



# 22<sup>nd</sup> LONDON TURKISH FILM FESTIVAL

Autumn 2018

*presents*

# Film Turkey

[www.ltff.co.uk](http://www.ltff.co.uk)  
[www.filmturkey.co.uk](http://www.filmturkey.co.uk)



The London Turkish Film Festival (LTFF) was an annual event which, for the last 21 years, entertained, informed and inspired audiences by screening the work of critically acclaimed Turkish filmmakers from around the world.

This year LTFF will continue its journey with FILM TURKEY Theatrical and Online.

### What the media say:

“Brings together major movies from world class film makers and outstanding work from the new generation of directors, writers and actors”

The Guardian

“True transnational creations... universal tales with universal appeal”

BBC Worldwide

The 22nd London Turkish Film Festival will take place in London in Autumn 2018. Film Turkey will be screening the festival online.

Film Turkey Online will continue to serve audiences in the UK and internationally all year round.

“Few events have done more to consistently raise the profile of national cinema than the London Turkish Film Festival” – David Parkinson

Empire magazine

“LTFF: Number One Critics Choice”

Time Out

For full details on the festival, visit [www.ltff.co.uk](http://www.ltff.co.uk) and follow us on Twitter @LondonTurkishFF



# 21 years of LTFF heritage to continue as FILM TURKEY FESTIVAL



During Its 21 Year History, The London Turkish Film Festival;

Welcomed in person over 270 major creative artists – actors, directors and producers – from Turkish cinema including: Türkan Şoray, Şener Şen, Kadir İnanır, Aytaç Arman, Serra Yılmaz, Kivanç Tatlıtuğ, Reha Erdem and Çağan Irmak.

Screened over 850 films, comprising both contemporary and classic features, documentaries and shorts.

Brought Turkish cinema to London's most prestigious and historic venues including BAFTA, BFI Southbank, ICA, Odeon West End, Empire Leicester Square and Cineworld O2 Millennium Dome.

Generated over 11,500 column inches about the festival in top tier British and Turkish media.

Annually welcomed over 6,000 cinema-goers, currently of which 20% are now non-Turkish speaking.

Achieved a growing online reach with over 37,000 unique visitors to the LTFF website monthly, each spending an average 4 minutes on the site, and 2,000 subscribers to a monthly e-newsletter.



## Interacting with our Audience



In addition to quality screenings, each year the LTFF programme also offers our audiences the opportunity to interact with acclaimed filmmakers, develop their skills and share their views through:

- Post-screening Q&As with the director and cast.
- Seminars on topical issues.
- Master classes with renowned directors, producers and critics.
- Voting for their favourite festival film, with the most popular film receiving the People's Choice Award.



## Who Attends LTFF?

LTFF attracts a smart, affluent and knowledgeable audience - that 'hard-to-reach' 22-45 ABC1 crowd!

In more detail, our audience can be broken down as follows:

- 60:40 Female/Male split
- 45% are aged 25-34 years old
- 27% are aged 35-47 years old
- 18% are aged 15-24 years old
- 80% have family roots from Turkey or North Cyprus
- 20% are non-Turks
- 80% live or work within the M25





# Festival Promotion I

Each year we undertake a major marketing campaign across London and the South East, targeting promotional activity in areas with a high concentration of Turkish speakers and arts venue audiences.



**Total reach each festival: in excess of 5 million people.  
(excludes Turkish TV viewing figures)**

## PRINTED COLLATERAL AND ADVERTISING

- 1,000 A3 posters displayed in shops, cafes and community centres.
- 10,000 'highlights' leaflets distributed in shops, community centres and Turkish entertainment venues.
- 30,000 A5 50-64page colour festival programme distributed in arts and culture venues, shops, cafes, universities, libraries and community centres.
- Advertising in UK Turkish media: Including Avrupa, London Turkish Gazette, Olay and T-VINE magazine.
- Advertising in film relevant media, Including The Guardian, Time Out.



# Festival Promotion II



## ONLINE

- Regular updates about LTFF on our website, which receives 37,000 unique visitors each month.
- Monthly e-newsletter to 2,000 subscribers.
- Regular posts and tweets on Facebook, YouTube and Twitter to our 5,000 followers.
- Online banner adverts with various London-centric and Turkish media.
- Promotion via Turkish Tourism Office websites.
- Publicity sharing with Film Turkey Online.



