

THE FILM

CROWD



Partnerships for your film
with Lucy Trendle



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WHY ARE PARTNERSHIPS IMPORTANT?

Partnerships can form an integral part of your film's marketing campaign, whilst paid for advertising reaches a mass audience, partnerships provide you with absolute targeted audiences not mention a valuable brand endorsement.

So why are they important for your film?

Partnerships, whether it be local or national extends the reach of your film beyond conventional publicity and marketing. Working with local or brand partners gives your film a trusted endorsement and association with a well known brand allows you to reach a wider 'captive' audience.

ADVICE FROM THE EXPERT!



Lucy Trendle is a freelance film producer who managed the partnerships (among many other things!) for the award-winning *Kajaki. The True Story*.

Working with national charities and commercial organisations she extended the reach of the film, engaging a much wider audience through targeted activity across the UK.

Read on to find out more about partnerships, why they are so important for your film plus invaluable advice from Lucy too...

WHAT IS THE BEST WAY TO APPROACH POTENTIAL PARTNERS AND WHEN SHOULD A FILMMAKER DO THIS? HOW MANY IS TOO MANY?

- Spend some time brainstorming potential partners who could be a good fit for your film. Importantly, check whether they fit with your film's subject matter and target audience, it may sound obvious, but there is little point spending hours of your precious time trying to get a big brand on board who's main customers are teenagers if you are trying to reach an audience of over 45s!
- In terms of timing, don't go in too early, ideally you will have something to show, e.g. an early trailer, concept art or poster to ensure you look professional and slick and make sure you know exactly what you are asking for.
- Think about any personal connections to your target partners, if you already have a way into a company or charity, that will give you a valuable head start.
- If you are going in cold, it is a bit of a lottery, but do your research and try to find the right person to speak to. Often brands will have a person dedicated to partnerships, so look for a "Head of Brand Partnerships" or a Sponsorship or Marketing team.
- Prioritise who you are looking to approach, and consider which partners complement each other. Think about their reach, if they have no social media channels, they are probably not a good choice.

WHAT SHOULD A FILMMAKER ASK FOR ?

- *Social media support* – ideally you want them to direct their followers towards your trailer, website, social channels or even cinema booking page.
- *Marketing support* - e.g. a mention for your film in a company or marketing newsletter, on a website, in a mail out, in a magazine or brochure. On a grassroots level, could they display posters or flyers in their workplaces, do they have an internal radio or TV channel?
- *Competitions* - this could be an in-kind promotion - film goodies for a prize they can provide.
- *Sponsorship* – for a screening or an event (e.g. goods in kind, or financial support in return for advertising).

SHOULD THERE BE A MIX OF NON-COMMERCIAL (CHARITIES) AND COMMERCIAL (BRANDS) PARTNERS?

Most importantly it all depends on the project and what is a good fit for the film, but usually yes try for a mixture to extend your reach as wide as possible!

For example, for *KAJAKI The True Story* (an Afghanistan war film based on real events) it made sense to partner with military charities. From the very beginning we set out to donate 10% of the film's profits to four charities, as well as proceeds from the Premiere, Preview Screenings and other marketing activities. As well as being the right thing to do to support the charities, this benefited our release as they became avid supporters of the film, and helped to promote the film on their social media channels and in many other ways for the duration of its theatrical & home entertainment release.

Equally, finding the right commercial partners was very important. For *KAJAKI*, we had a number of commercial partners - for example we were lucky enough to partner with Vue Cinemas and Tough Mudder for a competition that ran alongside our cinema release. This partnership was a perfect match for our audience and worked well for us.

So think carefully about the subject matter of your film, the audience and what works best for your film before approaching potential partners.

WHY DO YOU THINK PARTNERSHIPS ARE SO VALUABLE TO A FILM?

Partnerships can help you to reach an existing, already engaged audience, much more quickly than if you were going it alone. If chosen correctly, partnerships can also give your film credibility, ensuring your target audience notices it above other films out there, and takes it seriously.

As an example, *KAJAKI*'s association with Help for Heroes enabled us to plug into their circa **1million** Facebook & Twitter followers, and we were able to use their brand (& the other charity brands) on all of our marketing materials, giving the film real credibility.

WHAT ARE YOUR TOP 3 TIPS IN CULTIVATING AND MAINTAINING PARTNERSHIPS FOR A FILM?

1. Always put yourself in your (potential) Partner's shoes - what's in it for them? Will it benefit them to be associated with the film? What ways can you continue to keep them interested and engaged?
2. Choose wisely. Marketing a film is very time consuming so only approach partners who are going to be worthwhile. Look back at other marketing campaigns to see who has partnered with films previously and what has worked well and what hasn't. Aim high, look for those who have a big social media reach and those who fall right in the sweet spot of your film's subject or key audience.
3. Build relationships, keep in touch with your partners, send them updates on how the film is doing, send them a poster for their office. Invite your contacts to a screening or event, look after them and make them feel special.

FURTHER INFORMATION

Do you have a film project that needs a
Partnerships Consultant?

Drop Lucy a line or get in touch on Twitter:

lucytrendle@gmail.com

Twitter: @imlucyloo