**Draft MOU – Hull Independent Cinema & Hull 2017**

**Aesthetica Film Festival (part of Substance) December**

Four programmes of films that look at new northern talent and celebrate the next generation of filmmaking talent. Pushing boundaries and asking key questions such as “what does it mean to be northern?” In a globalised world what are the parameters of regional identities?

The goal is to deliver screenings accompanied with a panel discussion around agreed key themes to extend audiences’ understanding of the films and the wider context of northern European post-industrialised cities.

Each partner to undertake the following activities:

**Hull 2017**

Producer support, Production (hiring of kit, tech staff), Marketing.

**Hull Independent Cinema**

Consulted on the programme, event management on site, venue booking.

Advertisement in new season brochure (out September) – cost TBC.

Marketing support (including HIC website, posts social channels and boosted ads, mail out to eNews database, pre-show slide at film screenings leading up to the event).

**Aesthetica Magazine**

Curation of the programme, project management (speakers, fees, travel, accommodation), technical delivery (licensing/screening rights and DCPs).

Marketing support from the Aesthetica Short Film Festival and Aesthetica Magazine (including social media posts, blog editorial, programme materials in ASFF goody bags to VIPs, programme materials in ASFF Hub, attend a networking event/host a drinks reception).

**Reporting**

Liam Rich, Producer, Hull 2017 – 07957 193195

**Funding**

£1,900 to cover venue bookings and HIC event management on site.

Cost of advertisement in new season brochure to be discussed.

**Duration**

This MOU is at-will and may be modified by mutual consent of authorized officials from Hull 2017 and Hull Independent Cinema. This MOU shall become effective upon signature by the authorized officials from the Hull 2017 and HIC and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from Hull 2017 and HIC this MOU shall end on 15 December.