



# PARTNERSHIPS 2024



Independent film is vitally important to the UK culturally, commercially and societally.

It is home to the boldest voices in British film and an essential incubator, discovering and developing creative talent

At BIFA we celebrate, promote and support talent and creativity in British independent film, to develop a rich, inclusive and sustainable indie film culture.

With the ever increasing pressure on the independent sector and no core funding, BIFA needs your support now more than ever.

The independent sector is the place where new talent find their voice and hone their skills, it is imperative that BIFA can continue to support and champion this incredible talent.



### AWARDS

Indie film is a hotbed of talent: we highlight the best in our annual award ceremony

### NEW TALENT

We spot the next big thing and help them on their way with year-round support

### DIVERSITY & INCLUSION

Our voters and nominees are diverse and our processes are inclusive

### AUDIENCES

Independent film enriches lives: we celebrate the best and guide audiences towards it with accessible, talent-led, always on promotion of indie film

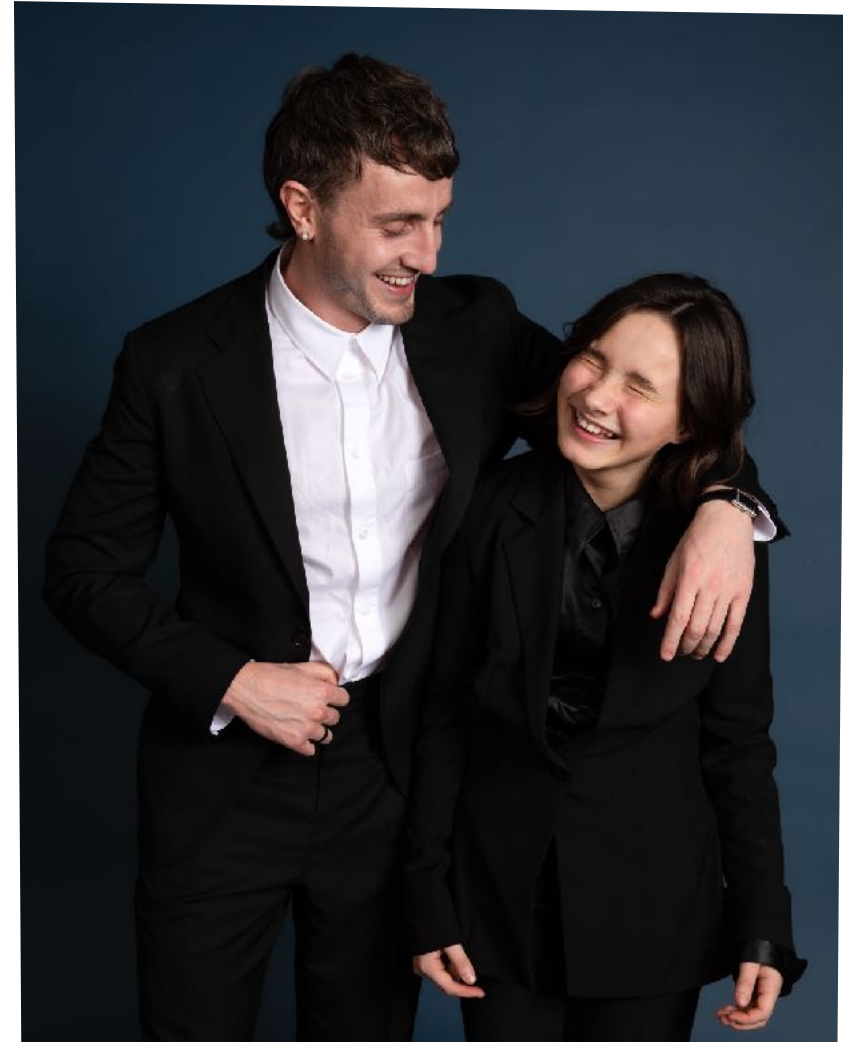
## WE CHAMPION BRITISH FILM AND TALENT

BIFA exists to promote British independent film and talent

We take pride in identifying the best emerging filmmakers and actors and support them as they develop their careers

