



UNION OF EXCELLENCE

PARTNERSHIP
UNOFEX SWISS FILM AWARDS

#unofex

ABOUT UNOFEX

The UNOFEX (Union of Excellence) brings together an extraordinary network of experts and award-winning members who are active in Switzerland as well as worldwide in the film, television, art and entertainment industry.

Over the years UNOFEX has nominated and accredited hundreds of members who have achieved our UNOFEX Standard of Excellence.

UNOFEX UND THEIR PARTNERS

By supporting the UNOFEX Film Awards, companies and institutions can express their ties to Switzerland and Central Europe and strengthen their image as promoters of cultural activities with a UNOFEX background.

CHARACTERISTIC IMAGE

Through your sponsorship your corporation emphasize that the promotion of the international distribution of Swiss and Central European film culture is important to your corporate commitment.

This is not only appreciated by Swiss film fans living here, but also generally in those countries from which the film productions are submitted and achieve an award or nomination. Last but not least, you are able to support the cultural dialogue between Switzerland and the participating countries.





UNOFEX

SWISS FILM AWARDS 2021



Award for outstanding performances

The UNOFEX Swiss Film Award is an independent Swiss film competition that honors outstanding achievements in the national and international film industry and is considered a qualification competition for the UNOFEX International Film Awards.

A jury made up of producers, directors, actors and filmmakers selects the winners in the 3 main categories of Best Film, Best Short Film and Best Actor.

CATEGORIES / AWARDS





SPONSORSHIP OPPORTUNITIES

The UNOFEX Swiss Film Awards, as part of the award promotion, which will take place from March 3, 2021 to May 28, 2021, offers a wide range of opportunities to get involved and to communicate your cultural commitment over a wide range of media. The partnership is suitable for both small and large organizations.

CHANCES

A film award in particular has the chance to reach a large audience and manages to convey positive values such as emotion, cultural use, technology and performance in a natural way. Movies are seen as a source of creativity, inspiration, entertainment, and progress.

WHAT YOU BENEFIT FROM

In return for your commitment, we can offer the following benefits, among others:

- Logo placement in the media
- Inclusion in printed and electronic materials such as billboards, mega-posters or the large cinema screen
- Placement of the logo on the UNOFEX event page
- Logo on the award trophy and certificates of the winners
- Mention by name and presentation of an image video of the sponsor during the moderation, as well as the award ceremony, broadcasted digitally

MAIN PARTNERS

POSSIBLE FOR A MAXIMUM OF 2 COMPANIES

Enjoy the highest level of presence as the main partner of the UNOFEX Swiss Film Awards 2021

As the main partner, you are the most important partner of UNOFEX and benefit from exclusivity rights as well as the highest media presence in connection with an innovative cultural event. The sponsoring package can be adapted for you as you wish and tailored to your exact needs. With your contribution you enable the UNOFEX Award to position and promote not only itself but also the competition participants, directors and the winning films in the media and to reward them with appropriate prize money.

YOUR ADVANTAGES

- Top-level logo placement in the media, social media and magazines as the main partner of the UNOFEX Swiss Film Awards
- Logo placement in all printed and electronic materials, such as posters, mega-posters in the Zurich area and prominent placement on the cinema screen for all announcements and photographs
- Top-level placement of the logo and a presentation of your company as the main partner on the event page
- Logo on the award trophy and certificates of the winners
- Mention by name and video presentation of the sponsor at the moderation, as well as the digitally broadcast award ceremony

CONTRIBUTION SPONSOR

Single main partner exclusive
Your contribution: CHF 40,000

Duo main partner:
Your contribution: CHF 20,000



PREMIUM PARTNER

ONLY POSSIBLE FOR 5 COMPANIES

Enjoy a special status as a premium partner of the UNOFEX Swiss Film Awards 2021

Our premium partners have a special status and enjoy industry exclusivity and media presence in connection with an important cultural event. The sponsorship package can be customized for you as you wish.

