

rare film festival
10 February 2020
Sponsorship Opportunities

Your chance to get involved in the very first rare disease film festival in the UK!

Genetic Alliance UK is hosting a film festival dedicated to the theme of rare diseases. We are inviting charities, companies, independent film-makers, students and individuals to submit their films. Our judging panel will choose the most innovative, inspiring and powerful films that raise awareness of a rare disease or rare diseases to receive awards across eight categories.

On the night of 10 February 2020, charities, patients and patient advocates, researchers, healthcare professionals, film-making professionals, industry representatives and communication agencies will gather at the oldest cinema in the UK, the glamorous Regent Street Cinema in Central London. Guests will be welcomed with canapés and drinks with an opportunity to network before attending the ceremony and screening of the winning films.

This is a great opportunity to become one of the sponsors of this unique event, aligning your brand with this important cause. This is the very first initiative of this kind in the UK, and we are anticipating exceptionally high interest from all stakeholders, including media.

We are open to other offers of support so if you would like to get involved please contact Jan Bochinski on +44 (0)20 7831 0083 or jan.bochinski@geneticalliance.org.uk to discuss your requirements.

Rare Disease UK is a campaign run by the charity Genetic Alliance UK.
Registered charity numbers: 1114195 and SC039299. Registered company number: 05772999.



Sponsorship Opportunities

- **Category Sponsor**
- **Overall Rare Film Festival Sponsor**
- **Programme Sponsor**
- **Ticket Sponsor**
- **A Tailor-Made Sponsorship Package**

Award Categories

- 1. Best Charity Film:** Created in-house by a registered charity.
- 2. Best Independent Film:** Best film produced by students or independent filmmakers.
- 3. Best Industry-Charity Collaboration:** Best entry produced by collaboration between industry and patient organisations.
- 4. Best Agency-Charity Collaboration:** Best entry produced by collaboration between an agency and Charity partner.
- 5. Best Aspiring Filmmaker-Charity Collaboration:** Best entry produced by collaboration between aspiring filmmakers and a registered charity.
- 6. Best Aspiring Filmmaker-Voluntary Group Collaboration:** Best entry produced by aspiring film-makers working with small charities or voluntary groups.
- 7. People's Choice Award:** Decided by a public vote on the Rare Film Festival website.
- 8. Best Picture:** Jurors' favourite across all categories.

Become a Category Sponsor

£2,000

Become the unique sponsor of one of our eight categories (Best Picture category is reserved for the overall rare film festival sponsor).

Pre-event

- Company logo to appear on all promotional material and publicity emails promoting the rare film festival.
- Company logo to appear on Rare Disease UK website – rare film festival page, with link to your company website.
- Company logo and link promoted via social media.

During the event

- Two tickets for the Awards ceremony (value £280), plus a discount of 10% to be applied to additional tickets purchased.
- Company representative to present trophy to category winner on stage.
- Photograph of sponsor taken with category winner and host.
- Priority seats positioning.
- Company logo on the lobby screens at the entrance, main screen during the event and at the bar area during the reception.
- Half-page colour space for logo and dedicated message in rare film festival programme.

Post event

- Half-page colour space for logo and dedicated message in the online rare film festival results brochure available to view within one week of the event.
- Digital file of photograph to be supplied.

Become the overall Rare Film Festival Sponsor

£8,000

A unique opportunity to become the overall rare film festival sponsor, gaining access to all the benefits of the category sponsors and the following:

Pre-event

- Title sponsor of the rare film festival, shown as rare film festival supported by [company name] along with company logo on all rare film festival branding.

During the event

- Company logo on Art Deco film festival tickets.
- Unique opportunity for company representative to present trophy to Best Picture winner on stage.
- Prime position of sponsor table at drinks reception with digital display screen showing company video.
- Four tickets for the Awards ceremony (value £560), plus a discount of 10% to be applied to additional tickets purchased.

Post event

- Opportunity to mail (electronically) one communication to all winners.

Become the Programme Sponsor

£1,000

Become a programme sponsor and gain access to following benefits:

- Company logo to feature on front cover of rare film festival programme (printed and distributed to all guests at the event).
- Half-page colour space for logo and dedicated message in rare film festival programme.
- Company logo to feature on the Rare Disease UK website event pages, with link to company website.
- Two tickets for the festival awards ceremony (value £280) plus a discount of 10% to be applied to additional tickets purchased.

Become the Ticket Sponsor

£1,000

Become a ticket sponsor and gain access to following benefits:

- Company logo to feature on Art Deco rare film festival ticket - especially designed for the event (reverse side)
- Company logo to feature on the Rare Disease UK website event pages, with link to company website.
- Two tickets for the festival awards ceremony (value £280) plus a discount of 10% to be applied to additional tickets purchased.

Other sponsorship opportunities

There are a number of other ways you can support the rare film festival, for instance by in-kind donations. To discuss these opportunities further, please contact Jan Bochinski on Jan.Bochinski@geneticalliance.org.uk or +44 (0)20 7831 0883.

Contact details

If you are interested in sponsoring the event, please contact Jan Bochinski on Jan.Bochinski@geneticalliance.org.uk or +44 (0)20 7831 0883.

Help
illuminate
the rare reality

More about the cause...

Rare Disease Day, which is observed across the globe, takes place on the last day of February each year; next year it falls on the 29 February. The main objective of Rare Disease Day is awareness raising. Rare Disease Day improves knowledge amongst the general public while encouraging researchers and decision makers to address the needs of those living with a rare disease. Rare Disease UK is the official UK partner of the lead European organisation for Rare Disease Day, Eurordis.

Rare Disease UK is a campaign run by Genetic Alliance UK, an alliance of over 200 voluntary organisations who support those with rare and genetic conditions and those who fund and promote research. Rare Disease UK provides a united voice for the rare disease community, working to bring about lasting change that offers better health and quality of life for individuals and families.

There are between 6,000 and 8,000 known rare diseases and around five new rare diseases are described in medical literature each week. In the UK it is estimated that 3.5 million people will be affected by a rare disease at some point in their lives, which is equivalent to 1 in 17. Those living with a rare disease can face significant challenges including in relation to getting a diagnosis and accessing treatment and care, as well as to employment, education, social life and mental health.

To learn more about the challenges faced by members of the rare disease community and realities of living with a rare, genetic or undiagnosed condition, please visit <https://rarereality.raredisease.org.uk/>.

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