

SUPPORTING  
INDEPENDENT  
FILM RELEASES  
ACROSS THE UK

BFI

FAN



Since summer 2018, Film Audience Network (FAN) has been supporting four **New Release** films each year to help exhibitors across the UK engage with more **diverse** audiences and programme more titles that might be perceived as being **'risky'** or **'too challenging'**.



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LEASES



# HOW FAN SUPPORTS NEW RELEASES

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**Constantly evolving to meet the demands of exhibitors,  
BFI FAN's New Releases support for venues is better than ever.**

**Regional film marketers are working on film campaigns in every Film Hub region.**

You can expect increased profile and visibility in your area as well as more in-venue marketing and event opportunities.

**Social media marketing budget is available for venues that screen FAN-supported titles.**

All venues and festivals can pitch for additional budget for grassroots marketing or event activity.

**A BFI FAN Marketing Pack is available for all films.**

Designed especially for exhibitors the pack contains event and marketing ideas, copy, images, assets, press and email outreach templates to help effectively promote the film.



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**My confidence has increased and I've learned more about reaching younger audiences and about the importance of events, not just the film**

FAN exhibitor

**FAN support focuses on developing diverse audiences for independent films.**

You can expect ideas and case studies on what's worked (and what hasn't!) to help with your own audience development plans.

**An open submission process for the new release film titles FAN are supporting each year.**

Exhibitors and distributors can submit a title to be considered for FAN support at any time.

**Please email [fannewreleases@watershed.co.uk](mailto:fannewreleases@watershed.co.uk) for more information on how you can access support or apply to be a key venue within your Film Hub region.**



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**FAN has been instrumental in helping us book many more cinemas than we anticipated for this title, as well as significantly boosting our grassroots marketing efforts**

Chloe Abrahams, Dogwoof (Hail Satan?)

## BOOKING NOW NEWSLETTER

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Booking Now is a monthly newsletter that is delivered to all FAN members. It includes booking opportunities for new releases as well as nationwide seasons and touring programmes.

### Film Exhibitors

Booking Now is delivered automatically to FAN members – if you're not a member yet, find out more about joining your nearest film hub.

[bfi.org.uk/FAN](http://bfi.org.uk/FAN)

### Film Distributors & Event Programmers

If you have a concrete offer for FAN member exhibitors (e.g. talent available for Q&As, a touring programme or access to regional marketing support) Booking Now is the place to share it.

### For more information,

**visit the website**

**[fannewreleases.co.uk](http://fannewreleases.co.uk)**

**or get in touch at**

**[fannewreleases@watershed.co.uk](mailto:fannewreleases@watershed.co.uk)**