## Festival Promotion III



### PR

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- In 2010, 114 articles were published about LTFF. In 2011, this increased to nearly 167 articles.
- For the last two festival years, 2014 and 2015, we've had over 200 articles published or broadcast. These include:
  - Little White Lies, BBC Worldwide, Empire, Evening Standard, Guardian, and Time Out.
  - Hürriyet, Milliyet, Radikal, Sabah, Zaman, Avrupa, Olay, London Turkish Gazette and T-VINE.



# New Marketing for 2018

**To reinforce our campaigns and increase awareness, offering better value and visibility for our sponsors, we are adding to our marketing mix in the following way:**

- A four-week outdoor advertising campaign targeting arthouse filmgoers venues near to LTFF cinemas and Central London. Also libraries, universities and areas where there are a high concentrations of Turkish and Kurdish population.
- Advertising at London Underground stations and London Bus network.
  - North / East London stations (Piccadilly & Victoria lines, London Overground) and bus routes.
  - South East London stations (Greenwich, Lewisham, Peckham, Catford & Bromley) and bus routes.

**More online PR activities via LTFF website, Film Turkey Online website and media partners:**

- Competitions through twitter, facebook and Film Turkey Online websites. Ticket offers to all online media film critic pages.
- People's Choice Forum: film goers debating their thoughts on the LTFF 2018 programme – their favourites and why.

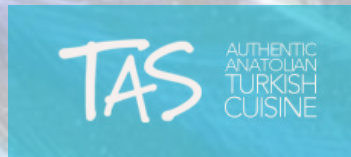
**Merchandise sales – online and in a North London pop-up shop/stall:**

- Posters signed by film stars and directors.
- Designer t-shirts.
- DVDs of released films previously screened at LTFF.



# LTFF Partners

Some current or recent LTFF partners are listed below.





## Partnering FILM TURKEY FESTIVAL 2018



Supporting arts and cultural activities can be rewarding for any organisation. Those keen to demonstrate their commitment in this field and to engage the growing British Turkish and Kurdish community can only benefit from an association with our prestigious high-profile event.

We offer a range of sponsorship opportunities for our partners that generate brand association with Turkish Cinema and bring you closer to British Turkish and Kurdish audiences and film lovers.

A brief description of each partnership category is given below, with costs and a full range of LTFF Partner benefits.



# Partnering FILM TURKEY FESTIVAL 2018

## Principal Partners I



### Opening Gala Partner

Held at the Millennium O2 Cinema in Greenwich, this red-carpet event is attended by Turkey's leading film stars, directors and the recipients of two LTFF awards (Lifetime Achievement and Digital Distribution). The gala is a guaranteed sell-out, with huge Turkish media and community interest.

The opening gala is a fantastic opportunity for any brand to be seen: from stars being photographed in front of the red carpet backdrop full of LTFF Partner logos, to the

opportunity to distribute samples and information to the 700 guests who attend the screening. LTFF Partner representatives also have the chance to mingle and be photographed with the stars in our exclusive prescreening reception.

The brand that partners LTFF for this will have their name associated with the event: Film Turkey 2018 Opening Gala in association with <Partner Name>.



# Partnering FILM TURKEY 2018

## Principal Partners II



### FILM TURKEY

#### Lifetime Achievement Award Partner

The Lifetime Achievement Award is one of the most talked-about elements of LTFF. Each year, a legend of Turkish cinema is recognised for their contribution to film, who then attends the Opening Gala to receive their award. In past years we have honoured Türkan Şoray, Şener Şen, Hülya Koçyiğit, Kadir İnanır, Serra Yılmaz and Aytaç Arman.

The Partner has their brand name associated with this award, which is mentioned in all publicity: The <Partner Name> Film Turkey Lifetime Achievement Award goes to.... The recipient is photographed in front of the Partner's banner, giving a powerful and memorable image for use in future marketing activities.



# Partnering FILM TURKEY 2018

## Principal Partners III



### Film Turkey People's Choice Award Sponsor

Since its inception, LTFF has encouraged interactivity with its audiences; nowhere is this more evident than when they choose their favourite Festival film. The director of the film receiving the most votes is presented with an award a few months later in a photo call attended by Turkey's leading news agencies and media. Past winners include Ferzan Özpetek (Loose Cannons) & Yılmaz Erdoğan (The Butterfly's Dream).

