

Film Africa 2020 – Partnership Proposal



BROUGHT TO YOU
BY
THE ROYAL
AFRICAN SOCIETY

Still from *'The Burial of Kojo'* by Samuel Bazawule (Ghana, USA. 80 mins. Opening Gala film for Film Africa 2018)

About Film Africa & The Royal African Society



Idris Elba - Actor, Producer, Musician and DJ

"I want to thank Film Africa for supporting my film and for supporting African film in general. The festival should keep introducing us to new African cinema."

– Idris Elba at the Film Africa 2015 screening of 'Mandela, My Dad and Me'

Established in 2011, **Film Africa** is London's biggest celebration of the best African cinema brought to you by the Royal African Society, attracting an average of 4,000 people over a 10-day festival.

We pride ourselves in being a **festival of discovery**, which exists to find new creative voices emerging from Africa and its diaspora, showcasing contemporary work that would otherwise be unknown to UK audiences. Film Africa also recognises and supports African filmmaking talent through the **Baobab Award for Best Short Film** and the **Audience Award for Best Feature Film**.

Film Africa presents **diverse London audiences** with a high-quality and wide-ranging film programme accompanied by a vibrant series of events, including director Q&As, talks and discussions; professional workshops; industry and networking events; **Film Africa Young Audiences** school screenings; family activities; and Film Africa *LIVE!* music nights.

The Royal African Society is a membership organisation that provides opportunities for people to connect, celebrate and engage critically with a wide range of topics and ideas about Africa today. Through our events, publications and digital channels we share insight, instigate debate and facilitate mutual understanding between audiences in the UK and Africa. We amplify African voices and interests in academia, business, politics, the arts and education, reaching a **network of more than one million people globally**. Our principal programmes and brands are listed below, along with our sister organisation, the African Studies Association of the UK.



Zeinab Badawi - Chair of the Royal African Society

African Affairs

/ AFRICAN
/ ARGUMENTS

AFRICA
WRITES



Africa All Party Parliamentary Group



Key Stats & Figures

- **28k+ aggregate live audiences** over the past eight years.
- **140k+ social media followers** across all Royal African Society platforms.
- **26k+ newsletter subscribers** across all Royal African Society programmes.
- **468 films and 165 filmmakers and talent** hosted over the past eight years.
- **70% of screenings contextualised** with director Q&As and panel discussions.
- **Young & diverse audiences** with 70% aged 20-40 and 65% of African descent.
- **Audiences connected to Africa** with 65% visiting the continent regularly.
- **Widespread and high-profile media coverage**, including the BBC, The Guardian, The Metro, Time Out, ES Magazine, London Live TV, Sight & Sound, gal-dem and others.



Experience the magic of Film Africa!

Film Africa has now established itself as a leading cultural event in London and the rest of the UK, becoming a highly anticipated festival in the capital's busy calendar of events. Our audiences, guest filmmakers and festival volunteers have consistently given very positive feedback. In 2018, **100% of surveyed visitors said they would recommend Film Africa to a friend**. Click on the videos below to get a glimpse of the joy Film Africa brings to the world!

[Film Africa 2018 trailer](#) & [Film Africa promo video](#)

“Thank you for the amazing opportunity to share my film with your audience. I am leaving London more confident in my craft as a filmmaker, excited about the future and encouraged to create and build and strengthen my voice.” – Ema Edosio, Director of *KASALA!* (Nigeria. 90mins. Closing Gala film for Film Africa 2018)

Film Africa 2020

After running for eight consecutive years since 2011, Film Africa will be taking place biennially. In 2020, the festival will celebrate its 10th year and 9th edition from **Friday 30 October to Sunday 8 November 2020** across different London venues, including the BFI Southbank, Rich Mix, Ritzzy Brixton, Bernie Grant Arts Centre and the South London Gallery. Returning supporters of Film Africa include the BFI Audience Fund, the British Council and the Miles Morland Foundation.



