



**MONTROSE  
LANDXSEA  
FILMFEST**



**Join Our 2024 Sponsors**

**2nd Annual Montrose LandxSea Film Fest**

**13-15 September 2024**



photo: Anthony Baxter

## Festival at-a-glance: 13-15 SEPTEMBER 2024

**Montrose LandxSea Film Fest is Scotland's leading event for films & discussions that spark green ideas and action.** Join us in sharing the world's most urgent environmental stories with highly engaged and devoted audiences.

**We are Scotland's first environmental film festival,** and the only film festival in Angus. We are the region's pioneering environmental arts programme, amplifying voices for protection and sustainability through the universal language of film.



**20+** films in **3** days



**1,300+** attendees



**15+** filmmakers, environmental experts, and guest speakers



**2.5+** million media impressions



**20+** community partner organisations in the arts and environment

# More Than Movies. A Movement.



Photos: Graham Black; Anthony Baxter

**LandxSea expands the scope of traditional film festivals. We blend cinematic excellence with environmental activism, creating a unique experience.**

## SHARE

new, top-quality environmental films from around the globe.

## CONNECT

people to experts on the frontlines of the world's most urgent environmental issues.

## INSPIRE

audiences to connect, collaborate, and become part of our eco-community.

# 2023 Festival Highlights



Photos: Rachel Caplan; Graham Black; Anthony Baxter

LandxSea is a platform for celebrating **diverse global communities**.

In 2023, All programmes were hosted, and many had linked activities and calls to action.

Film topics ranged from **clean energy** to **outdoor sports** to **wildlife conservation**.

- 22+** hours of films and discussions with international guests
- 75%** of film programmes had special guest speakers
- 55%** of films had a female director, highlight gender equality
- 71%** seating full at screenings, showing high public interest
- 1/3** of all programmes were free to attend, ensuring wide participation

Full details of the 2023 programme are at [landx.sea.org/impact](https://landx.sea.org/impact)

## Collaborations

- Local collaborations in 2023 included the **V&A Dundee, DCA, Verdant Works, Scotia Seeds**, and **Montrose Coastal Rowing**.
- Internationally, LandxSea is a member of the global **Green Film Network**, an association of 30+ festivals supporting environmental filmmaking.

# 2023 Audience Engagement



Photos: Anthony Baxter; Graham Black

**97%** of audiences rated films as 'excellent' and 3% 'very good'.

**66%** of attendees were Montrose and Angus residents.

**30%** visited the Montrose Playhouse for the first time.

A high recommendation rating gave a Net Promoter Score of **93**

+50 NPS is 'excellent'

*"Excellent films, important topics."*

*"All the Q&As after each feature were amazing and informative."*

*"I felt inspired and in awe of the talent."*

*"There was a good community feel to the whole experience, thanks to the way the venue is designed and the festival was organised."*

See more testimonials at [landxsea.org/reactions](https://landxsea.org/reactions)

*"It was lovely to see and meet such a diverse group of people who share the same agenda."*

*"The whole selection was great. The atmosphere in the cinema was extremely friendly - made so by the very welcoming staff. This was my first visit to the cinema and it is wonderful."*

*"Was so nice to have perspectives from people who came from other countries."*

*"'Patrick and the Whale' brought fun to the topic. Fabulous end to the weekend. It gave me hope."*

*"It was always the icing on the cake to hear from the filmmakers themselves and have a much deeper understanding of their reason for making the film we had all watched. That made the film festival very special."*

# Your Festival Experience



Photos: Rachel Caplan; Graham Black

People come to the Festival to learn, discover, and connect. Our attendees are passionate advocates for a better world, with a keen interest in the arts, environmental conservation, and sustainable living. They are eager to embrace new products and services, actively seeking out green choices in food, fashion, home living, and leisure activities.

**From speaking slots to product showcases, we offer varied opportunities for your brand to shine.**

Our team will craft a package that will:

- align with your business objectives.
- integrate your brand, image, products and services within our high-quality programming.
- personalise your experience and audience interactions

## OPENING NIGHT

Launch at the Montrose Playhouse with a stunning Film Premiere and Reception.