The sponsor receives naming rights for this award: The <Partner Name> Film Turkey People's Choice Award. In addition their logo is on all voter forms and their representative can form part of the presentation ceremony.



# Partnering FILM TURKEY 2018

## Principal Partners IV

### FILM TURKEY Digital Distribution Award

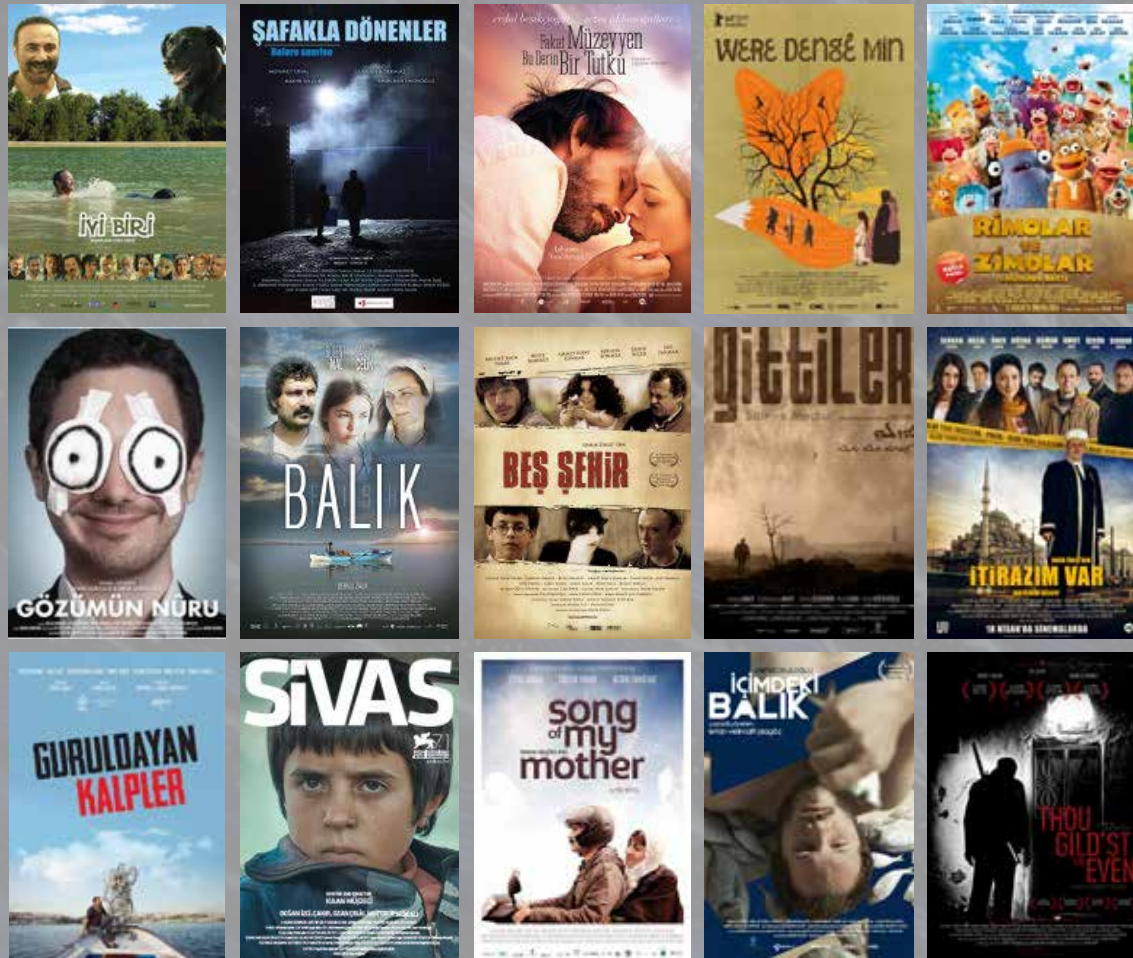
FILM TURKEY offers a digital distribution contract to the winner of its jury-selected film competition, covering subtitles for 5 different languages and online marketing costs at relevant countries. As a result, many more moviewatchers across Britain and many other countries have been able to enjoy the best of contemporary Turkish cinema.

