



INSIDE PICTURES

2019 Sponsorship Package

Inside Pictures 2019 | Sponsorship Opportunities

A short guide to promotional opportunities for Inside Pictures sponsors

Our Network

Our long-standing film business and leadership skills development programme is highly regarded, evidenced by the strong industry support we receive. *Above all, we pride ourselves on our alumni, who represent top-level industry executives with an average of at least 10 years experience in the sector, running their own companies or working for some of the most respected firms in the area. The majority are from continental Europe and the UK.*

All the opportunities listed below represent a means of addressing the Inside Pictures network, which comprises:

- **Our alumni:** 250+ film industry executives from all disciplines (development, production, post-production, special effects, sales, distribution, marketing, finance, legal and business affairs).
- **Our speakers:** 140 high-level industry leaders.
- **Our funders and sponsors:** Creative Europe; Screen Skills; BFI (British Film Institute); Film Distributors Association; Ingenious; Lee & Thompson LLP; National Film & TV School, Pulse Films.

Website

As a sponsor of Inside Pictures, we would list you on our Funders and Sponsors page on our website: www.inside-pictures.com. The entry would consist of:

- your logo (hyperlinked to your company website)
- paragraph about the company
- short description of your contribution to the programme

For this entry, you would provide your own copy, which we would then post on our Funders & Sponsors page. Below is an example of one such posting, the current page can be viewed at: <http://www.inside-pictures.com/funders-sponsors/>

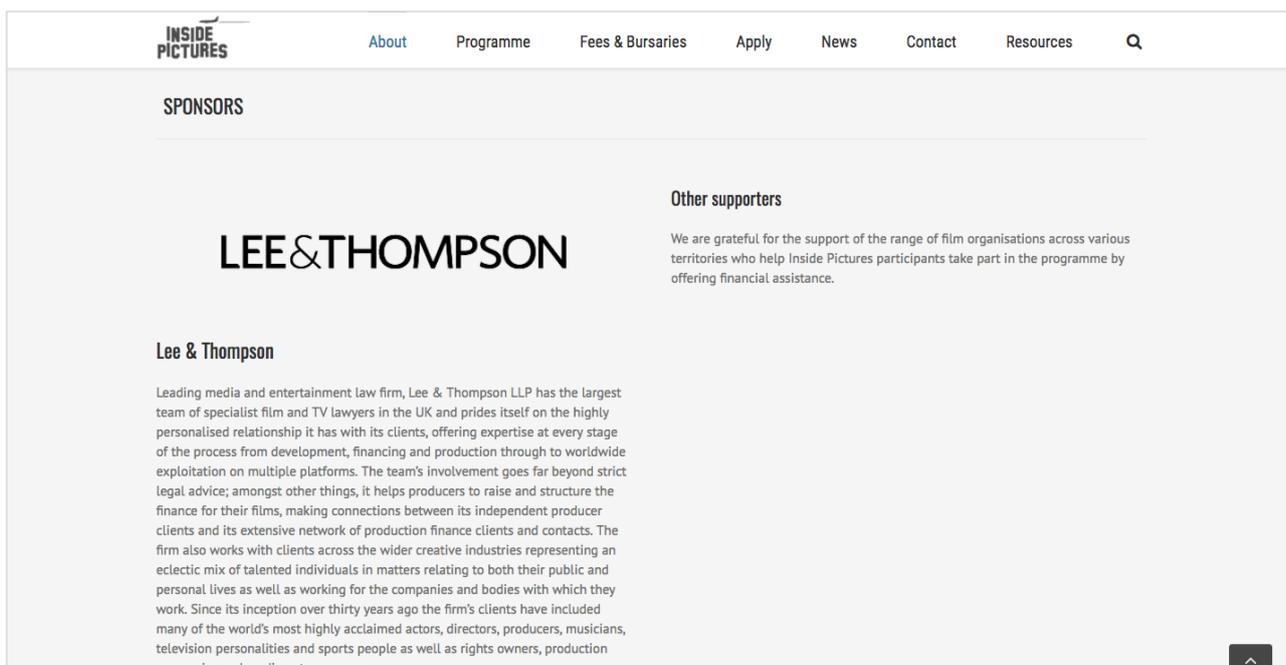


Figure 1: Inside Pictures Funders and Sponsors page

Newsletter

Each quarter, Inside Pictures issues a newsletter to its network. The newsletter acts as an update on the latest Inside Pictures news, including module coverage and event details. It also includes a round up Alumni News stories, detailing alumni film releases/announcements; awards / festival successes and career developments.

As a sponsor of the programme, we would offer you the opportunity to use this platform to share your own news in a 'News From Our Sponsors' section. We would be in contact a few weeks before the newsletter is due to go out to check if there is any news you would like to feature from your company. Suggested content:

- short piece of copy
- image and a hyperlink to a relevant article/news story/section on your website.

Below is an example of the newsletter from February 2017.



We are delighted to bring you the first Inside Pictures newsletter of 2017, as we launch another edition of the programme and congratulate our latest graduates. Read on for news about our call for applications and our upcoming party in Berlin, as well as our latest round-up of alumni stories.



