

Projects Portfolio

2024

Locarno Film Festival

- 1. Main Partner**
- 2. Film Sections, Events & Industry**
- 3. Training Programs & Talent Development**
- 4. Sustainability Initiatives**
- 5. Events & Hospitality**

A Rich Range of Opportunities

The diversity of projects at the Locarno Film Festival allows partners to diversify their strategy and find the most suitable project.



Film Sections, Events & Industry

From 15'000

Aligning your company's brand with our core business enhances brand image, provides a unique platform for showcasing values, engaging diverse audiences, and weaving your brand into cultural impact. This ensures unparalleled national and international exposure.

Training Programs & Talent Development

From 10'000

Supporting our programs aligns your brand with fostering creativity and connecting with emerging talent, creating a dynamic learning environment, where professionals gain valuable skills and insights. As a Partner, you play a pivotal role in shaping the future of innovation.

Sustainability Initiatives

From 10'000

Partnering with our sustainability initiatives positions your brand as a leader in promoting green practices in the film and event industry. This not only demonstrates your commitment but also enhances your brand as a responsible and forward-thinking entity in the Swiss and international cultural landscape.

Events & Hospitality

From 20'000

Associating your brand with our entertainment and hospitality platform makes your company a key player in enhancing the Festival experience. Your support contributes to a memorable atmosphere, leaving a lasting impression with exceptional guest experiences.

Why Partner With Us

We're a World-Class Film Festival

One of Europe's oldest and most prestigious film festivals.

A Festival with a Global Reach

One of the ten most relevant film festivals in the world.

The Meeting Place for Film Enthusiasts & Creatives

Attracting a diverse audience from around the world (300,000 entrances and 3M website pageviews)

Diverse Portfolio of Activation Opportunities

A wide range of audiences and activation opportunities.

An International Spotlight for your Brand

Guaranteed international stage for your brand.

World-Class Networking & Hospitality Experiences

Unlock truly memorable experiences and opportunities.

Locarno Film Festival



1. Main partner



Main partner

The benefits of being a Main Partner of the Locarno Film Festival include first and foremost the opportunity to have a **tangible impact on society**, with a strong positioning in the Swiss and international cultural environment.

Being a Main Partner of the festival means becoming part of a **global community** that is **shaping the future** of the audiovisual industry.

As a Main Partner, you are guaranteed visibility through the **Balken** on all the Festival's printed and digital media (on site and during the year), as well as the possibility to define a specific visibility package each year for all the joint projects, thus **maximising the potential reach**.

The privileged status allows access to all the **networking events** of the Festival and guarantees a **first-class experience** for all clients thanks to the allocation of tickets and season passes.

In addition, the Partner will enjoy exclusive visibility through the association with the Festival's project on **environmental sustainability and the impact of the film industry**: Locarno Green Project.

CHF 1,000,000.-



Locarno Green Project

The project seeks to drive positive change in the film industry by backing sustainable films and to **raise awareness in society** at large through the valorisation of forward-looking environmental practices in storytelling.

It consists of the **Locarno Green Film Fund**, providing financial support for the production of up to 3 eco-conscious films annually, and the **Pardo Verde Award**, recognizing sustainable storytelling in all sections of the Official Selection.

Benefits

- Naming of the award
- Logo presence and/or mention on dedicated communication and promotional materials
- Logo presence on the credits of all films produced through the Fund
- Long-term environmental impact and strong corporate image benefits



2. Film Sections, Events & Industry



Locarno Pro

The **global summer platform for film industry professionals**, attracting over 2,000 key industry players every year. Locarno Pro is renowned for **discovering new talent** and is a vital reference point for professional development.

Supporting all stages of independent arthouse film creation and distribution, Locarno Pro consists of **meet-ups, industry screenings, online tools, labs, academies, consultancy services, discussions panels, and networking events.**

From **CHF 50,000**

Benefits

- Logo presence in the Locarno Pro partner display
- Logo presence and/or mention on dedicated communication and promotional materials
- Direct and positive engagement with the industry and its stakeholders
- Possibility to associate with a specific initiative within the Locarno Pro platform



Prefestival

Prefestival events are designed to forge a deeper connection between the Festival and its audience, **providing unforgettable moments free of charge**. Catering to diverse age groups, the inaugural Prefestival 2024 is scheduled for **Sunday, August 4th**.

