



25TH - 28TH SEPTEMBER 2008



TAKE A FRONT ROW SEAT! BECOME A SPONSOR



“ I’m delighted to learn that the English Riviera is launching its International Comedy Film Festival. I think of Torquay as being the home of British comedy. The first time I saw Bruce Forsyth was in the Babbacombe Pavilion in the mid 50s; we had a very successful Monty Python shoot there in 1970; it was then that I met the famous Donald Sinclair, the model for Basil Fawlty; and I for many years followed the hilarious antics of Torquay United at Plainmoor. I wish the Festival every success and hope I can attend it before I die. - **John Cleese** ”

FESTIVAL HIGHLIGHTS

EXCLUSIVE PREMIERES

A chance to catch the latest comedy films before anyone else!

ROLLING IN THE AISLES

Day-long screenings of everyone's favourite comedy films, as voted for by fans online at www.internationalcomedyfilmfestival.com

EAT MY SHORTS

A brand new short comedy film competition with entries from around the world

FILM-MAKING WORKSHOPS

Educational sessions with talks and advice from industry experts

DIRECTOR'S CUT

Exclusive audiences with prominent comedy directors, including film screenings and Q&A sessions

CLOWNING GLORIES

Women in silent film before 1930, with musicians providing a live soundtrack during the screenings

REELS ON WHEELS

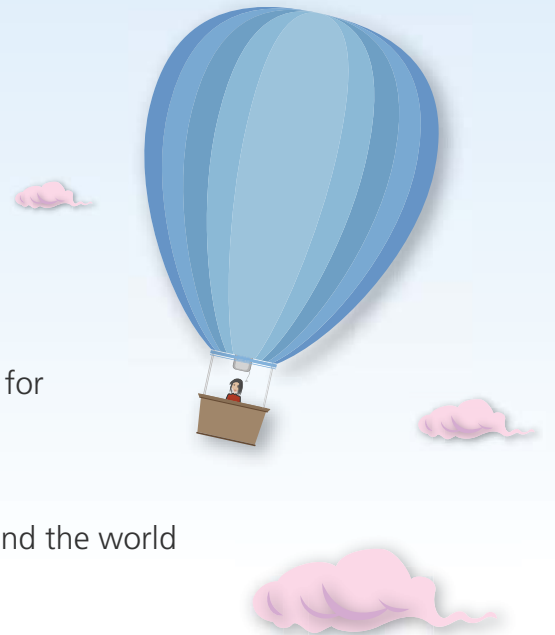
1960s themed drive-in movie: Austin Powers, International Man of Mystery

FUNNY BONES

Kids' Weekend Cinema Club with film screenings and workshops

STAR-STUDED SOIREES

Party in the company of the cream of comedy genius



CHECK OUT THE WEBSITE!

www.internationalcomedyfilmfestival.com

“All I need to make a comedy is a park, a policeman and a pretty girl - **Charlie Chaplin**”

THE ENGLISH RIVIERA

TORQUAY • PAIGNTON • BRIXHAM

LIGHTS, CAMERA, ACTION!

MAIN FESTIVAL SPONSOR



We are looking for companies with extra big funny bones to get involved in this inaugural festival. Your support will enable us to put on a fête extraordinaire and set the standard for future years. As main sponsors, the benefits will certainly put a smile on your face!

THE BENEFITS

- ✓ Your company named within the title of the festival, i.e. "*MyBrand International Comedy Film Festival*"
- ✓ Exclusive hospitality areas with catering at all events
- ✓ VIP tickets to all events
- ✓ Your products and branding displayed at specific points during the festival
- ✓ Trailers of your brand and products on screen at all film sessions
- ✓ Your logo on all our festival advertising and collateral and PR, and online through www.internationalcomedyfilmfestival.com and www.englishriviera.co.uk, and all associated and linked websites. This includes innovative use of technology including YouTube and MySpace advertising and online click-throughs via www.internationalcomedyfilmfestival.com

£30,000 to sponsor the festival

The English Riviera – Torquay, Paignton and Brixham - is one of the most popular holiday destinations in the UK and receives millions of visitors every year. September is swiftly becoming the new August, with hoards of people taking time out to come to our shores and experience the fantastic scenery, first-class attractions, abundance of high-quality accommodation and some of the most fascinating cultural and geological heritage in the world. As such, we can guarantee you excellent coverage for your brand throughout your involvement, both nationally and internationally.



To get involved, please contact Lydia Stone at the English Riviera Tourist Board on 01803 296296 or lydia.stone@torbay.gov.uk



FOR FURTHER SPONSORSHIP OPPORTUNITIES, PLEASE SEE OVER...



Further Sponsorship Opportunities

BIRDS EYE VIEW

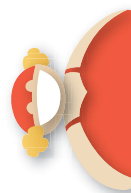
We will be hosting highlights from the *Clowning Glories* programme of comedy films screened at this year's Birds Eye View Festival in London. The two day event will feature a number of films from the silent era accompanied live by specially commissioned scores from cutting edge women musicians. Each film will be introduced by a top female celebrity.

BENEFITS INCLUDE

- ✓ Your company named within the title of the event, i.e. *"Birds Eye View screenings sponsored by MyBrand"*
- ✓ Exclusive hospitality area at the "It's a Wrap" gala party
- ✓ VIP tickets to screenings
- ✓ Your products and branding displayed during the screenings
- ✓ Your logo on any Birds Eye View branding related to the English Riviera International Comedy Film Festival and its publicity and advertising, as well as on the websites www.internationalcomedyfilmfestival.com and www.englishriviera.co.uk and before all film screenings

"An important celebration of women filmmakers" - The Independent

£8000 to sponsor the four screenings



EAT MY SHORTS FILM COMPETITION & AWARDS

Finalists' films will be screened as part of the festival and the awards presented during a glittering gala party.

BENEFITS INCLUDE

- ✓ Your company named within the title of the competition and awards, i.e. *"Eat My Shorts sponsored by MyBrand"*
- ✓ Exclusive hospitality area at the "It's a Wrap" gala party
- ✓ VIP tickets to screenings
- ✓ Your products and branding displayed during the screenings and at the gala party
- ✓ Your logo on any related Eat My Shorts branding, publicity and advertising, as well as on the websites www.internationalcomedyfilmfestival.com and www.englishriviera.co.uk and before all film screenings

£5000 to sponsor the Awards in three age categories: 16 and under; 17-21; 22 and over
(Sponsorship may be in the form of cash or prizes of an equivalent value)



REELS ON WHEELS

A special show-piece drive-in screening of comedy movie *Austin Powers, International Man of Mystery* on the Saturday night, followed by a fully-themed "Get Groovy after the Movie" party.

BENEFITS INCLUDE

- ✓ Your company named within the title of the event, i.e. *"Reels on Wheels sponsored by MyBrand"*
- ✓ Exclusive hospitality area at the "It's a Wrap" gala party
- ✓ VIP tickets to screenings
- ✓ Your products and branding displayed during the screening and at the gala party
- ✓ Your logo on any related Reels on Wheels branding, publicity and advertising, as well as on the websites www.internationalcomedyfilmfestival.com and www.englishriviera.co.uk. And before all film screenings

£4000 to sponsor the screening and after-show party



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