A landmark event since 1998, the ceremony is UK film's favourite night of the year

“The BIFAs have become the thunder-stealers of the awards season.” – Metro





## WE SUPPORT NEW TALENT

Our Springboard programme supports emerging filmmakers, equipping new talent with the skills and connections they need to build a sustainable career

In partnership with We Are Bridge, we are running a pilot programme of support for the performers long listed in the Breakthrough Performance category to equip them for long term careers in film

“I love, love, love BIFA and supporting independent film is so important”

– Vivian Oparah

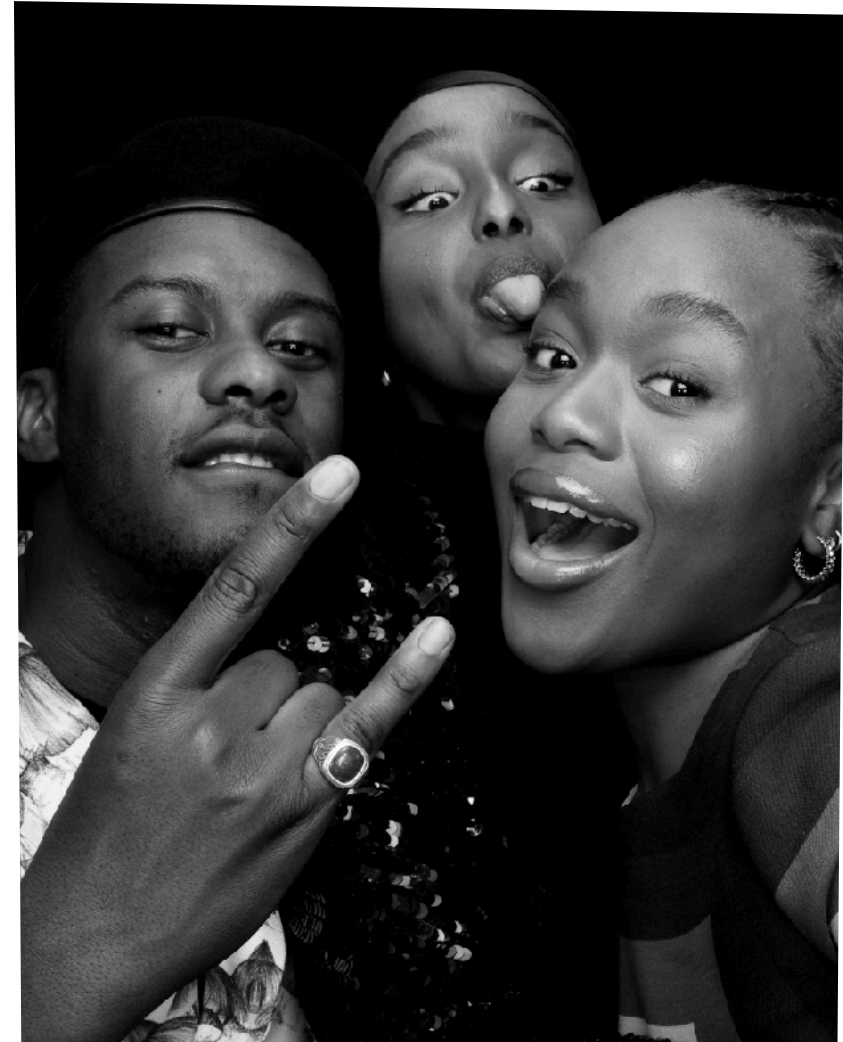
## WE TALK TO YOUNG AUDIENCES ABOUT FILM

We're passionate about sharing our love of British independent film with new audiences

By offering approachable expertise and talented content, we are inspiring the next generation of independent filmmakers and film watchers

“Britain’s most exciting and inclusive film awards”

– Guy Lodge (Variety, The Guardian)





