



**SW**  
**IFF.**

**BECOMING A  
FESTIVAL PARTNER**

SCREENWAVE INTERNATIONAL '19  
FILM FESTIVAL  
*COFFS COAST HEART OF FILM · JAN 10 – 25, 2019*

# 1. PARTNERING WITH SWIFF



An association with SWIFF provides access to a valuable segment of cultured, affluent audiences, whether you seek local arts and culture development, brand exposure or a host of positive community outcomes on the Coffs Coast.

## LEADING REGIONAL CULTURE

- Organised by full-time film and screen culture professionals
- Now one of the largest film festivals in Regional Australia
- Curated program of cutting edge cinema, festival events, and film industry special guests

## ENGAGED AUDIENCES

- SWIFF has a committed following, with over 5000 attendances in 2018
- 25% of audiences travel from outside of the Coffs Coast
- Hosts innovative film industry development program

## DEMONSTRATED RESULTS

- Receives extensive local, regional, state-wide, and national media coverage
- The leading arts & culture festival in the Mid North Coast
- Attracts a valuable audience with a disposable income

## ABOUT SCREENWAVE | WHO WE ARE

SWIFF is organised by Screenwave, a group of Coffs Coast event organisers passionate about connecting people through film.

Screenwave produces the largest independent feature film programs and youth film festivals throughout regional NSW – always with a focus of making film and screen arts accessible to audiences and filmmakers.

Their award-winning team are now exporting Screenwave's programs throughout Regional Australia.



## 2. SWIFF PARTNER TESTIMONIALS



“Screenwave have a unique ability to gather momentum and traction quickly, partnering with a variety of regional businesses and organisations. **SWIFF has a proven track record for achieving results** and sophisticated, detailed reporting on the outcomes of their festivals and events. Screenwave work transparently with their Festival Partners, seeking engagement and participation from partners in lieu of more passive arrangements.”

**Mayor Denise Knight, Coffs Harbour City Council**

Coopers Brewery has been a proud sponsor of SWIFF for the past two years. As Australia’s only locally-owned major brewery, we are actively involved in our community in both capital cities and in regional towns. **SWIFF has provided a wonderful opportunity for us to showcase and share our products with the Coffs Coast community through this premium event.** Our staff have been able to attend SWIFF events, such as the partners Gala Preview, Opening and Closing nights and the screening of our advertisements on the big screen has received excellent feedback from the SWIFF audience.

**Phil Gibson, Coopers Brewing**

**“The audiences that attend SWIFF are valuable to our organisation.**

Many are affluent retirees and younger trendsetters. From a commercial point of view, this market is valuable to our business and SWIFF has extended a host of exposure opportunities in thanks of our support, including promotion on-screen in cinemas, in their professional printed program, on their website and mobile apps, in pop-up arts events, and with VIP tickets to their gala events where we’ve been able to meet acclaimed filmmakers.”

**Todd Blewitt, Mercedes-Benz Coffs Coast**

“Screenwave have grown from strength to strength over the last few years. David, Kate, and the festival team design and deliver engaging programs, sourcing **a range of high profile partnerships that produce real outcomes.** One of the Screenwave identified young filmmakers was recently selected into AFTRS’s Bachelor of Screen degree, a highly competitive process. Screenwave programs are demonstrably effective in supporting the development of talented and creative storytellers.”

