies

...and we could do much much more, with you!

Discover who we are and our case histories.

Our story – numbers

- > More than 1.500 premieres
- > More than 200 international guests
- > More than 250 workshops
- > More than 3.000 hours of scheduled screenings





MISSION

The Future Film Festival (FFF) takes place every year in Bologna – Italy and attempts to bring unpublished works and internationally known artists. Our purpose is to discover, introduce and promote the present and the future of images: **#cinema** **#webseries** **#animazione** **#games** **#newmedia**

Every year, the FFF connects the largest Italian community of cinema, webseries, tv, animation, science fiction and fantasy lovers by organising public talks, screenings and workshops addressed to a young audience. FFF currently holds a database with more than 2000 Italian video-makers.

2017 EDITION: SOME FACTS

NUMBERS

6 days of festival
150 hours of scheduled screenings
8 locations in Bologna
3 fringe events
More than 60 international guests

15.000 page views on Facebook*

6100 followers on Twitter*

1732 followers on Instagram*

6.310 newsletter contacts*

MORE THAN 30.000 PEOPLE

60% male
40% female

22.000 unique visitors of the website during the Festival*

*Datas updated to June, 2017

AGE

Up to age 25 - 36%
Age 26 to - 31%
Over age - 33%

ORIGIN

Bologna 47%
Emilia-Romagna 11%
North Italy 29%
South Italy 2%
Abroad 3%

EDUCATION

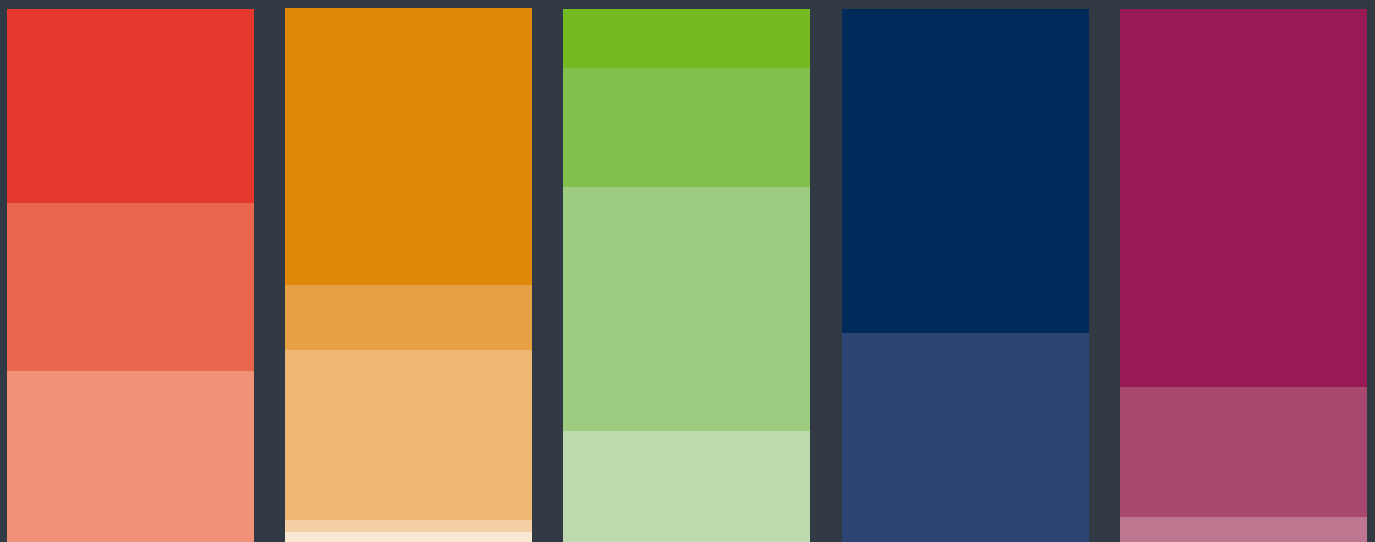
Primary School 11%
Secondary School 22%
High School 45%
University 29%

SEX

Male 60%
Female 40%

OCCUPATION

Employed 70%
Student 24%
Unemployed 6%



SOME OF OUR “CASES HISTORIES”: EMPLOYING A BRAND



BNL
GRUPPO BNP PARIBAS

Launch of the video contest “Hello! Series”, conceived and organised by the Future Film Festival for the realisation of a webseries about the contemporary hyper-connected world. Target: young video-makers interested in the potential of the online account offered by BNL. The contest took place online, after the promotion and launch in the Future Film Festival through a conversation with Ivan Controneo (Foreperson and director of “Una Mamma Imperfetta” – “A Faulty Mum”). Award Ceremony held at Casa del Cinema in Rome.

