



AESTHETICA

SHORT FILM FESTIVAL

**MEDIA
KIT**



BAFTA
QUALIFYING FESTIVAL
BRITISH SHORT FILM

ABOUT THE FESTIVAL

Now in its 11th year, the Aesthetica Film Festival is a **landmark event** in the cultural calendar.

The Festival screens **500 shorts each year**, 300 of which are in competition. Categories span Animation, Artists' Film, Comedy, Documentary, Drama, Music Videos, Thriller and Narrative. It is a vibrant celebration of **independent filmmaking, technical innovation** and **creative excellence**.

We champion **cutting-edge cinema** from both established and undiscovered practitioners and curate our content into a **culturally-rich** and **transformative programme**, enjoyed by **thousands of attendees** every year.

The **BAFTA-Qualifying** Festival also includes masterclasses, pitching sessions, networking opportunities, market screenings, VR experiences and panel discussions – making it a hotbed for **talent discovery, talent development** and **industry networking**.

This year's event will see **hybrid delivery**. Successfully joining both the **'in-venue' and online programme**, screenings will take place in the picturesque city of York (2-7 November) with programming then available on the On-Demand Digital Platform (2-30 November).

Our key goal is to offer an **experience with impact** for both audiences and talent, delivering a new film festival model that will significantly **increase the audience reach** of independent cinema nationally and globally.

KEY SPEAKERS

- Dame Judi Dench
- Sarah Gavron
- Andrea Arnold
- Dick Pope
- Sam Feder
- Jeanie Finlay
- Chinonye Chukwu
- Maxine Peake
- Philippa Lowthorpe
- Maryam Mohajer
- Rankin
- Jeremy Deller
- Simon Chinn
- Russell Tovey
- Barry Adamson

INDUSTRY REPS

- Aardman
- BBC Films
- BBC Writers Room
- BFI Doc Society
- Black Dog Films
- British Vogue
- Film4
- Framestore
- Guardian Docsl
- Industrial Light & Magic
- Many more



-  **1** **1331**
3 Grape Lane, YO1 7HU
-  **2** **BOOTHAM SCHOOL**
49-57 Bootham, YO30 7BU
-  **3** **CITY SCREEN**
13-17 Coney Street, YO1 9QL
-  **4** **CITY SCREEN BASEMENT**
13-17 Coney Street, YO1 9QL
-  **5** **FRIARGATE THEATRE**
Lower Friargate, YO1 9SL
-  **6** **GUILDHALL**
St Martin's Courtyard, YO1 9QL
-  **7** **MANSION HOUSE**
St. Helen's Square, York YO1 9QL
-  **8** **NATIONAL CENTRE FOR EARLY MUSIC**
St Margaret's Church, Walmgate, YO1 9TL
-  **9** **VISIT YORK**
1 Museum Street, YO1 7DT
-  **10** **YORKSHIRE MUSEUM**
Museum Gardens, YO1 7F
-  **11** **YORK THEATRE ROYAL**
St Leonard's Place, YO1 7HD
-  **12** **YORK ST JOHN**
Lord Mayor's Walk, YO31 7EX

AUDIENCE

We bring the best short filmmaking, moving image arts and XR from around the world to both big and small screens while continuing to **grow and diversify our audience** and provide stimulating and **engaging screening, industry and education programmes**.

Attendees include filmmakers, film fans, industry professionals, film and creative media students and academics. With hybrid delivery for 2021, we are capitalising on the **expansive reach** enabled by the 2020 virtual platform and expect to welcome the **largest audience to date**.

OPPORTUNITIES & BENEFITS

- **Filmmakers & Industry Professionals** – Showcase Work, Network and Promote Projects and Services
- **Film & Creative Media Students** – Engage with Industry, Discover New Films and Gain Inspiration for Independent Projects
- **Academics** – Keep Up to Date with Creative Trends, Network with Colleagues and Like-Minded Individuals and Scope out Opportunities for Your Students
- **Film-Lovers & the Public** – Be Entertained, Challenged and Provoked by an Exceptional Programme of Cutting-Edge, Contemporary Cinema
- **Brands and Businesses** – Reach Highly-Engaged Audiences at the Popular Live Event & at Home for 30 Days via our OD Platform

70,000

Attendees of the 2020
Virtual Festival

26,000+

Admissions at the live
event in 2019

4,000+

Students from over 100 FE
& HE institutions each year



AESTHETICA

SHORT FILM FESTIVAL

THE
STAGE
PROJECT

Small table with drinks on the stage.