This exciting event will open its doors to the public at Piazza Grande, capable of hosting up to **8,000 attendees**. It marks a historic occasion as enthusiasts gather to witness a cinematic masterpiece that has left an indelible mark on film history.

CHF 20,000

Benefits

- Naming of the event
- Logo presence and/or mention on all dedicated communication and promotional materials
- Invitations for the Partner's own guests
- Advertising spot before the screening in Piazza Grande



Pre-opening screening with OSI

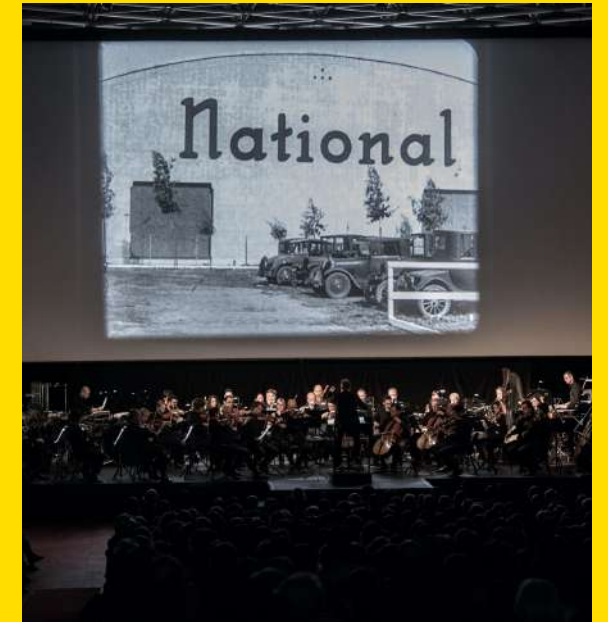
The pre-opening event features a screening accompanied by the **Orchestra della Svizzera italiana (OSI)** at Palexpo (FEVI), Locarno's largest indoor theater for **up to 3,000 attendees**.

This unique event captivates diverse audiences, and in 2024, *The Crowd* by King Vidor will be showcased.

CHF 20,000

Benefits

- Naming of the event
- Logo presence on official invitations
- Invitations for the Partner's own guests
- Mention on all dedicated communication and promotional material



Retrospective

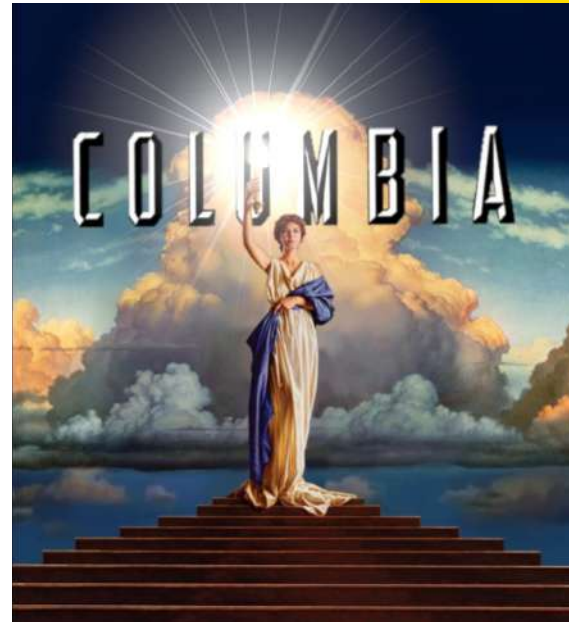
Locarno Retrospectives span the **history of cinema through a specific theme**, attracting **diverse audiences worldwide**, and are picked up after the Festival by the world's most important cultural centres, such as New York's Lincoln Center.

In 2024, our showcase honours **Columbia Pictures**, a cinematic torchbearer for a century. With more than 30 gems, this retrospective explores the studio's vast influence on filmmaking.