#videomaking
#webstrategy #event
#onlinereputation



LANCIA

Guests transportation from/to the airport and across the city from a location to location during the days of the festival. The cars were branded FFF/Lancia. Story of the car in the town, on the web and social media. There was a parked car always available to be seen by the Festival audience and the citizens. #audienceengagement #event #social #productplacement

#audienceengagement
#event #social
#productplacement



GRUPPO
HERA

Conception and realisation - by the Future Film Festival - of an urban itinerary number with information stands about the underground recycling stations installed around the city during the Festival. Each stand, which was placed in the space where the station would have been built, told and mapped the procedure, in order to inform the citizens. Each stand also narrated a piece of the Future Film Festival, and through a QR CODE, people were invited to participate in a game show connected to the web, with prizes available at the Hera – spot within the Future Film Festival premises.

#citizensresponsibility
#event #onlinereputation
#webstrategy
#dissemination
#edutainment
#audienceengagement



Partner of the section Future Film Kids of the Future Film Festival, dedicated to the children and their families. Screenings of the cartoon Max Adventure, produced by Algida in order to promote its ice-cream product line. At the end of any screening for the Kids section, Algida distributes free ice-creams to the kids in the room.

#audienceengagement
#event
#productplacement



Bar placed in the Village space of the Future Film Festival. From 17,30 to 19,30 the bar distributes free Spritzs (alcoholic drinks) to people with an accreditation to the festival. Other people can buy the drink with a special price.

#audienceengagement
#event
#productplacement



Within the Future Film Festival, the realisation of a two-days period dedicated to the 3D stereoscopic technology in the fields of cinema and home entertainment, with the aim to present also the 3D screens for home entertainment by Panasonic. During the 2 days there was a room expressly set to test the Panasonic 3D screens.

#audienceengagement
#event #productplacement



BECOME A PARTNER OF FUTURE FILM FESTIVAL: AN ORIGINAL AND EXCLUSIVE OPPORTUNITY

ENTER IN OUR COMMUNITY OF MORE THAN 30.000 PEOPLE

- > Share positive values (culture, innovation, passion)
- > Be original through communication
- > Associate your brand with an renowned and innovative International Festival, within the lively and dynamic city of Bologna
- > Gain a new audience
- > Make people know about your company/corporation and your products/activities by linking them to a stimulating and tempting cultural experience
- > Use FFF's brand to co-brand activities
- > Get the free access to screening and professional meetings related to the festival for your business network (employees, vip customers, ecc.)
- > Take advantage of the media coverage for the event
- > Promote the partnership and the activities that have been created ad hoc, in collaboration with the creative team of the Future Film Festival
- > Get the exclusive merchandise and therefore, the highest visibility for you brand/product



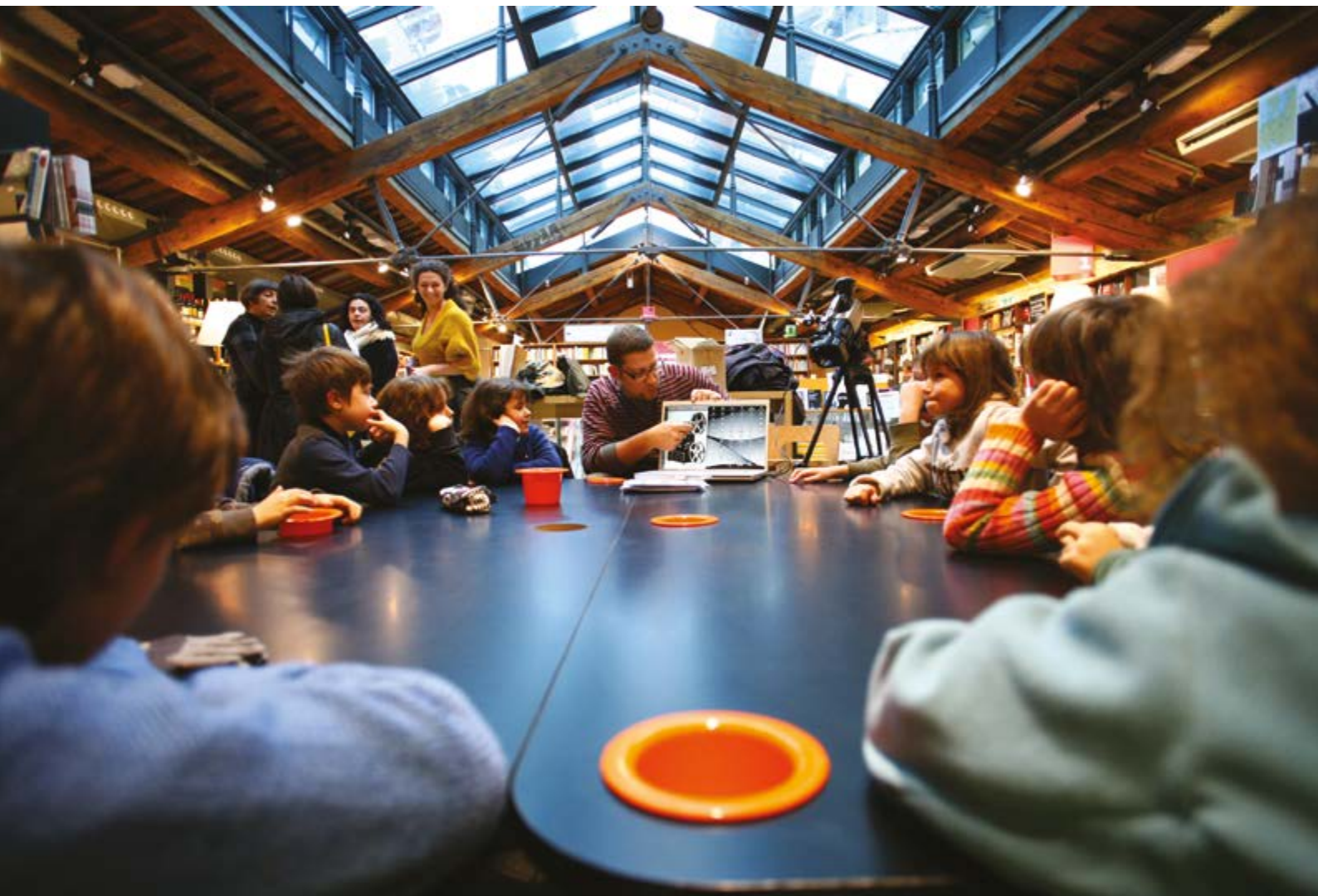
FUTURE FILM FESTIVAL'S AUDIENCE AND TARGET

