



SPONSORSHIP & PARTNERSHIPS WITH

**WOMEN OVER 50  
FILM FESTIVAL**





## WOMEN OVER 50 FILM FESTIVAL

From our founder, Nuala O'Sullivan

Women Over 50 Film Festival (WOFFF) is one of the world's first film festivals shining a spotlight on older women, celebrating all that they bring to the world of independent film. Every film we screen has a woman over 50 at the heart of the story on screen or has a woman over 50 in one of the core creative roles (writer, director or producer).

In a time when the value of diversity, equity and inclusion is increasingly recognised, a film festival that proudly celebrates age and gender diversity is one, we believe, everyone can get behind.

Outside the festival, WOFFF is active in the Community. We've recently launched Moving Pictures, a project to enable COVID-safe short film screenings in elder care residential homes and refugee hotels. Participants respond to the films through creative activities which foster belonging, inclusion, and fun.

Throughout the year, WOFFF hosts practical ageism-awareness workshops. We deliver training to people in business, higher education and care homes.

We would love you to join us in creating and sustaining our vibrant, accessible festival and outreach programmes.

We believe that sponsorship is a partnership where you can help WOFFF continue to develop and grow, and WOFFF can support you in promoting age and gender equality, staff well-being and community engagement.

Join us! We'd love to have you onboard! Get in touch with Jennifer O'Neill [jennifer@crystallised.co.uk](mailto:jennifer@crystallised.co.uk) to find out more.



## A GROWING AUDIENCE

The WOFFF audience is global and is growing year on year. We reach a broad range of culturally engaged people, from the filmmakers submitting from around the world (40 countries and counting), to the thousands of film fans who attend the festival (virtually and in the cinema), to the millions of people we reach with our marketing and communications.

Want to know more about our audiences? Get in touch with Jennifer O'Neill  
[jennifer@crystallised.co.uk](mailto:jennifer@crystallised.co.uk)



**11%**

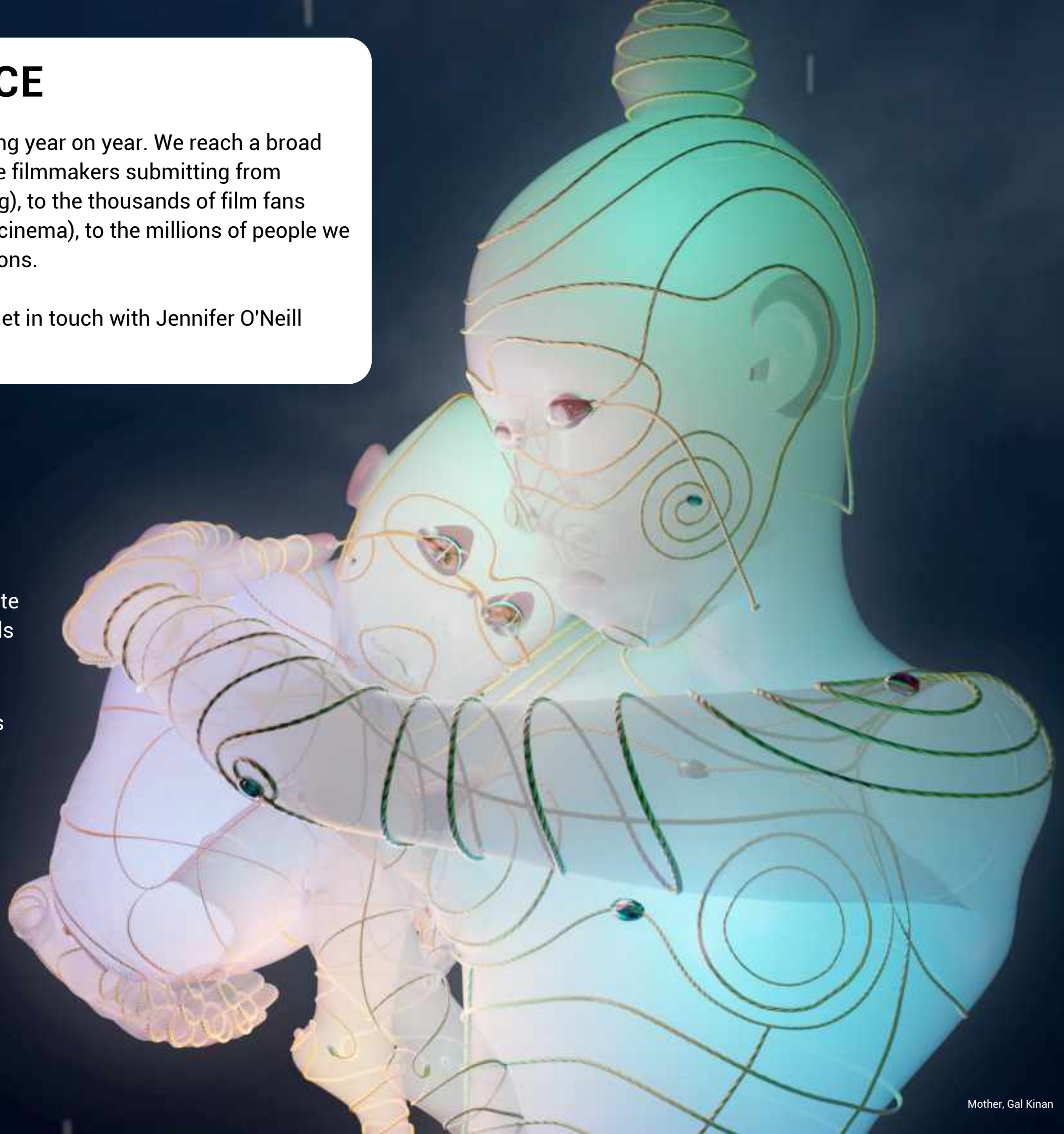
Our average social media engagement rate across all our channels