BE A PART OF THE FESTIVAL IN 2021

The Aesthetica Film Festival provides lots of exciting opportunities to **gain exposure and connect with relevant demographics** through a combination of Print, Digital and On-Screen promotion, as well as Networking and Exhibitor Opportunities:

Live Industry Marketplace	8
Virtual Industry Marketplace	10
Print Media: Festival Programme	12
On Screen Promotion: Trailers & Holding Cards	14
Mix & Match: Bespoke Packages	16
Hear From Our Community	17





ODEON

EVERYMAN

THE ODEON CINEMA
100 SEATERS
100 SEATERS
100 SEATERS

AESTHETICA

FILM FESTIVAL

VENUE

LIVE INDUSTRY MARKETPLACE

Unique to the Aesthetica Film Festival, the Industry Marketplace is a fantastic opportunity to **network and engage** in person with key demographics. Each year, filmmakers, industry professionals, academics, students, creative media fans and practitioners all attend the event - seeking to learn more about the products and services which our exhibitors have to offer them.

Following a year in which this kind of direct, face-to-face engagement has been heavily restricted, exhibiting at this year's Marketplace is a chance to **connect with prospective clients & customers and generate memorable brand engagement.**

- **Raise awareness** of your services, products and brand
- Forge **valuable connections** with key demographics
- Reach **influential individuals and decisionmakers** from festivals, screen agencies, awarding bodies and production services as well as the wider public
- Nurture an **accessible and personable image** through informal discussion
- Distribute **marketing materials** and **branded merchandise**
- Register interest and **collect contact details** for further direct communications
- Gain **valuable insights** through engagement with colleagues and competitors
- Benefit from **significant foot traffic** as a result of the central location of the Marketplace venue, York Mansion House (see map on page 3)

Rate & Inclusions:

Live Marketplace Stand: **£695 (5 November, York Mansion House)**

Inclusions within Rate:

- Profile on the Virtual Industry Marketplace (2-30 November)
- Half Page Print Placement in the Festival Programme
- Logo Placements on Print, Digital & On Screen Sponsors Board
- Inclusion in Social Media Posts and Relevant e-Newsletters

Please see footage from our Live Marketplace [here](#)



VIRTUAL INDUSTRY MARKETPLACE

Following the success of the 2020 Virtual Festival and Industry Marketplace, the 2021 Festival also offers opportunities for collaborators to feature on the **digital platform**

The Marketplace achieved **18,000+ views** in 2020:

- Secure **wide-reaching visibility** amongst international audiences throughout November
- **Source web traffic** for relevant profiles and pages through embedded links
- Educate our attendees about your offering through the inclusion of pertinent **documents and videos**
- Bring **exposure** to your brand and company ethos
- Provide attendees with relevant **contact details for direct communication**

Rate & Inclusions:

Virtual Marketplace: £595 (2 – 30 November)

Inclusions within Rate:

- Quarter Page Print Placement in the Festival Programme
- Logo Placements on Print, Digital & On Screen Sponsors Board
- Inclusion in Social Media Posts and Relevant e-Newsletters



“

It's the best place to go because they have lots and lots of connections with the right people and it's very busy – it's heaving! I'm very proud that we're here and getting the brand out there

Rebekah Louisa Smith, Founder & Director of The Film Festival Doctor

”



PRINT MEDIA: FESTIVAL PROGRAMME

The Festival Programme is a major resource in and of itself for **talent discovery**. It provides insights into the screening schedule, speakers and jury members, guest programmes, masterclasses, events and logistical information – making it not only an **integral source of information** during the course of the festival, but a publication which our **attendees like to keep and collect**.

The programme is **aesthetically produced** and provides **excellent visibility** for advertisers – having a print & digital readership of 60,000+ and being distributed in festival packs.

Programmes in recent years have featured promotional placements from Hilton, Reclaim the Frame, Grand Central, Hijack, Backstage, Digital Creativity Labs, Primetime and Picture House, as well as a range of universities and international film festivals.