As a Principal FILM TURKEY Partner, the brand receives naming rights for this award:  
The <Partner Name> Film Turkey Digital Distribution Award.  
The association continues after the Festival, as their brand name and logo is included in the credits broadcast during streaming internationally.



# Partnering FILM TURKEY 2018

Co-Partner: sponsor film sections I



## Festival Features

Renowned for our bold programming, each year we screen 15-20 feature-length films: a mixture of new contemporary arthouse and mainstream movies, alongside a few classics. This sponsorship package is ideal for a business or brand wanting to be associated with the best of Turkish cinema for the duration of the Festival. The name and/or logo of their business or brand will be used in all print and online publicity:

**FILM TURKEY 2018 Feature Films**  
in association with <Partner Name>.



# Partnering FILM TURKEY 2018

Co-Partner: sponsor film sections II



## Festival Documentaries

Documentaries featured at LTFF put the spotlight on a rich array of life issues, which always inspire and provoke debate. If these are characteristics you associate with your business or brand, this is the perfect section to sponsor!

Your name and/or logo will be used in all print and online publicity:

**FILM TURKEY 2018 Documentaries**  
in association with <Partner Name>.



# Partnering FILM TURKEY 2018

Co-Partner: sponsor film sections III



## Festival Shorts

Each LTFF, we screen a fantastic selection of memorable short films, some factual, some fictional, that always captivate our audiences. They are often the stepping stones for emerging talent, so sponsors can claim to be helping to support the stars of tomorrow. Your business or brand name and/or logo will be used in all print and online publicity:

**FILM TURKEY 2018 Shorts**  
in association with <Partner Name>.



# Partnering FILM TURKEY 2018

## In-kind services



LTFF is keen to work with quality businesses that offer in-kind services that the Festival requires. Examples of this include full/reduced cost of flights and accommodation for the filmmakers and actors LTFF invite to attend the festival, transportation within the capital for its VIPs, and assistance with printing costs. If you have a service you feel LTFF can benefit from, please get in touch. We can formulate a sponsorship package to reflect the level of service your company is able to provide.