**2.5m**

Our total reach across social media in 2021

**596k**

Our global press reach, online, broadcast media and in print





# SPONSORSHIP

You can get involved in the vibrant and life-affirming work that the Women Over 50 Film Festival does.

You can support WOFFF by sponsoring our festival or our community outreach work. Sponsors can support a filmmaker prize at the festival or a film screening in an elder-care home.

We take a flexible approach to partnerships and encourage collaboration. If there's something you'd like to explore, let us know.

Sponsorship and support come with attractive benefits and opportunities for your organisation. These include complimentary festival passes, festival discounts, ageism-awareness training and bespoke screening events for your organisation. You can reach the WOFFF audience through advertising onscreen or in our festival brochure.

Sponsorship begins at £1,000 and we can tailor a package to suit your needs. Let's talk and find out how we can work together.

Get in touch with Jennifer O'Neill [jennifer@crystallised.co.uk](mailto:jennifer@crystallised.co.uk)

## Our 2021 sponsors



Embassy of Iceland



Mother's Ruin

Crystallised



WOFFF is an amazing initiative to support. It's well run, fun and the festival films are always eye-opening. Older women have the most interesting stories to tell and should be a source of inspiration for all. We sponsor WOFFF to support greater visibility of older women in film and to see new stories about women's lives.

Laura Hodgson, Norton Rose Fulbright LLP, WOFFF sponsor

Welcoming and fun. Friendly workshops. Talented films and filmmakers. I'm in awe.

WOFFF audience member

## OUR COMMUNITY

WOFFF is more than a film festival, it's a community of filmmakers, audiences, sponsors, students and academics, cinemas, care homes, community spaces and pop-up venues. Here's what people say about WOFFF.

WOFFF has been about inclusivity from its inception, and nowhere is this clearer than in their inspiring seminars with university students. By engaging future filmmakers, programmers and critics, WOFFF is spearheading industry change.

Dr Deborah Jermyn, Reader in Film & TV, University of Roehampton

The programme is rich and diverse. I enjoyed every single moment. WOFFF is so friendly and thoughtful of those with disabilities. In fact, the whole festival makes a point of being accessible.

Carol M Burger, WOFFF filmmaker

The mood was very positive. I was blown away by the responses of residents. AH's artwork was incredible. I've never seen her draw an image of a human or animal before. JC has never written more than one word before. I saw a paragraph here!

Averil Pooten, Care home manager, Moving Pictures





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Find us on social media  
[@WO50FF](#)

Visit our website  
[www.woff.co.uk](http://www.woff.co.uk)

Get in touch to talk about how  
you can join us:  
[jennifer@crystallised.co.uk](mailto:jennifer@crystallised.co.uk)