

Support
the Cornwall
Film Festival while
promoting your own business!



Cornwall
Film
Festival

2010 ADVERTISING PACKAGE in association with myCornwall

Showcase your business in a new and powerful way with professionally produced video content. The unique Cornwall Film Festival/myCornwall package includes:

- 1 Production of a 5- to 10-second spot advertisement for your business. This will be run at the Phoenix Cinema in Falmouth preceding select Cornwall Film Festival screenings over the weekend of 5-7 November.
- 2 Embedding of your video advert in the Cornwall Film Festival website, at random, viewable when logging in to the Festival programme.
- 3 Your video advert to run for 12 months on myCornwall.tv's film channel.
- 4 Hosting of your video advert for 12 months, to post in your own business website - or anywhere you like. It's yours to keep.
- 5 A print advert in the 2010 Cornwall Film Festival programme brochure.

All for only £500 + VAT*

* Additional option to place your print advert in the October/November issue of myCornwall magazine, at a discounted price



Your professionally produced video content will be delivered using our platform and integrated with our delivery and tracking systems. Our robust, scalable video platform virtually guarantees 100% uptime.

Your advert will have controls permitting it to be emailed to a customer or database, shared through Facebook and Twitter, embedded within a blog, or for the viewer to place the video web address into their own website. Wherever your video travels online, it will always be served using our platform - allowing you control, measurability and the knowledge that your links will also travel with it.

For enquiries or to book, please contact Jo Raines: 07967 017531 jo@mycornwall.tv

About myCornwall:

myCornwall delivers web-based television channels, based on the most recognisable brands, organisations and elements of Cornwall. It promotes Cornish talent, businesses, attractions and its rich heritage to a passionate, highly engaged and readily targetable worldwide audience, creating commercial opportunities for local, national and global organisations. myCornwall takes advantage of the explosion in online video and television consumption, combined with partnerships with Cornwall's best and brightest brands, including the Eden Project, Fifteen Cornwall and the Cornish Pirates, to speak to 5 million annual tourists, 10 million Cornish descendants and 10,000 annual re-locators to Cornwall whilst offering local companies a powerful, technologically sophisticated and direct way to build and maintain consumer relationships.

myCornwall magazine is the print-media iteration of the online television channel, providing a newsstand presence that is read by 20,000 people every bi-monthly issue. The magazine allows us to explore topics in written form and to move people from the magazine to video content online, with direct links to our advertisers' propositions and products and services. Across the television business and the magazine, we employ content creators - journalists and film directors - who can extract the stories and the commercial messages that matter to our clients and their audience.

About the Cornwall Film Festival:

Now in its ninth year, the Cornwall Film Festival is a unique celebration of Cornish and international filmmaking, as well as Cornish culture and heritage. A registered charity (no. 1126161), the CFF offers local and national film premieres, competitions, workshops, international film programmes, talks and parties, providing the opportunity for Cornish filmmakers - students and established - to network with the UK's industry professionals. The CFF also runs filmmaking workshops for disabled persons. The CFF umbrella includes Screen Actions for young persons ages 8 to 18, which is provided free to schoolchildren across Cornwall, and Board Shorts, the UK's only short-surf-film festival. In 2009 CFF attendance was almost 3,000 (based on total ticket sales).