CHF 150,000

Benefits

- Naming of the section
- Logo presence and/or mention on all dedicated communication and promotional materials, including the book and public roundtable
- Advertising spot before the screenings
- Limited-edition merchandising



Pardi di Domani

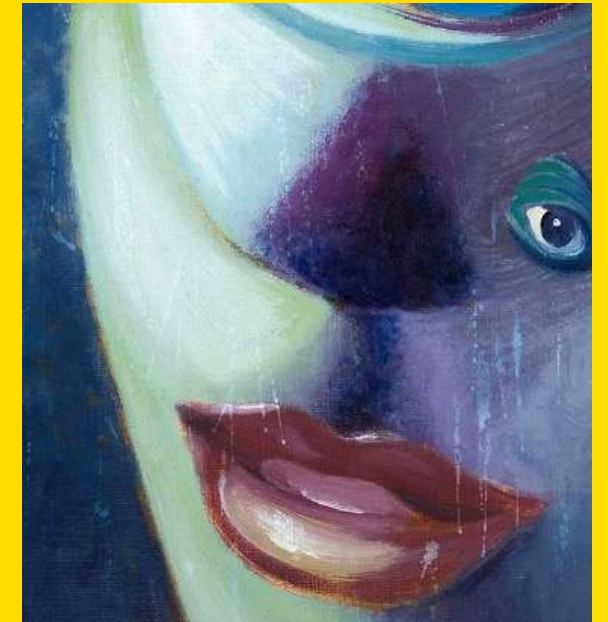
Pardi di Domani features **global premieres of short and medium-length films of emerging and established directors**, offering a creative space for strong storytelling across genres. Through the competitions, it boasted the presence of renowned figures like **Radu Jude** and **Bertrand Mandico**.

The impact is extended through the **Locarno Shorts Weeks**, an online showcase in February that reaches over 180 countries and over 30,000 views.

CHF 150,000

Benefits

- Naming of the section
- Logo presence and/or mention on all dedicated communication and promotional materials
- Direct support to young filmmakers and association with a relevant international film section
- Advertising spot before the onsite and online screenings



Fuori Concorso

Fuori Concorso showcases the **latest works of renowned filmmakers** who are also acclaimed at other international film festivals and cultural events.

In the last years, Fuori Concorso, which spans features, shorts, essays, and documentaries often **premiering globally**, featured internationally acclaimed guests, such as **Rupert Everett** (*She Will*, 2022) and **Stellan Skarsgård** (*What Remains*, 2023).

CHF 150,000

Benefits

- Naming of the section
- Logo presence and/or mention on all dedicated communication and promotional materials
- Strong association with a worldwide influential film section and its guests
- Advertising spot before the screenings



Stellan Skarsgård in Locarno, 2023



Rupert Everett in Locarno, 2022



Anna Eriksson in Locarno, 2022

Histoire(s) du Cinéma

The Histoire(s) du Cinéma is a **journey through the history of cinema**, exploring acclaimed works, rare classics and the restoration of masterpieces. It offers a contemporary view of the past and **presents films by award-winners** invited to Locarno.

CHF 150,000

Benefits

- Naming of the section
- Logo presence and/or mention on all dedicated communication and promotional materials
- Strong association with a worldwide influential film section and its guests
- Advertising spot before the screenings

Marianne Slot, Raimondo Rezzonico Award 2023



John Waters, Pardo d'onore Manor 2019



Jason Blum, Raimondo Rezzonico Award 2022



Locarno in Milan

In September, the prestigious **Cinema Arlecchino** presents a **selection of films previously screened at Locarno**. The events bring together cinephiles, cultural figures, industry professionals and emerging talents. Audiovisual students in Lombardy are invited to discover the Festival's training program, which enrich the cultural landscape of Milan.

CHF 15,000

Benefits

- Logo presence on official invitations
- Onsite presence
- Invitations for the Partner's own guests
- Onsite activations possibility



3. Training Programs & Talent Development



Spring Academy

The Spring Academy offers **ten young filmmakers** from Ticino and from all over the world the opportunity to **produce their own short films under the guidance of an international film director**. The short films produced in early spring '24 will be presented in a special screening at Locarno77.

CHF 10,000

Benefits

- Naming of the workshop
- Logo presence and/or mention on all dedicated communication and promotional materials
- Logo presence on the credits of all produced short films
- Opportunity create ad-hoc content to use for own communication purposes
- Engagement with young filmmakers to create a lasting impact



Locarno Academy

Designed to **nurture emerging talent** in cinema, comprises workshops providing **40 global talents** opportunities to interact with renowned filmmakers, publish their work in top film criticism journals, and gain insights from industry experts.

