

Bringing the best of international and
independent cinema to Cumbria



KESWICK FILM FESTIVAL

19–22 MARCH 2026

Sponsor Pack

KESWICK FILM FESTIVAL

Bringing the best of international and independent cinema to Cumbria

19 - 22 March 2026

THE AUDIENCE – *growing year on year*

2025: 3073 admissions – up 11%

2024: 2773 admissions – up 17%

2023: 2361 admissions – up 17%



THE AUDIENCE – *returning year on year*

48% audience attended 3+ times before

22% were first time attendees

98% say they would come again !

THE AUDIENCE – *where are they from?*

36% are from Cumbria

34% are from North West England

11% from the North East and Yorkshire

8% from Scotland

KESWICK FILM FESTIVAL

Cumbria's premier cinematic event.

Runs Thursday to Sunday evening.

Offers a programme of over 30 films from around the globe – UK and European premieres and previews, winners from Cannes and Toronto, Oscar nominees, dramas, documentaries, animations - the best of the best for all ages.

Hosts The Ospreys short film competition, showcasing the best of Cumbrian filmmaking creativity.

Screenings take place at Keswick Alhambra Cinema, Theatre by the Lake and nearby Rheged Cinema.

Brings luminaries from the film world to town. Guests have included Ken Loach, Nic Roeg, Jack Cardiff, Michael Winner, Stephen Frears, Andrea Arnold, Dame Janet Suzman, Greta Scacchi and our former Patron, Sir John Hurt.

THE AUDIENCE – *who are they?*

57% of attendees are aged over 65

36% are aged between 45 and 64

The audience principally consists of couples who turn the festival weekend into a mini-break

THE AUDIENCE – *where do they stay?*

77% from outside the CA12 postcode stay in Keswick

57% of those stay for 4 or more nights

30% stay for 3 nights

37% stay in self-catering accommodation

20% stay in guest houses

14% stay in hotels

KESWICK FILM FESTIVAL

Marketing Reach, Branding Opportunities & Festival Partner Offer

19 - 22 March 2026

PRINT REACH

- 3,000 postcards, 4,500 letterfold leaflets to >100 outlets
- 2,500 beer mat/coasters to >50 venues
- 1,000 full colour festival brochures

PUBLIC DISPLAY

Full colour, branded, distributed across town centre locations Keswick / Penrith

- 100x A4 posters
- 75x A3 posters
- 10x A2 posters
- 5x railing banners, maximising footfall
- On site venues: Quad posters, pre-film onscreen slides, feather flags

EMAIL COMMUNICATIONS

- 695 subscribers to KFF mailings
- 10 emailed festival newsletters, 54% opening rate

FESTIVAL PARTNER OFFER

- Sponsor credit with logo on website, e-newsletters, select print materials
- Sponsor credit in print/online brochure
- Sponsor credit onscreen slides at each screening
- Advertising space in print/online brochure
- Promotion via social media channels
- Named acknowledgement at Opening and Closing Night presentations
- Invitation for two to Opening Reception
- 10 comps to any chosen single film

Strand Partner and **Brochure Partner** packages also available

For further info/rates/to discuss, contact

Julia Vickers – KFF Director
filmfestival@keswickfilmclub.org

WEBSITE

Dedicated pages refreshed daily/ weekly across 5 months around festival

- 51,124 views 1 Jan - 31 Mar 2025
- 5,712 active users in 2025
- 500 daily views (average) peaking at 3,200 per day during festival

www.keswickfilm.org/festival

SOCIALS

Daily posts across 2025 festival / followers at March 2025

- Twitter: 1,646
- Facebook: 1,632
- Instagram: 515
- Bluesky: 163
- Threads: 92