Take a look at the 2020 programme [here](#)





Full Page Print Placement - £1,195

- 170mm wide x 245mm high
- 3mm bleed on all edges
- Please allow a 15mm margin around all sides
- PDF, TIFF or JPG format
- 300dpi and CMYK colour profile



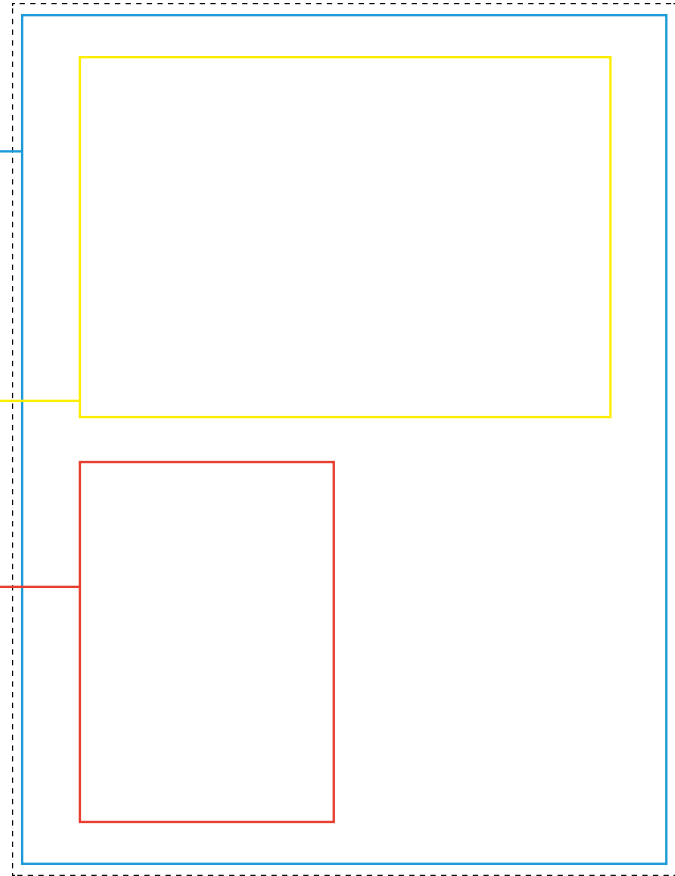
Half Page Print Placement - £745

- 140mm wide x 104mm high
- PDF, TIFF or JPG format
- 300dpi and CMYK colour profile



Quarter Page Print Placement - £395

- 68mm wide x 104mm high
- PDF, TIFF or JPG format
- 300dpi and CMYK colour profile



ON SCREEN PROMOTION: TRAILERS & HOLDING CARDS

On Screen advertising is a great way to **reach captive audiences** at live venues and in advance of screenings on the virtual platform.

Festival Trailer: £5,295

Video advertising is the most effective way to **generate an emotional response and get audiences excited** about the product or service you have to offer them. Featured collaborators have a **unique opportunity to showcase brand identity** through the very medium which attendees are there to immerse themselves in.

- Shown in advance of all 300 screenings at the live Festival
- 20,000+ views via live stream on the virtual platform
- Up to 30 seconds long
- Pro Res or H.264; 1920px wide x 1080px high

Holding Card: £2,195

Holding Cards are a fantastic way to secure a **high level of repeated viewings** of your organisation's branding – being shown on a perpetual loop between screenings as attendees arrive, get comfortable and vacate all live venues.

- Displayed 4,000+ times in advance of all screenings at the live event
- Still or a silent moving image
- 10 seconds long
- JPG or TIFF file. 1920px wide x 1080px high



MIX & MATCH: BESPOKE PACKAGES

Aesthetica is a **UK export for ideas** and is instrumental in the development of filmmaking talent - playing a **pivotal role in nurturing new voices** across craft and curation and acting as a **conduit for new talent** into the UK screen sectors.

If your organisation would like to be a part of our exciting 2021 hybrid event, we can provide cohesive **campaign proposals** to encapsulate a combination of promotional activity.

Megan Hobson
asff@aestheticamagazine.com



HEAR FROM OUR COMMUNITY

A festival like this re-motivates and rejuvenates the filmmaking community ... that's why it's so valuable.

Mark Cousins, Filmmaker, Curator

"ASFF is my favourite short film festival. Good people. Good energy. And always so well organised and curated"

Shelley Jones, Video Commissioner, NOWNESS

"I can't speak highly enough of the festival. The organisation and communication was top-notch. And All the venues were great. Met a lot of great filmmakers and industry contacts. Next year's festival is already in my diary."

Samona Olanipekun, Filmmaker and Winner of Best Experimental at ASFF

"I must say I was blown away with the online set up and how professionally it was run. Hats off to the team."

James Friend, Cinematographer

"I had a great time, love the festival, it's so exciting seeing so many new filmmakers walking the streets and at events, really inspiring."

Charlie Philips, Head of Documentaries Guardian Docs

"It was my first time attending ASFF, and what a buzzing hive of talent it was! I've made some wonderful discoveries of the next generation of storytellers and am privileged to have been able to participate in talks, pitches and judging some of the official competitions!"

Dionne Farrell, Development Executive, BBC Films