By supporting the three academies – **Filmmakers, Critics, and Industry** – partners align with an ongoing global program for young creatives in the film industry.

From **CHF 15,000**

Benefits

- Logo presence in the Locarno Academy display
- Logo presence and/or mention on dedicated communication and promotional materials
- Opportunity to create ad-hoc content to use for own communication purposes
- Engagement with young creatives to create lasting connections with a dynamic and influential demographic



BaseCamp

BaseCamp is a multidisciplinary artistic residency that hosts **200 emerging global creative talents aged 18 to 35 each year**, selected by the Festival and the most important schools in Switzerland. It's a hub for research, experimenting with **new audiovisual languages, and pushing creative boundaries.**

By supporting training projects, co-creating art projects with the artists or hosting branded networking events, partners can **align their brand with this creative powerhouse.**

From **CHF 15,000**

Benefits

- Logo presence in the BaseCamp display
- Logo presence and/or mention on dedicated communication and promotional materials
- Opportunity to create ad-hoc content to use for own communication purposes and/or to present/co-host events
- Opportunity to engage with artists to create tailored activation



Joint University Chair for Audiovisual Arts

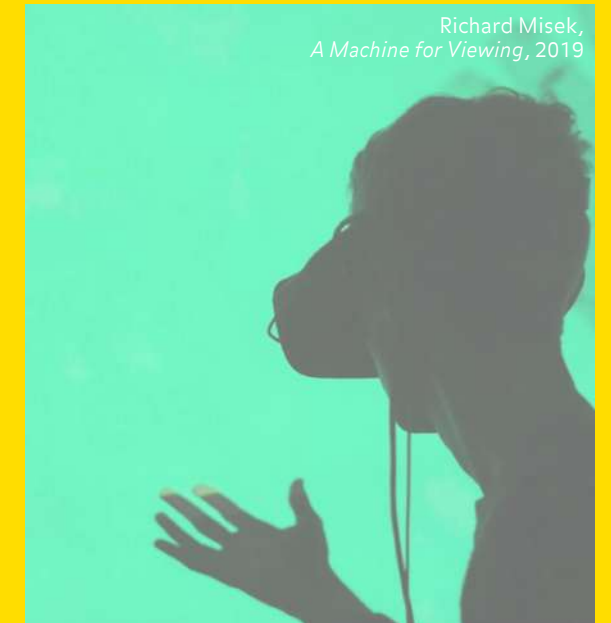
The USI-Locarno Film Festival **Professorship for the future of Cinema and Audiovisual Arts** promotes cinema and audiovisual arts through projects, partnerships, and student engagement.

It hosts a **3-day global cinema studies conference**, advised by experts, featuring diverse formats, workshops, and roundtables that encourage dialogue between academics and the public, fostering social engagement and awareness.

From **CHF 150,000**

Benefits

- Logo presence and/or mention on dedicated communication and promotional materials
- Logo presence on the video essay and whiteboard distributed throughout the year
- Onsite presence
- Influence in the future research agenda in the audiovisual
- Engagement with young students to create a lasting impact



4. Sustainability Initiatives



Locarno Green Project

The project seeks to drive positive change in the film industry by backing sustainable films and to **raise awareness in society** at large through the valorisation of forward-looking environmental practices in storytelling.

It consists of the **Locarno Green Film Fund**, providing financial support for the production of up to 3 eco-conscious films annually, and the **Pardo Verde Award**, recognizing sustainable storytelling in all sections of the Official Selection.

From **CHF 75,000**

Benefits

- Naming of the award
- Logo presence and/or mention on dedicated communication and promotional materials
- Logo presence on the credits of all films produced through the Fund
- Long-term environmental impact and strong corporate image benefits



Sustainability strategy and decarbonization plan

The Locarno Film Festival was the first film festival to draft a **sustainability report** and has always been taken as a leading example in the film event industry.

Recently, it has devised a **medium-to-long-term sustainability strategy**, which involves monitoring significant environmental impacts, including greenhouse gas emissions (Scope 1, 2, 3) to formulate a decarbonization plan. The goal is to achieve the ISO 20121 label and **maintain a leading position in our industry**.