**Christina Alvarez, AFTRS**



# 4. PICK YOUR PARTNERSHIP LEVEL

MAKE THE MOST OF YOUR ASSOCIATION WITH SWIFF



FESTIVAL PARTNER EXPOSURE	LEAD SPONSOR	MAJOR PROGRAM SPONSOR	MINOR PROGRAM SPONSOR	LOCAL PARTNER
Pre-feature on-screen video advertisements screenings	90	30	10	-
Brand advertisement in print free Festival Guide (Distribution 10,000)	Double page spread + Back cover	Full page	Half page	Quarter page
Invitation to SWIFF Pre-Festival Partners Event	64 Tickets	32 Tickets	16 Tickets	8 Tickets
Opening + Closing Night Tickets	12 + 12 Tickets	6 + 6 Tickets	4 + 4 Tickets	2 + 2 Tickets
Staff, family and friends regular session tickets	100 Tickets	50 Tickets	25 Tickets	10 Tickets
Signage at all venues (EG. Pull-up Banner)	On stage & in theatre foyer	In theatre foyer	In theatre foyer	
2019 Festival Co-branding*	^			
Exclusive Special Event Sponsor (Opening Night & Closing Night Gala presenter)	^			
Exclusive Festival Award Sponsor (EG. Audience Award)	^			
Logo inclusion in Festival Television Advertisements	^			
Dedicated Promotional E-Newsletter to Festival List*	^	^		
Present 2019 Festival-wide Program	^			
Present a Festival Program	Major (over 10 films)	Major (over 10 films)	Minor (under 10 films)	
Brand Category Exclusivity	^	^	^	
Brand Inclusion in Festival E-News (2.5k+ subscribers)	^	^	^	
Survey SWIFF audiences on-site*	^	^	^	
Marketing collateral available at screening venues	^	^	^	
Brand inclusion on Festival Website	^	^	^	^
Dedicated Facebook Mention (1.3k+ likes)	^	^	^	^
Volunteering Opportunities for Your Team	^	^	^	^

\*Specifics pending SWIFF approval

# 5. SWIFF 2018 FESTIVAL PARTNERS



Strategic Creative Industries Documentary Partner Women in Film Partner



Festival Hub Beverage Printing Local Government SWIFF Light Box



Community Media Ticketing





# 6. FESTIVAL TEAM



**DAVE HORSLEY**  
FESTIVAL DIRECTOR



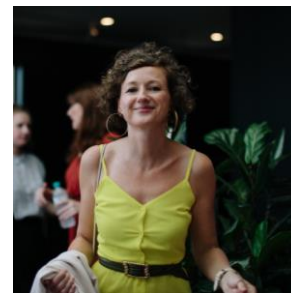
**KATE HOWAT**  
ARTISTIC DIRECTOR



**JULIE TOUSSAINT**  
BRAND MANAGER



**STEPHANIE NEY**  
PARTNERSHIPS &  
COMMUNITY  
ENGAGEMENT



**EVE JAREMKA**  
PUBLICITY AND  
MARKETING



**BEN TOUSSAINT**  
DIGITAL DEVELOPMENT  
MANAGER

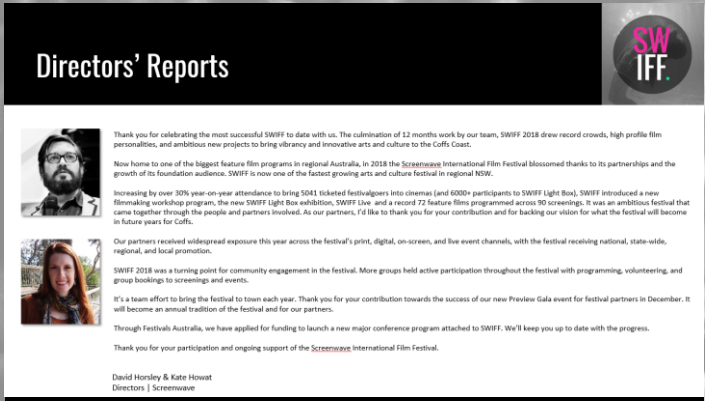


**SAIGE BROWNE**  
PROGRAMS ASSISTANT

# 7. MAJOR ANNUAL FESTIVAL PROGRAMS



**Directors' Reports**



Thank you for celebrating the most successful SWIFF to date with us. The culmination of 12 months work by our team, SWIFF 2018 drew record crowds, high profile film personalities, and ambitious new projects to bring vibrancy and innovative arts and culture to the Coffs Coast.

Now home to one of the biggest feature film programs in regional Australia, in 2018 the Screenwave International Film Festival blossomed thanks to its partnerships and the growth of its foundation audience. SWIFF is now one of the fastest growing arts and culture festivals in regional NSW.

Increasing by over 30% on-year attendance to bring 5041 ticketed festivalgoers into cinemas (and 6000+ participants to SWIFF Light Box), SWIFF introduced a new film-making workshop program, the new SWIFF Light Box exhibition, SWIFF Live and a record 72 feature films programmed across 90 screenings. It was an ambitious festival that came together through the people and partners involved. As our partners, I'd like to thank you for your contribution and for backing our vision for what the festival will become in future years for Coffs.