The FFF is attended by a large, art and visual communication acquainted audience. Among the audience, cartoonists, graphic designers and web designers stand out, along with several video-makers, young and older fans of new media, animation, special effects, web-series, games, tv. The number of neo-professionals and technology enthusiasts is considerable. It is a responsive, open, communicative, prepared, demanding, brilliant, fashionable, versatile audience.

Specific interests of the audience of the festival: Games, Comics, Role Playing, Animation / Cinema, Technology, Television, Computer Graphics / Design, Fashion / Trends, Asian Culture.

2017 EDITION: MEDIA COVERAGE

The 2017 edition attracted more than 250 registered National and International were journalists; more than 270 articles and reportages published by the major Italian newspapers and tv channels such as: TG2, TG3, Raital, Rai 5, Rai Uno, La7, Sky, La Repubblica, Il Manifesto, Alias, Radio Tre, Il Sole 24 Ore, La Gazzetta dello Sport, Il Resto del Carlino, La Stampa, L'Espresso, Il Tempo, Il Giornale, Il Corriere Della Sera and many others.



2017 EDITION: PARTNER INSTITUTIONS

Ministry of Cultural Heritage and Activities, National Foundation for Foreign Trade, Emilia-Romagna Region, Bologna District, Fondazione del Monte, Alma Mater Studiorum – University of Bologna, Cineteca di Bologna, Japanese Foundation of Culture.