**BIFA**

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**BIFA**

**BBC  
FILM**

**UNIVERSAL**  
UNIVERSAL MUSIC  
PUBLISHING GROUP

**NETFLIX**

**PINEWOOD**

**25**

**INTERMISSION**

**BIFA**

**BFI NETWORK**

**CHAMPAGNE  
TAITTINGER**  
*Reims*

**NETFLIX**

**PINEWOOD**

**RAINANCE**  
PROUD FOUNDERS OF BIFA

**25**

**AWARDS**

## THE AWARDS

BIFA has been honouring the best British independent film for over 25 years

We have over 1500 registered voters drawn from the UK industry. Our voters are a diverse group and our voting processes are careful, rigorous and fair: every film is watched, discussed and voted on

With six categories celebrating new talent, our nominees and winners represent the most exciting emerging talents in the UK

The awards process and the ceremony can only happen with the support of the industry and partners. For partnership options [click here](#)





“We are so f\*ing lucky to have this unconstrained, unfettered, wild independent film industry. At a time when the world couldn't be darker, this is the brightest light”

– Fiona Shaw



“I want to thank BIFA personally, because tonight I feel really inspired. BIFA is like a B12 injection for our industry and I am so, so glad of it”

– Joanna Scanlan



**SUPPORTING  
NEW TALENT**

## NURTURING NEW TALENT

The awards highlight new short and feature filmmakers and we're proud of our record of spotting the most exciting new writers, directors and producers and also the most exciting new on-screen talent

We also work to support that creative talent beyond the ceremony to develop their skills, networks and careers. We do this through our Springboard programme for filmmakers and in partnership with [We Are Bridge](#) in our pilot programme support on-screen talent



“The scheme fills a really important and underserved niche in the UK industry”

– Springboard programme participant



“The session showed everyone that we all have very similar goals or fears. It made me feel a little less alone.”

– BIFA x WAB programme participant

 **BIFA**



**AUDIENCES**

## **THE GO-TO HOME FOR THE BEST INDIE FILM**

We want to spread the word about British independent film to new audiences and are committed to raising the profile of the films and filmmakers we celebrate

By offering approachable expertise, using talent-led content and maximising the impact of the Awards, we are inspiring the next generation of independent filmmakers.

With engaging, original social content across platforms we're shouting about the best British film all year round.

But without support, this always-on cheerleader of independent film will fall silent




## AUDIENCES



**142K FOLLOWERS  
ACROSS ALL CHANNELS**

**62% FEMALE  
AND NON-BINARY**



**38.5% IN UK  
11.5% IN US  
50% REST OF THE WORLD**



**34% UNDER 25**

## YEAR-ROUND



**AVERAGE DAILY  
IG REACH 96K+**

**70  
MILLION**

**AVERAGE ANNUAL  
SOCIAL IMPRESSIONS**



**3 MILLION VIEWS ON YOUTUBE**

## AWARDS 2023



**5.5M+ GLOBAL  
SOCIAL IMPRESSIONS**

**930K VIDEO  
VIEWS**



**290K+ SOCIAL  
ENGAGEMENTS**



A woman with blonde hair, wearing a black sleeveless top and a black skirt, is embracing a man in a black suit. They are both smiling and appear to be on a stage or red carpet. The background is dimly lit with purple and blue lights, suggesting an awards ceremony. A podium is visible on the right side of the frame.

**BIFA**

**WORK WITH US**



## **CHAMPION BRITISH INDEPENDENT FILM**

Demonstrate your support  
for the best British  
independent film and talent

Hospitality packages from  
£15,000

Category sponsorship  
from £30,000

## **SUPPORT NEW CREATIVE TALENT**

Nurture emerging talent  
and introduce your  
organisation to the most  
exciting new filmmakers

Sponsor a filmmaker to  
from £1,000

Sponsor an events strand  
from £10,000

## **REACH OUR AUDIENCE**

Talk to our audience of  
diverse, discerning and  
culturally influential  
filmmakers and film fans

Bespoke creative from  
£1,000

Bespoke content strands  
from £10,000

As a Community Interest Company, 100% of our profits are reinvested to achieve our social purpose. We rely on the generous support of partners, donors and funders to enable us to create a national impact

By supporting BIFA, you are helping us to ensure that the UK independent film industry is an inclusive, thriving place that supports the very best of UK talent

If you'd like more information about BIFA's work, or would like to support us, please get in touch with [Amy & Deena](#)