Our partners received widespread exposure this year across the festival's print, digital, on-screen, and live event channels, with the festival receiving national, state-wide, regional, and local promotion.

SWIFF 2018 was a turning point for community engagement in the festival. More groups held active participation throughout the festival with programming, volunteering, and group bookings to screenings and events.

It's a team effort to bring the festival to town each year. Thank you for your contribution towards the success of our new Preview Gala event for festival partners in December. It will become an annual tradition of the festival and for our partners.

Through Festivals Australia, we have applied for funding to launch a new major conference program attached to SWIFF. We'll keep you up to date with the progress.

Thank you for your participation and ongoing support of the Screenwave International Film Festival.

David Horsley & Kate Howatt  
Directors | Screenwave

**OPENING & CLOSING NIGHT GALAS**  
Social events bringing together arts and culture lovers from near and far



**WORLD CINEMA**  
Showcasing cutting edge cinema from all corners of the world



**WOMEN OF ACTION**  
SWIFF celebrates films made by women in key creative roles



**INDUSTRY CONNECT**  
Networking and workshops events for the Australian film industry



**NEXTWAVE YOUTH FILM AWARDS**  
The night of nights for the next wave of Regional Australian filmmakers



**CALL OF THE SURF**  
Big Screen surf movies – an important part of Australia's cultural identity



# 8. LINKS



## Directors' Reports



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Now home to one of the biggest feature film programs in regional Australia, in 2018 the Screenwise International Film Festival blossomed thanks to its partnerships and the growth of its foundation audience. SWIFF is now one of the fastest growing arts and culture festival in regional NSW.

Increasing by over 30% year-on-year attendance to bring 5041 ticketed festivalgoers into cinemas (and 6000+ participants to SWIFF Light Box), SWIFF introduced a new filmmaking workshop program, the new SWIFF Light Box exhibition, SWIFF Live and a record 72 feature films programmed across 90 screenings. It was an ambitious festival that came together through the people and partners involved. As our partners, I'd like to thank you for your contribution and for backing our vision for what the festival will become in future years for Coffs.



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Through Festivals Australia, we have applied for funding to launch a new major conference program attached to SWIFF. We'll keep you up to date with the progress.

Thank you for your participation and ongoing support of the Screenwise International Film Festival.

David Horsley & Kate Howat  
Directors | Screenwise

[CLICK HERE TO VIEW THE 2018 FESTIVAL REPORT](#)



Music composition by Scott Collins  
Voicelab, Ballinger

[CLICK HERE TO VIEW THE 2018 SWIFF FESTIVAL TRAILER](#)



[CLICK HERE TO VIEW THE FESTIVAL PROGRAM](#)



[CLICK HERE TO VIEW THE 2018 FESTIVAL GALLERY](#)

