



THIRD-PARTY SPONSORS, PROMOTIONS, BRANDING & ADVERTISING GUIDELINES

When planning to host a film screening with any third-party sponsor, it is important that you adhere to the marketing guidelines detailed below.

These guidelines are dictated by the strict obligations imposed by the film studios that we represent.

1. License

The film must only be screened by the company that possesses the license. When we grant a license, the sponsor should never show the film themselves.

2. Screening Information

Before booking your screening event please ensure you have filled in the special screening form and emailed GFD Film Library regards your advertising plans. Such plans are subject to GFD Film Library approval.

3. Third Party Rights

Do not run themed events, promotions or adverts which relate to:

- a) Any person or company connected or associated with the film, its production or distribution.
- b) Infringe any intellectual property or other rights in the film or any person or company connected or associated with the film, its production or distribution.

4. Use of Film Title

Remember there should be no direct association between you or the sponsor and the film title. See below for examples:
Wording Examples:

“Film title” brought to you by the “licensee” in association with “sponsor” – OK

“Third party sponsor name” in association with “Film Title” – NOT OK

5. Sponsors

To avoid associating sponsors with the film it might be easier to place references to your sponsors on a ‘partnership section’ of your website or poster, separate from marketing related to the film.

6. Advertising Reels

Advertising reels are permitted to be played before or after the screening event subject to certain restrictions. For example, ensuring there is a gap of a certain duration between the advert reel and the film.