From CHF 20,000

Benefits

- Logo presence and/or mention on dedicated communication and promotional materials
- Opportunity to create a case study
- Brand association and positioning as key player in the sustainability field



Sustainability Day

Whether by watching recommended films that raise awareness of sustainability, taking part in a Locarno Kids workshop on upcycling, attending a panel discussion on sustainability standards or enjoying a special sustainable menu, **the first Sustainability Day promises a comprehensive 360° experience.**

The extensive programme will encourage participants **to discuss, confront, reflect and unite around this powerful theme**, highlighting past achievements, future opportunities and ongoing challenges.

CHF 10,000

Benefits

- Logo presence and/or mention on dedicated communication and promotional materials
- Possibility to create ad-hoc activations to further engage with audiences
- The inaugural nature of the event maximises visibility and media coverage



5. Events & Hospitality



Forum

As the Festival's powerhouse of dialogue, the Forum hosts the **conversations of the official programme with key special guests**. As one of the main venues, the Forum becomes a daily focal point, attracting the attention of the **public, industry professionals** and the **press**.

Beyond the Festival, the Forum's influence extends digitally, amplifying its reach and ensuring that its impact reverberates around the world, through recordings, live-streaming and online channels.

From CHF 150,000

Benefits

- Naming of the venue
- Logo presence onsite
- Logo presence or mention on related communication contents
- Logo presence on official channels (catalogue, website, map, etc.)
- Logo presence on media contents



Rotonda by la Mobiliare

The Rotonda, the Festival's **premier nightlife event**, created in collaboration with Main partner la Mobiliare and designed by atelier oï, is a free and sustainability-driven experience open to a **wide audience**, which offers **diverse entertainment**, including music, shows, F&B, and family activities. In 2023, it drew **105,000 visitors**.

Partnership opportunities start at CHF 10,000 for contributions (financial or in-kind) and CHF 25,000 for (co)presenting an evening or happening.

From CHF 10,000

Benefits

- Logo presence on event's partners display
- Logo presence on promotional contents (digital, print and onsite), including Out Of Home campaign
- Mention on dedicated communications based on the involvement
- Onsite presence (e.g. main stage) based on the involvement
- Engagement with a wide audience



Opening Reception

This pre-Piazza Grande screening event, preceding the festival's official opening, offers a **prime networking opportunity** with 1,000 guests from various levels of Swiss politics.

Hosted at the Magistrale's charming cobbled cloister, it ensures the presence of **key figures from regional and national institutions, along with private sector representatives**. Traditionally inaugurated by the Minister of Culture, this event marks the start of the Festival and initiates networking moments **connecting the public and private sectors**.

CHF 30,000

Benefits

- Naming of the event
- Logo presence on the onsite Partner display
- Logo presence on the official invitations
- Invitations for the Partner's own guests



Dinners hosted by the Artistic Director

Each evening, from August 7 to August 16, **Artistic Director Giona A. Nazzaro hosts official dinners** at the historic Casorella Palace, which boast a **curated guest list of 50**, including film delegations, awardee, press, film industry representatives, and notable figures.

These exclusive dinners offer partners a chance to **showcase their brand on an international stage**, leveraging the presence of distinguished guests and the charming historic venue.

CHF 60,000

Benefits

- Logo presence on official invitations
- Onsite presence
- Invitations for the Partner's own guests
- Onsite activations possibility



Piazza Grande Restaurant

The Piazza Grande Restaurant, a **highlight of Locarno Film Festival hospitality**, is undergoing a 2024 renovation, featuring lighter menus and an expanded post-Piazza offering. Ideal for **groups and private events**, it offers **exclusive pre-Piazza aperitifs and dinners** with collaboration from its chefs.

Partnering with the restaurant enhances brand exposure to relevant and exclusive audiences, allowing targeted product activations and visibility.

CHF 20,000

Benefits

- Naming of the venue
- Logo presence on official booking confirmations
- Mention on the menus
- Mention on all related communication materials
- Onsite activations possibility



Piazza Grande Backstage

The Piazza Grande's backstage **hosts award winners, film delegations, and prominent figures**. In 2024, the Festival aims to enhance backstage infrastructure.

The support allows direct interaction with influential personalities providing **exclusive access to showcase products and/or create valuable content**.

CHF 20,000

Benefits

- Naming of the venue
- Onsite presence
- Dedicated contents production
- Media opportunities



Want to Work With Us? Let's Talk!



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Grazie!

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Locarno Film Festival