

Want to attract more young people to your cinema?



As part of the BFI Film Audience Network's (FAN) work with new film releases, we are offering a longer-term audience development opportunity - focussed on developing young (aged 16-30) audiences for independent new releases - to a minimum of one venue from each Film Hub every year from 2018-2022.



Image: Shamil Ahmed | Shamphatproductions | @shamphat

What's on offer?

- Attend an audience development workshop led by industry experts Sarah Boiling and Jo Taylor on 20 September 2018 at Watershed, Bristol
- Create an audience development plan that works for your venue, targeted at expanding the 16-30 audience for independent new releases
- Receive ongoing mentoring and support from a marketing consultant based in your Hub area
- Receive a boost of up to £200 for special event or marketing activity for each FAN-supported new release screened (until April 2019)
- Learn and share with other participating venues across the UK over the year

Who can apply?

We are looking for theatrical, independent exhibitors who would describe themselves as small to medium in size and who are:

- Passionate about independent films and attracting more people - especially young people (aged 16-30) - to watch a wider range of cinema in their venue
- Committed to welcoming young audiences (aged 16-30) but would like help with capacity and/or skills to reach them
- Able to commit to screening BFI FAN supported new releases (4-5 per year), where possible*, from October 2018 to April 2019
- Able to commit to member of staff (preferably marketing) attending the Audience Development workshop at Watershed, Bristol on 20 September 2018 (bursaries will be provided to cover travel costs)

*We understand that there are circumstances that may prevent a venue from screening a particular title and will be flexible on a case-by-case basis, but do request a commitment where possible to screening the FAN-supported films.

Please note, if this isn't for you, or your application isn't successful this first year, all FAN venues across the UK can continue to access:

- BFI FAN Marketing Pack
- Amplified regional press and marketing campaign
- Support for Facebook ads, special events or other marketing ideas

Find out more about FAN's support for releases: fannewreleases.co.uk

Applications are open until Friday 24 August

We will let you know if your application has been successful by Friday 31 August

Apply here: <https://bit.ly/2Nm9nav>