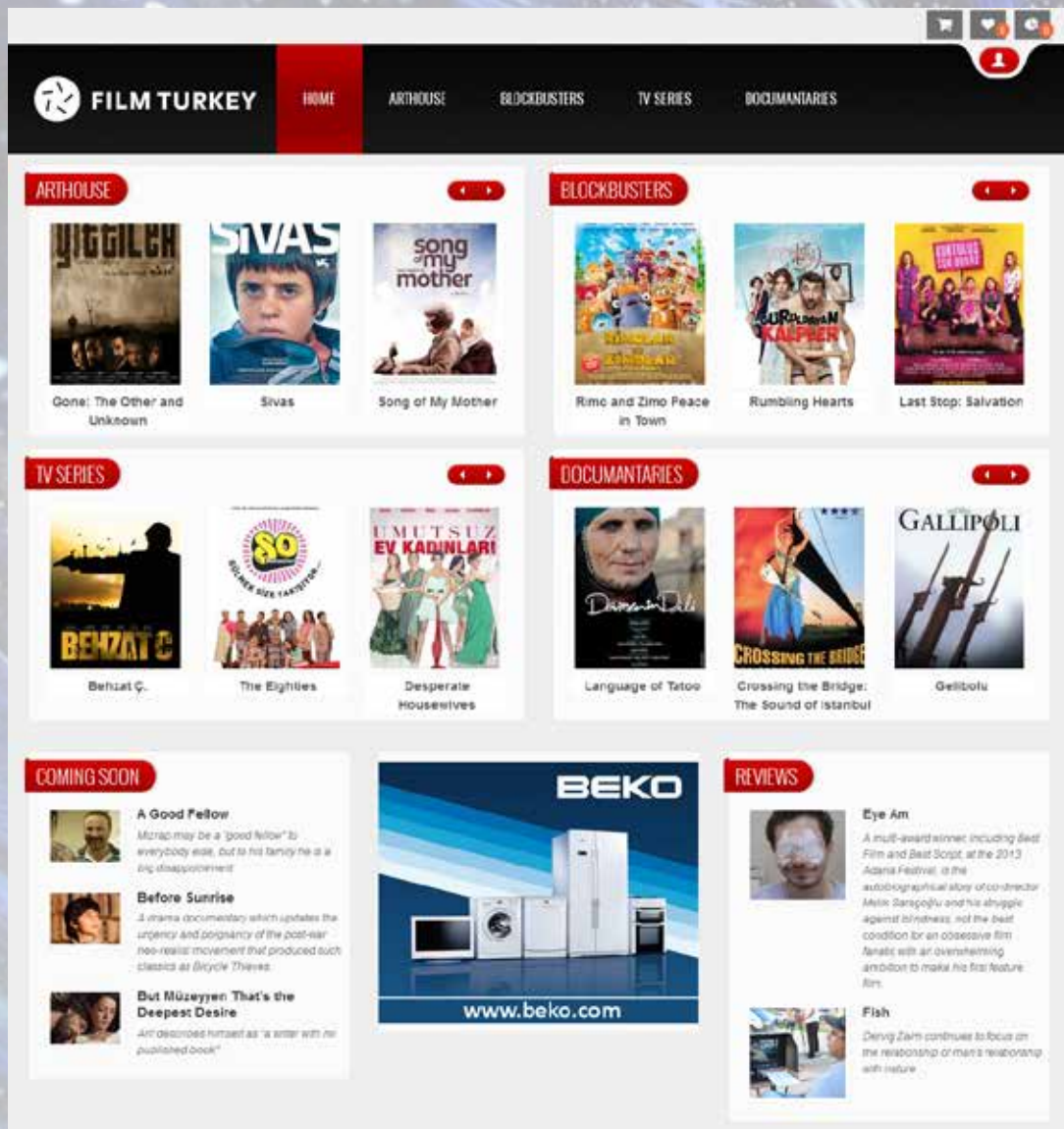


	Principle Partner: Main Sponsor £27,000	Principle Partner: Openin Gala £18,000	Principle Partner: Peoples Choice Award £12,000	Principle Partner: Lifetime Achive- ment Award £12,000	Travel Parner £7,000	Film Partner: Feature Films £5,000	Film Partner: Documentary Films £3,500	Film Partner: Short Films £1,500
Company name/logo on all banners & red carpet backdrops *	●	●	●	●	●	●		
Company name/logo to appear in int. distrubuted film	●							
Company name/logo to appear in all electronic advertisements	●	●	●	●				
Company name /logo on festival posters	●	●	●	●	●	●		
Company name/logo on festival if goody bags available	●	●	●	●	●	●		
Company name/logo on lanyards	●	●	●	●				
Company name/logo added to video trailer (online) *	●	●	●	●	●	●	●	●
Online adverts on LTFF and Film Turkey web sites	●	●						
Pop-up Ad on LTFF site 3 days prior to opening gala (3 days)	●							
Company name/logo on inside front cover of Fes. programme *	●	●	●	●	●	●	●	●
Logos/Links on LTFF.co.uk website *	●	●	●	●	●	●	●	●
Logos/Links on new FilmTurkey.co.uk website *	●	●						
Opportunities to distribute samples and marketing literature during the festival	●	●	●	●	●	●		
Cinema foyer branding (location in agreement with venue) *	●	●						
Company name/logo used on direct marketing (mailing lists,website groups etc)	●	●	●	●				
Name associated with specific film sections						●	●	●
Full page ad inside Festival programme	●	●	●	●	●	●		
Complimentary tickets at Festival screenings	●	●	●	●	●	●	●	●
Invitation to Opening Gala & Awards Ceremony (numbers determined by sponsor level)	●	●	●	●	●	●	●	●
Verbal acknowledgement	●	●	●	●	●	●		

\* Prominence/numbers of tickets etc determined by sponsor level



# Advertising Opportunities at FILM TURKEY 2018



In addition to sponsorship, we also offer organisations a platform to promote themselves at the film festival by advertising in our full-colour printed programme and other promotional channels. These include:

- Full-page advert in Festival Programme.
- Online banner advertising, including banners and take-overs at the Festival website as well as Film Turkey Online platform.
- Cinema advertising (30 second clip): your advertisement will be screened before every film show at FILM TURKEY Festival 2018.
- Product sampling and PoS sites at screening venues.

\* Example page layout. All logos, images and titles used are for illustrative purposes only.



# FILM TURKEY 2018 Marketing & PR Contact

For more information contact:  
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# Film Turkey



22<sup>nd</sup>

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