# 9. REACHING A NATIONAL AUDIENCE

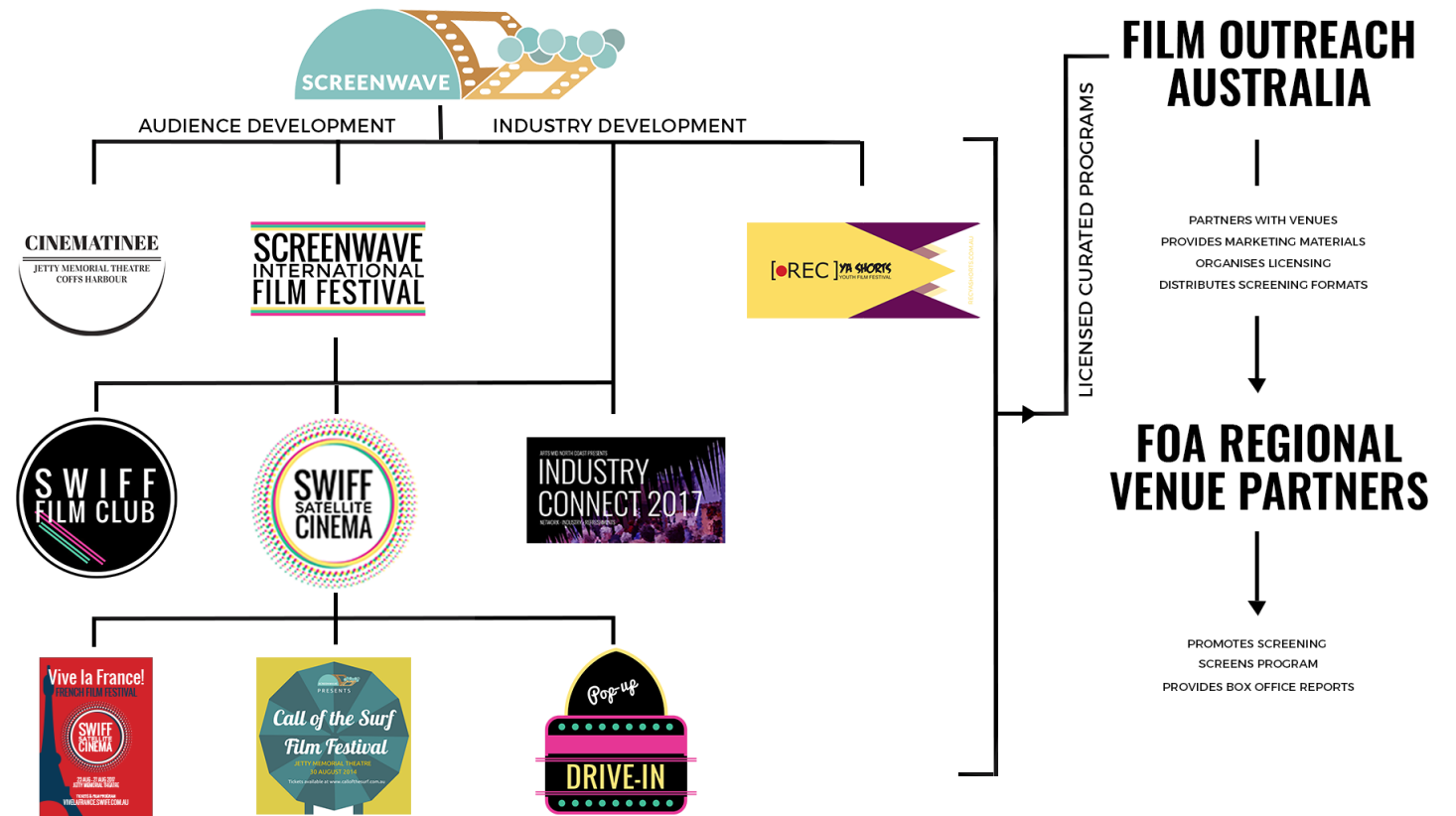
## Reaching Audiences Around Regional Australia

The Screenwave team are continuing to change the face of culture around Regional Australia with the introduction of their sister organisation, Film Outreach Australia, in 2018

Film Outreach Australia packages up and exports Screenwave's programs, including a travelling version of the Screenwave International Film Festival, to arts and culture venues around the country.

For information on how to reach this growing network of cinema venues and audiences with your advertising, contact Screenwave for pricing information.

Film Outreach Australia Advertising  
Stephanie Ney  
0421 346 713  
Stephanie.ney@screenwave.com.au



# 10. JOIN US FOR SWIFF 2019



Thank you for your time and consideration. Kate, our team, and I look forward to continuing to develop SWIFF with you for the community.

We were delighted to host David Wenham and Robert Connolly in 2018, and are excited to unveil the opportunities once the 2019 festival's budget and partner line-up is confirmed.

Your advertising and sponsorship investment will go towards bringing SWIFF to the Coffs Coast community, and its travelling audiences from far and wide.

SWIFF is made available each year thanks to the generosity of its festival partners.

If you have decided which sponsorship package suits your needs, the next step is to catch up to discuss how you would like to be promoted and what your goals are with your SWIFF partnership investment.

If there is a specific program or idea you would like to align with outside of the partner packages, let us know.

We look forward to delighting, provoking, intriguing and entertaining audiences again in 2018 and hope you will be there with us.

Kind regards

Dave Horsley  
SWIFF Director