Congratulations to our Class of 2016

Our Class of 2016 graduated in style last month, in the company of Inside Pictures alumni and industry. The participants received their certificates from Michael Kuhn – Chairman of Qwerty Films and an original founder of Inside Pictures. Kuhn praised their hard work and reinforced his strong support for Inside Pictures and the wealth of opportunities it offers to the participants. We are delighted to welcome them to our ever-growing alumni fold, and look forward to tracking their achievements. [Read more](#)



2017 Applications Now Open

Applications are now open for Inside Pictures 2017, so please spread the word far and wide across the industry! We always welcome recommendations; so if you know anyone who might make a suitable candidate, [please send us their details](#). We are particularly interested to hear about applicants from Eastern European countries - as they may be eligible for special scholarships from our funders. The deadline for applications is 12 March 2017.

Figure 2: Inside Pictures newsletter from February 2017

Sponsor Spotlight

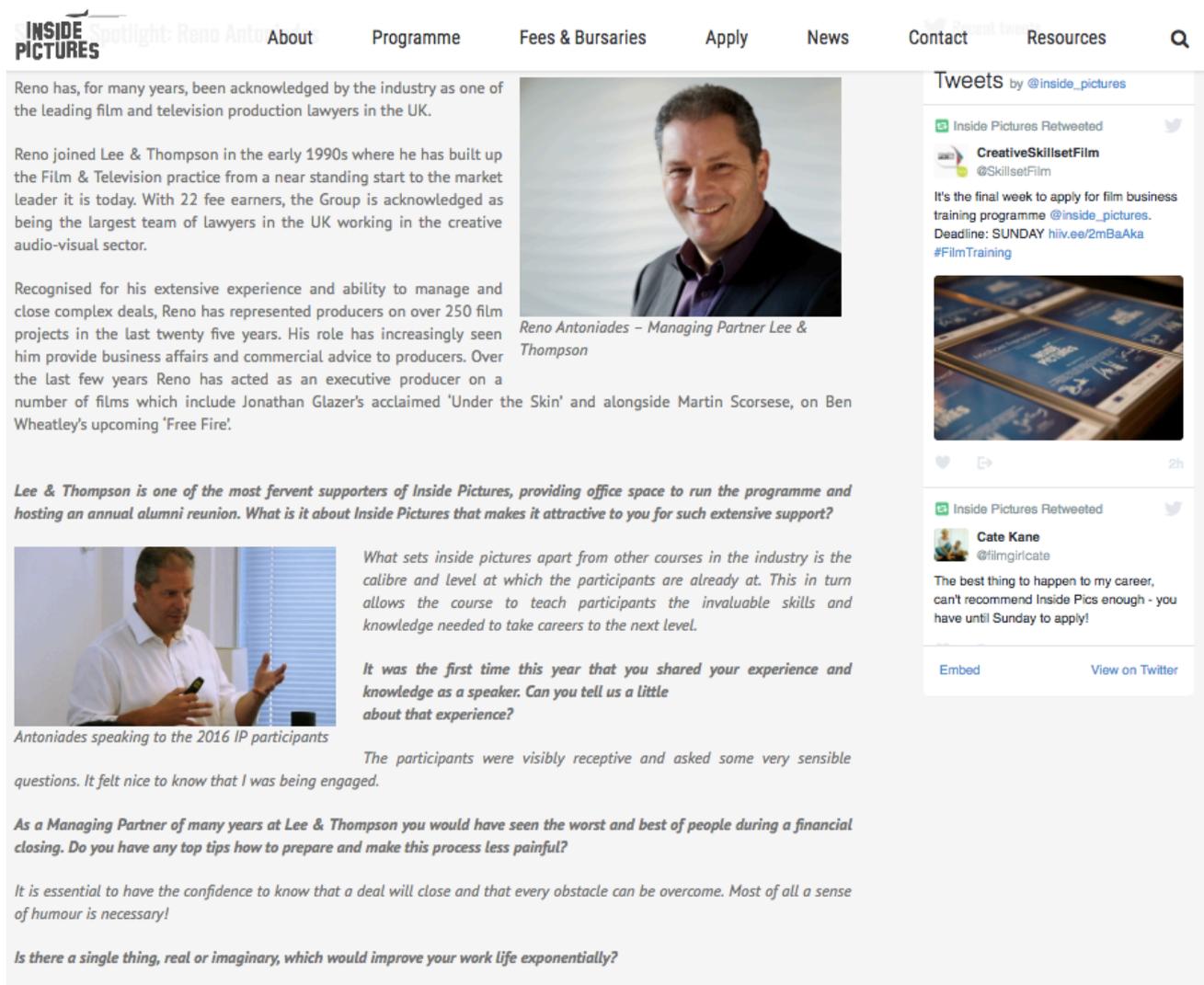
This is a feature article in the manner of our Participant Profiles and Speaker Spotlights. We would aim for the Sponsor Spotlight to be released before the first Inside Pictures module in June, when interest in the programme is at its peak.

