

GRIMM UP NORTH 2010

MANCHESTER'S PREMIER HORROR & SCI FI FESTIVAL RETURNS: OCT 28th - 31st

Scary . Fun . Revelatory . Immersive . Educational

Being associated with the Grimm Up North Film Festival brings a number of exciting sponsorship opportunities to an event that attracts thousands of movie goers and genre enthusiasts

THE LOW DOWN

With a promise to be "Big, Bold and Bloody" **Grimm Up North** was launched during Halloween 2009, the first festival of its kind in the Northwest. The opening gala premiere was *The Decent 2* followed by three days of spine chilling preview screenings and events. **Grimm Up North** hosted over 20 seminars, panels and Q&A's over three days and attracted over 2,000 attendees. **Watch the video trailer** [HERE](#)

Last years highlights included: *Zombie Aid 2*, Bob Keen's Monster Exhibition, book signings with the legendary horror authors Ramsey Campbell and Iain McKinnon, a Q&A with *Colin* director Marc Price, a Capcom Wii gaming room and a *Hellraiser* signing with Doug Bradley, AKA Pinhead. **Watch local news coverage** [HERE](#)

For more information about last year's festival go to grimmfest.co.uk

Grimm Up North returns in 2010 hosting a bigger and better festival
We can put your brand in the spotlight

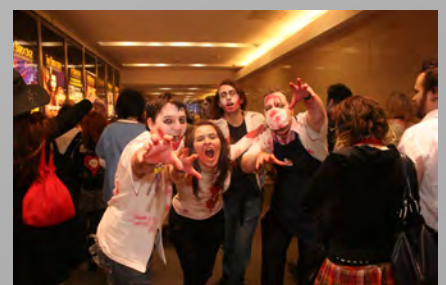
NEW FOR 2010

This year's **Grimm Up North** will be:

- Expanding its remit to include **sci-fi** and **fantasy**
- Launching its very own **Golden Scythe Awards**
- Planning a **Grimm TV** line-up sponsored by **ITV**
- Assigning a **dedicated TV crew** to cover the event for sponsors
- Planning a **drive-in** movie event
- Partnering with the **Manchester Literature Festival** for a series of book to film adaptation events
- Partnering **Manchester Science Festival** for a fascinating look at the scientific truths behind horror
- Our media partner this year is How-Do Manchester. For more info [CLICK HERE](#)

With the festival run by film and TV professionals we can offer sponsors tailor-made multimedia packages with take-away promotional tools

Check out Grimm Up North 2010 at grimmfest.com



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OUR AUDIENCE

Our core audiences are the tech savvy 18 – 35 age group - students, gamers, professionals, movie lovers and genre enthusiasts.

As the festival falls over the Halloween weekend, it also taps into a seasonal appetite for horror.



WHERE IT'S AT



Greater Manchester is a large consumer and business market in its own right, with a population of 2.5 million. Central Manchester has a student population of over 85,000 and a total population of almost 350,000 students within an hour's drive time.

The Dancehouse Theatre on Oxford Road is our new venue. Situated on one of Europe's biggest bus routes, and close to two universities, the event will be visible to tens of students, shoppers and commuters.

OPPORTUNITY KNOCKS IN 2010

BE SEEN AND BE HEARD

Headline and Principle sponsorship will enable top quality celebrities and speakers to attend the event but there are lots of ways to get involved and create exposure for your brand

Outdoor Advertising . Press Interview Areas
Online Advertising . Social Media
Award Sponsorship . Blogs . Podcasting
Colour Brochure . Trailers . Press & News
Newsletter Sponsorship . Exhibition Stands
Lanyards . Parties . Seminars . T-Shirts
Banners . Product Sampling

SEE NEXT PAGE FOR OUR FLEXIBLE RATE CARD



Please contact Sponsorship Manager Cybele Rowbottom for more information
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RATE CARD 2010

The following is a rough guide as packages can be tailor made to suit.

Headline Sponsorship - £Negotiable

Exclusive Naming Rights (e.g. *Company Name* Grimm Up North)
Branding access across all online, print and broadcast media
Pre-screening trailers
Front + double page colour inside spread in festival brochure
Awards sponsorship/jury place
VIP passes to the whole event and parties
Access to celebrities
Red carpet premiere slot for opening night
Dedicated TV crew + editing available to make Podcasts or any other promotional material
Exhibition, sampling and leaflet opportunities

Principal Sponsorship - £5,000 Negotiable

Logo on all media and publications, alongside other principal sponsors
Half page colour advert in festival brochure
Sponsorship of one weekday event or screening
Promotional video footage available to take away
VIP passes to the whole event and parties

Participant Sponsorship - Under £1000 or in kind for merchandise or facilities

Website presence and quarter page colour advertisement in festival programme. VIP passes to the event.

Awards Sponsorship - The prize itself, be it cash, merchandise or in kind opportunity

Festival award named after your company or band. Website presence and quarter page colour advertisement in festival programme. VIP passes to the event.

Opportunities are subject to the discretion of the organisers.

Other packages available on request.

All prices exclude VAT and are subject to availability.

Conditions apply

A SELECTION OF LAST YEARS SUPPORTERS