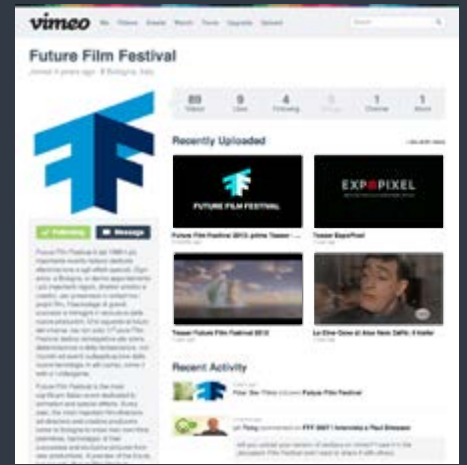
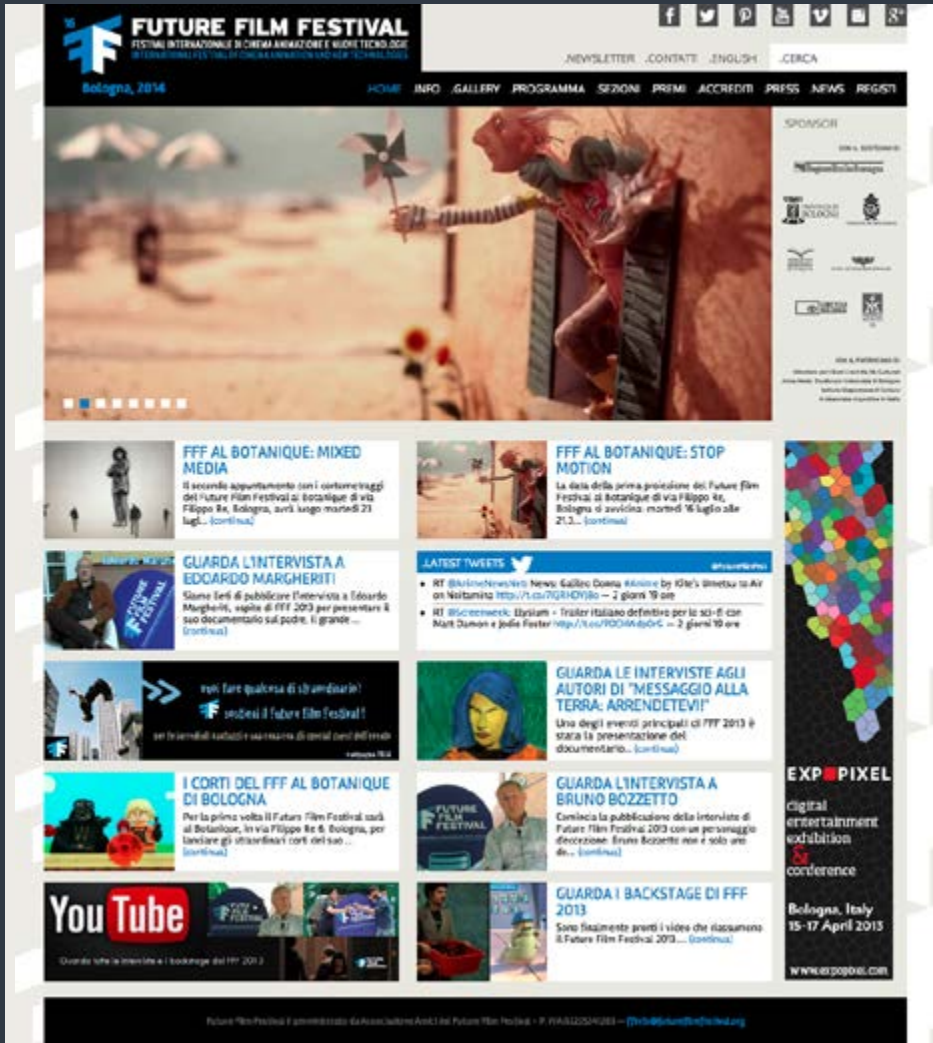
BOLOGNA, WHY?

The FFF has taken place in Bologna for 20 years. From a geographical point of view, Bologna is in the heart of Italy and is perfectly connected with the other main cities of the country: Rome, Milan, Florence, Naples, Venice. The city is the focal centre of important cultural and touristic exchanges, currently strengthened by the high number of Ryanair lines that connect Bologna to the main European cities. Bologna welcomes a considerable number of students (more than 100.000) and several professional centers; it is a place in con-

stant evolution, from which many experts in the fields of music, graphics, illustration, and animation emerge.

FUTURE FILM KIDS: MAKE WAY FOR THE YOUNG!

Children and their family are the protagonists of an entire section of the festival: Future Film Kids, a space dedicated to the youngest with screenings and workshops expressly realised for them and developed by educators and professionals of the edutainment. FFF's International guests also teach to the youngest, every day, the secrets of animation cinema. The schedule of screenings and workshops for children may be branded ad hoc, since it constitutes an actual section of the FFF.



FFF ON-LINE

FUTUREFILMFESTIVAL.ORG

Our official website

FACEBOOK.COM/FUTUREFILMFEST

Join thousands of FFFans on facebook

TWITTER.COM/FUTUREFILMFEST

Follow us on Twitter

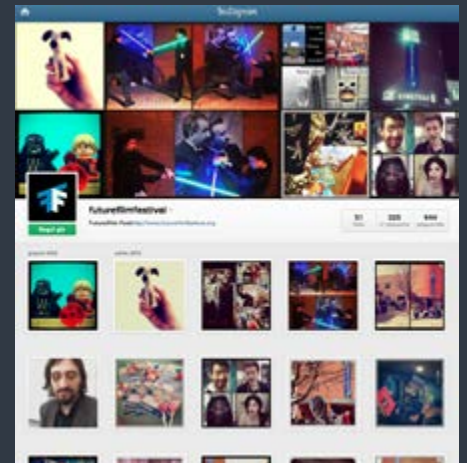
VIMEO.COM/FUTUREFILMFEST

YOUTUBE.COM/FUTUREFILMFEST

Watch the interviews to the guests and the FFF's themes

INSTAGR.AM/FUTUREFILMFESTIVAL

Follow us on Instagram





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