Content:

The piece could take any direction you wish – our suggestion would be to elaborate further on your company and its role in the industry, whilst discussing your support for the Inside Pictures programme. You would be free to choose the format of the piece: a question and answer interview with a member of your company in the same manner as our Speaker Spotlights (seen below), or a long form information piece on your company or profiling one of your executives.

Reach:

- published on our website
- shared across our social media channels
- featured in our quarterly newsletter.



INSIDE PICTURES Spotlight: Reno Antoniadis About Programme Fees & Bursaries Apply News Contact Resources

Reno has, for many years, been acknowledged by the industry as one of the leading film and television production lawyers in the UK.

Reno joined Lee & Thompson in the early 1990s where he has built up the Film & Television practice from a near standing start to the market leader it is today. With 22 fee earners, the Group is acknowledged as being the largest team of lawyers in the UK working in the creative audio-visual sector.

Recognised for his extensive experience and ability to manage and close complex deals, Reno has represented producers on over 250 film projects in the last twenty five years. His role has increasingly seen him provide business affairs and commercial advice to producers. Over the last few years Reno has acted as an executive producer on a number of films which include Jonathan Glazer's acclaimed 'Under the Skin' and alongside Martin Scorsese, on Ben Wheatley's upcoming 'Free Fire'.

Reno Antoniadis – Managing Partner Lee & Thompson

Lee & Thompson is one of the most fervent supporters of Inside Pictures, providing office space to run the programme and hosting an annual alumni reunion. What is it about Inside Pictures that makes it attractive to you for such extensive support?

What sets inside pictures apart from other courses in the industry is the calibre and level at which the participants are already at. This in turn allows the course to teach participants the invaluable skills and knowledge needed to take careers to the next level.

It was the first time this year that you shared your experience and knowledge as a speaker. Can you tell us a little about that experience?

The participants were visibly receptive and asked some very sensible questions. It felt nice to know that I was being engaged.

As a Managing Partner of many years at Lee & Thompson you would have seen the worst and best of people during a financial closing. Do you have any top tips how to prepare and make this process less painful?

It is essential to have the confidence to know that a deal will close and that every obstacle can be overcome. Most of all a sense of humour is necessary!

Is there a single thing, real or imaginary, which would improve your work life exponentially?

Tweets by @inside_pictures

Inside Pictures Retweeted
CreativeSkillsetFilm @SkillsetFilm
It's the final week to apply for film business training programme @inside_pictures. Deadline: SUNDAY hiiv.ee/2mBaAka #FilmTraining

Inside Pictures Retweeted
Cate Kane @filmgircate
The best thing to happen to my career, can't recommend Inside Pics enough - you have until Sunday to apply!

Embed View on Twitter

Figure 3: Example of Speaker Spotlight from 2017

Press Releases

Inside Pictures issues two press release at key stages of the programme, notably:

- The annual launch of the current edition of the course (February)
- When we announce the line up for the current edition of the course (early April).

We would mention your sponsorship in our press releases, acknowledging your support. We would check this with you before its release.

Events

Inside Pictures runs a number of networking events through the year, the purpose of which is to provide our alumni with an opportunity to meet, and network our current participants with the industry. Executives from your company would be invited to attend each of these. As they can be quite intimate, we would suggest that up to three executives attend. The events in question are listed below.

Inside Pictures 2019-20 Events Calendar		
8 February 2019	€8,000	Programme Launch Event in collaboration with the members of ACE and EAVE. This takes place during the Berlinale and European Film Market, one of the most important events in the film industry calendar, and brings together the networks of three highly-regarded training programmes.
17 May 2019	€10,000	Meet the Alumni Reception in Cannes. Taking place during the film industry's most prestigious film festival and market, this is when we introduce the year's cohort of participants to the Inside Pictures network.
13 June 2019	€7,000	Industry Networking Drinks in London's film hub, Soho. A more intimate opportunity to bring participants, alumni, speakers and industry guests together to mark the start of the programme.
18 September 2019	€13,000	LA Industry Mixer Drinks: taking place during module 2, guests include representatives from the most influential and innovative companies working in the US indie and studio space.

19 November 2019	€7,200	Meet Your Mentor Dinner: a formal event at which the current cohort meet the mentor chosen for them from amongst the entire IP network. A sponsor of this event would potentially have a direct approach to guests, and would be supporting a core belief of the organisation, which is to share knowledge, expertise and ideas.
16 January 2020	€10,000	Graduation Reception, in central London. This is the finale of our programme and the largest scale event we run. We invite all our alumni and industry contacts to witness the participants graduate from the programme. This event is a key date in our alumni calendars, not least as some of them attend the project presentations directly before hand.

We are always looking for new ways and opportunities for our alumni network to meet. Previous sponsors have hosted alumni events at their premises as a means of promoting their firm. We would open to discussing this if it were of interest to you.

Contact

If you would like any more information or would like to discuss any aspect of these opportunities with us this, please do not hesitate to get in touch with one of the team:

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Beatrice Neumann, Programme Manager, bea@inside-pictures.com