## ECO FAIR

Engage in an afternoon filled with eco activities, community groups, street cinema, and a variety of food & drinks on the Mall.

## BEACH DOOK

Join an invigorating North Sea Swim with festival guests, eco-leaders, and enthusiasts.

## SCHOOLS SCREENING

Interact with a new eco-conscious generation.

# Festival Venue: The Montrose Playhouse



Photos: Anthony Baxter; Montrose Playhouse;

**The festival is hosted in the heart of Montrose at the community-owned Montrose Playhouse, a 1960's swimming pool now renovated into a state-of-the-art multi-screen cinema and arts hub that opened in 2021.**

The Playhouse, boasting 3 cinema screens equipped with the latest in digital projection and sound technology, is now a cultural beacon in Angus, bringing together people to revel in film screenings, live performances, workshops, and community gatherings. It is the only cinema in the region, serving diverse audiences between Aberdeen and Dundee.

The venue is designed to cater to a variety of sponsor needs, offering ideal settings for networking, discussions, and showcasing products or services. It features several activity rooms and a welcoming café/bar. All spaces are fully accessible.

# Marketing & Promotion

**You have the opportunity to reach a broad Scottish audience with Festival sponsorship.**

The 2023 Festival garnered significant attention in the media, reflecting growing influence and importance as a cultural and environmental event. Estimated Media impressions are over **2.5 million**, across national print, online, on-air, street, in-theatre, on-screen, direct marketing, social networks, festival publications and community partners.

## 2023 Media Highlights:

Herald Scotland  
The Courier Dundee  
The Sunday Post  
Angus County Press  
STV Evening News  
Kermode & Mayo's Take  
BBC Radio Scotland

More at [landxsea.org/inthenews](https://landxsea.org/inthenews)



## LandxSea channels (during Festival)

**Website** page views: **23K**  
**Facebook** people reached: **28K**  
**X** post impressions: **29K**  
**60%+** of audience reach was outside Montrose

*"When award-winning filmmaker Anthony Baxter first moved to Montrose, there wasn't a cinema to be found between Dundee and Aberdeen. But now, thanks to the Angus town's state-of-the-art, community-owned Playhouse, it's become the ideal spot to host Scotland's first ever climate-focused film festival. [...] A key element of the festival is making it available to all. After all, the climate crisis affects everyone on the planet."*

~ **The Sunday Post**



# Tiers & Benefits

*Sample packages. We will tailor a proposal to maximise your impact.*

	PRESENTING £10K	GRAND £5K	LEAD £1K	SUPPORTER £500	CONTRIBUTOR £100	
<b>VISIBILITY</b>	Logo in Festival Trailer	✓				
	Logo on Outdoor Venue Banners	✓				
	Festival Poster	✓	✓			
	Media Print Ads	✓	✓			
	Press Release Acknowledgement	✓	✓	✓		
	Newsletter Feature	✓	✓	✓		
	Sponsored Film Event	Premium	Premium	✓		
	Logo on Print Programme	Front	✓	✓	✓	✓
	Slideshow Advertisement	Premium	Premium	✓	✓	✓
	Logo on Website	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	
<b>ENGAGEMENT</b>	Company Trailer at Film Event	✓				
	Branded Space at Venue	✓	✓			
	Promotional Products	✓	✓	✓		
	Speaking Opportunity	✓	✓	✓		
	On-Stage Acknowledgement	✓	✓	✓		
	Company Materials at Venue	✓	✓	✓	✓	✓
<b>HOSPITALITY</b>	Festival Passes	12	8	4	2	
	Opening Night Tickets	✓	✓	✓	✓	
	Film Programme Tickets	✓	✓	✓	✓	✓



photo: Graham Black

# Join Our Generous Partners

Collaborate with our team to create a tailored sponsorship package that meets your environmental marketing needs.

## CONTACT US

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landxsea.org  
 @landxseafest  
 #landxseafest



Explore more of our 2023 partners at [landxsea.org/thanks](https://landxsea.org/thanks)



2024 Sponsor Deck  
[landxsea.org](https://landxsea.org)