

Transformative Film Culture for Hull Brand & Credit Guidelines

Film Hub North has the right to publicise the project and to require that you acknowledge the part played by the BFI, Film Hub North and strategic partners in supporting the project in any publicity that you produce.

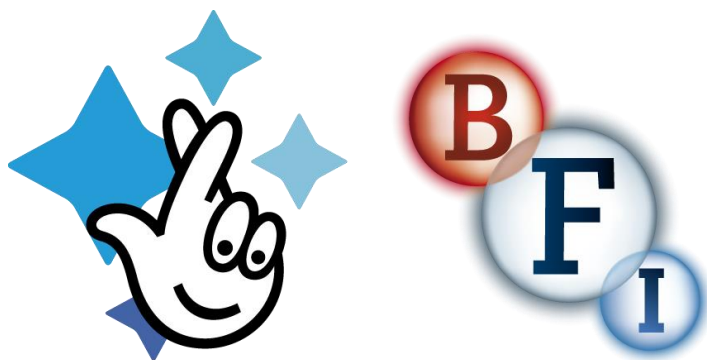
PUBLICITY

BFI and Film Hub North will be credited within all publicity and marketing material. The prominence and status of this credit shall be

- For National announcements, or press releases, core programme print and web credit relating to the overall Hull UK City of Culture programme, the **BFI** shall be credited as a Major Partner.
- For project specific announcements, publicity and marketing materials, a 'locked up' presentation of **BFI and Film Hub North logos** (as supplied below) will be used in proportion equal to other supporters OR where support varies, shall be in reasonable proportion to the level that our investment bears to that of other supporters.

LOGOS

British Film Institute (BFI) logo to be included on all marketing materials and publicity.



Awarding funds from
THE NATIONAL LOTTERY®

Film Hub North logo to be included on materials and publicity directly relating to individual projects in 'locked up' form with the BFI logo above.



CREDITS & BOILERPLATE TEXT

Please credit the BFI's support for the project with the following text credit on core City of Culture marketing materials and publicity:

The BFI is supporting Hull City of Culture with a programme of film activity in the city and region in partnership with Film Hub North, and as part of the BFI's Film Audience Network led by Showroom Workstation. The Transformative Film Culture for Hull programme, supported by the BFI with National Lottery funding, will bring a packed programme of more than 400 screenings, one-off events and film festivals throughout the year to Hull and the region.

For individual projects supported by the *Transformative Film Culture for Hull* programme, please include the following 'boilerplate' on press releases, marketing materials and publicity

The BFI is funding 'Transformative Film Culture For Hull', as part of its National Lottery-funded BFI Film Audience Network and led by its lead partner BFI Film Hub North. Delivered through Hull 2017 and by Hull Independent Cinema and a unique partnership of film festival, educational and archive partners from across the north, the film programme will bring a packed programme of more than 400 screenings, one-off events and film festivals throughout the year to Hull and the region. The programme reflects the BFI's activities across the UK to bring film to audiences where there is less opportunity for them to experience and engage in film, and to support local film networks and audience initiatives. There will be much to explore, celebrate and enjoy.

PHOTOGRAPHS, DOCUMENTATION & ACCESS

Please ensure that opportunities for targeted publicity, press highlights and industry attention are fed to BFI and Film Hub North in good time for action and collaboration. The form and content of project-specific publicity material shall be

approved by Film Hub North prior to its production, publication or distribution.
Film Hub North will require at least 48 hours' notice for approval.

Please give Film Hub North access to the project and relevant permissions to photograph and/or document the event

Please provide Film Hub North with images of your project for use in company reports, marketing materials (including website and newsletter), publicity and evaluation. You must ensure images are cleared for use and provide relevant permissions and copyright information.

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