CultureHouse Sunderland
PRESENTS

SUNDERLAND SHORTS FILM FESTIVAL

2026 SPONSORSHIP GUIDE

ABOUT SUNDERLAND SHORTS

Sunderland Shorts Film Festival showcases the best British and international films; screening BAFTA and Oscar nominees alongside quality student and grassroot shorts and music videos.

We are a British Independent Film Awards (BIFA) qualifying festival and are rated in the Top 100 festivals worldwide on leading industry site Filmfreeway.

We support professional development and regional sector growth through Q&As, masterclasses and industry events delivered with partners including
Film Hub North, North East Screen, and BBC Writers Room.

Recent editions of the festival have enjoyed coverage on BBC Look North, in local press and have been represented widely online and across social media.





AUDIENCES AT SUNDERLAND SHORTS

In our most recent edition we welcomed hundreds of unique attendees to the festival across our different city centre screening venues including Omniplex Cinema and POP Recs

We attract a diverse mix of filmmakers and film fans to our events, including those from the region as well as those who travel to join us both nationally and internationally.

We look to offer a full inclusive and accessible experience, not just with a wide and varied selection of film screenings, but by providing an insight into the film-making process with introductions and Q&As, live music and comedy and further chances to take part in workshops, masterclasses and networking events.

Feedback from our event surveys have shown a very positive response to what we have offered with audiences wanting to return to upcoming events and considering the festival something they would recommend to family and friends.

SPONSORSHIP AT SUNDERLAND SHORTS

Our sponsorship opportunities offer brands the chance to align themselves with the creativity and innovation of the film festival at a time of growth for the media industry within the region.

Your sponsorship will reach a targeted audience of industry professionals and film enthusiasts, across a range of screenings, masterclasses and events and showcase your support for arts and culture in Sunderland and beyond.

We’re looking to offer a fantastic range of opportunities to secure brand visibility, market products and services, and to engage directly with attendees, creators and industry speakers.

These include print and on-screen advertising options, various branding and sponsorship opportunities, as well as comms options year-round for organisations wishing to communicate directly with our network via newsletter, online coverage, or social media.



SPONSORSHIP OPPORTUNITIES

£500 Tier	£1,000 Tier	£2,000 Tier
• Your company logo featured on our “Thank You to our Sponsors” graphic ahead of every screening • Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online) • x2 Tickets for a screening of your choice	• Your company logo featured on our “Thank You to our Sponsors” graphic ahead of every screening • Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online) • Advertorial space online dedicated to your business including social media coverage • x2 Tickets for our Opening Night Screening • x2 Tickets for our Closing Night Awards Ceremony	• Your company will sponsor one of our 2025 Filmmaking Awards (Best Comedy, Drama, Animation etc. - Decided in consultation upon request of this tier) • Your company logo will be included on the award itself and during the Closing Awards Ceremony a member of your team will be welcomed on stage to present the award • Dedicated tagged “Thank You” post across our social media channels (over 10k across platforms) • Opportunity to be featured at our festival market • Opportunity to include promotional materials in event gift bags • Your company logo featured on our “Thank You to our Sponsors” graphic ahead of every screening • Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online) • Advertorial space online dedicated to your business including social media coverage • x2 Tickets for our Opening Night Showcase Screening • x2 Tickets for our Closing Night Awards Ceremony

SPONSORSHIP OPPORTUNITIES

£5,000 Tier - Red Carpet Closing Event Sponsorship (exclusive option)

- Exclusive recognition as the official Red Carpet Sponsor of the 2026 edition of Sunderland Shorts Film Festival
- Logo placement on the red carpet and step-and-repeat backdrop
- VIP access to the red carpet for photo opportunities with VIP guests
- Opportunity to host a branded photo booth or activation on the red carpet
- Social media mentions and coverage before and during the event (over 10k across platforms)
- The option of hosting a networking session, masterclass creative workshop or guest screening during the festival
- Your company will sponsor our 2026 Audience Choice Award. Your company logo will be included on the award itself
- During the Closing the Closing Awards Ceremony a member of your team will be welcomed on stage to present the award
- Space for your company's 30-60 second advert to be included ahead of our Opening and Closing Screenings
- Dedicated tagged "Thank You" post across our social media channels
- Opportunity to be featured at our festival market
- Opportunity to include promotional materials in event gift bags
- Your company logo featured on our "Thank You to our Sponsors" graphic ahead of every screening.
- Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online)
- Advertorial space online dedicated to your business including social media coverage
- x6 Tickets for our Opening Night Showcase Screening
- x10 Tickets for our Closing Night Awards Ceremony

SPONSORSHIP OPPORTUNITIES

£10,000 Tier - Headline Sponsorship (exclusive option)

- Exclusive recognition as the Headline Sponsor of the 2026 edition of Sunderland Shorts Film Festival
- Logo placement on all 2026 festival event materials, including invitations, posters, banners, red carpet step-and-repeat and digital screens
- Contribution towards our filmmaker development scheme to support an up and coming regional filmmaker to make a short film to be shown at the next edition of the festival
- VIP access to the red carpet for photo opportunities with VIP guests
- Opportunity to host a branded photo booth or activation on the red carpet
- Social media mentions and coverage before and during the event (over 10k across platforms)
- The option of hosting a networking session, masterclass creative workshop or guest screening during the festival
- Space for your company's 30-60 second advert to be included ahead of every screening
- Your company will sponsor our 2026 Best UK Short Award. Your company logo will be included on the award itself
- During the Closing the Closing Awards Ceremony a member of your team will be welcomed on stage to present the award
- Dedicated tagged "Thank You" post across our social media channels
- Opportunity to be featured at our festival market
- Opportunity to include promotional materials in event gift bags
- Your company logo featured on our "Thank You to our Sponsors" graphic ahead of every screening.
- Included in our Festival Map of venues, restaurants, bars, cafes and places of interest for festival goers to visit during the week of the event (Print and Online)
- Advertorial space online dedicated to your business including social media coverage
- x10 Tickets for our Opening Night Showcase Screening
- x10 Tickets for our Closing Night Awards Ceremony









SPONSORSHIP AT SUNDERLAND SHORTS

Join us in celebrating over a decade of independent cinema and honouring the best in filmmaking at Sunderland Shorts.

We would love for you to be involved and would welcome the opportunity to develop a relationship with you and your company.

To secure a sponsorship package for the next edition of the film festival, discuss bespoke sponsorship options or for more information, please contact the festival director Chris Allan:

Via email: **chris.allan@sunderland.gov.uk**

or via phone at: **07874085956**

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