Win-win partnerships

We work on a model of partnership funding to sustain Film Africa, including a mixture of private and public funding, corporate sponsorship and earned income. We create a tailor-made package of benefits for each of our festival partners. However, below is a list of the range of benefits we could offer.

❖ Brand positioning - diaspora and public engagement

Online & Content Marketing

- Logo with a live link on the Film Africa website.
- Logo on all festival e-newsletters and credit on press releases – total reach of 30,000.
- Promotion through all RAS’ social media channels – total reach of over 140,000.
- Logo in trailer played before all screenings and the weeks leading up to the festival.
- Logo on-screen during all Film Africa introductions, Q&As and panel discussions.
- E-newsletter promoting a specific campaign/opportunity to Film Africa subscribers.
- Complimentary tickets to Film Africa screenings for social media competitions.
- Opportunity to engage with key African diaspora influencers appointed “Friends of Film Africa”.

Print & Offline

- Logo credit on all Film Africa print publicity materials – 20,000 in total.
- Verbal acknowledgment during screening introductions, Q&As and panels.
- Numerous opportunities for audience engagement, including speaking slots at key events.
- Branded information/materials to be exhibited on all Film Africa stands.
- Pull-up banners exhibited at host venues throughout the 10 days of the festival.
- Flyer/souvenir included in the 450 goody bags distributed to all Opening Gala guests.
- Complimentary colour advert in the Film Africa brochure (A5 landscape).

❖ Client engagement & recognition - a ‘money can’t buy experience’

VIP Reception with HRH The Duke of Cambridge (TBC)

- Complimentary attendance to a VIP networking reception with the Royal African Society’s Royal Patron, HRH The Duke of Cambridge, during the course of the festival.

Film Africa Opening & Closing Galas

- VIP invitations to our Opening & Closing Galas and personal introductions to the directors and on-screen talent.

❖ Festival programme & talent engagement

- Opportunity to propose regional and/or country foci for inclusion in the festival programme.
- VIP invitation to a private lunch/dinner with the Baobab Award for Best Short Film jury members.
- VIP invitation to the private jury screening of the Baobab Award for Best Short Film shortlist.
- Opportunity to host private screenings of the winning films of the Baobab Award for Best Short Film and the Audience Award for Best Feature Film.
- Access to all Film Africa guest filmmakers, talent and film industry professionals through networking dinners and events over the 10 days of the festival.
- Further opportunities to engage a 150+ network of prominent African and Diaspora filmmakers and talent garnered through the years.



A long history and proven track record

Established in 1901, the Royal African Society has a long history of working collaboratively and fostering mutually beneficial partnerships with companies and organisations, which share our values.

As a charity, we depend on the support of our partners to be able to further our important programmes and platforms, which promote the exchange of ideas and strengthen relations between people in the UK, Africa and the rest of the world.

In return, we leverage our strong convening power and unique position at the intersection of business, government, civil society, academia and the creative community, to add value to the work of all our partners.

Working in partnership is fundamental to our organisational strategy and future. Through our partnerships we aim to:

- Enhance our events and programmes
- Reach new audiences and networks
- Share resources and expertise
- Develop research and insight
- Amplify ideas or campaigns
- Achieve sustainability

Our proven track record and the breadth and depth of our programmes make us an ideal partner for a wide range of companies, which have a business interest in Africa, as well as a social commitment to it. Corporate partnerships can vary depending on the size and interests of the company, and the extent to which they wish to invest in the Royal African Society.

Our support tiers usually range from £5,000 to £50,000. We are keen to embark on multi-year partnerships and invite you to make Film Africa possible this year and beyond. For further information, please contact:

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Some of our funders, corporate & strategic partners in 2020



LOTTERY FUNDED



Still from 'Supa Modo' by Likarion Wainaina (Kenya, Germany. 74 mins. Winner of the Film Africa 2018 Audience Award)