YOUR ADVANTAGES

- Premium-level logo placement in the digital media as a premium partner of the UNOFEX Swiss Film Awards
- Premium logo placement in all printed and electronic materials, such as posters, mega-posters in the Zurich area and placement on the cinema screen for all announcements and photographs
- Video presentation (advertising) of the premium partner at the digitally broadcast award ceremony
- Premium-level placement of the logo and a presentation of your company as a partner on the event page
- Double-sided advertisement about your company in the magazine of the UNOFEX Swiss Awards special edition

CONTRIBUTION SPONSOR

Your contribution: CHF 10,000



PARTNER

ONLY POSSIBLE FOR 5 COMPANIES

*Enjoy your presence as a partner of the
UNOFEX Swiss Film Awards 2021*

As a partner, you enjoy effective media presence in connection with an important cultural event in the Swiss and European film industry. The partner sponsorship package can be customized for you as you wish.

YOUR ADVANTAGES

- Partner-level logo placement in the digital media as a partner of the UNOFEX Swiss Film Awards
- One-page advertisement about your company in the magazine of the UNOFEX Swiss Awards special edition
- Partner-level placement of the logo and a presentation of your company as a partner, on the event page and the Blue Cinema screen.

CONTRIBUTION SPONSOR

Your contribution: CHF 5,000



PATRON

ONLY POSSIBLE FOR 20 PATRONS

*Promote film culture as the patron of the
UNOFEX Swiss Film Awards 2021*

Our patrons enjoy special recognition in connection with a unique cultural event.

YOUR ADVANTAGES

- Name recognition (if desired) as patron of the UNOFEX Awards on our website and on the Blue Cinema screen
- Named recognition in the magazine of the UNOFEX Swiss Awards special edition, in the area of partners and cartridges

CONTRIBUTION SPONSOR

Your contribution: CHF 1,000



OUR GOALS & TARGET GROUPS



What are the goals of the UNOFEX Swiss Film Award?

With the UNOFEX Film Award, the publisher UNOFEX AG based in Zurich, established a high-quality digital event that brings the film industry and interest groups together even during the pandemic and honors excellence in Swiss and European film art.

In addition, we pursue the goal:

- To honor and promote the Swiss film industry
- To give incentives and attention to the next generation of the film industry
- Build and deepen a network within the industry
- To bring the appreciation of the art of film closer to a broad audience
- To give the film industry space in the context of a Swiss film award
- Record the best films, actors and projects in the UNOFEX digital reference work
- To establish itself as the most important independent Swiss film award alongside the ZFF

TARGET GROUPS

- Directors, producers
- Business representatives
- Actors
- Artists
- Film connoisseur & fans
- Critic
- Licensee
- Distributors
- Production houses
- Media & cultural workers

KEY FACTS 2020

- 5 million media impressions
- 600 films submitted
- Submissions from 20 nations
- 74 nominations
- 8 winners





■ **Pictured:** The Spanish-American actress Paloma Bloyd can be seen in the film *Momories*: Submitted and nominated for the UNOFEX Film Award 2020

REACH OUT TO STAKEHOLDERS NATIONAL AND INTERNATIONAL FILM CULTURE

■ **Pictured:** Section from the French film "Mister Hugo" with the main actor François Le Guen - nominated for the UNOFEX Film Award 2020.



■ **Pictured:** The German film director Katharina Rivlis - Awarded the UNOFEX Film Award 2020 with the film: "The Day X"

A UNIQUE DIGITAL EVENT



DIRECTOR: ANTONIO PISU
COUNTRY: ITALY
FILM: EST
CATEGORY: BEST FEATURE

STATUS: IN CONSIDERATION

FilmFreeway



HONORING EXCELLENCE IN
EUROPEAN FILMMAKING

OUR COMMUNICATION PROJECT PHASES

PROJECT SUBMISSION PHASE | March 03 to April 30, 2021

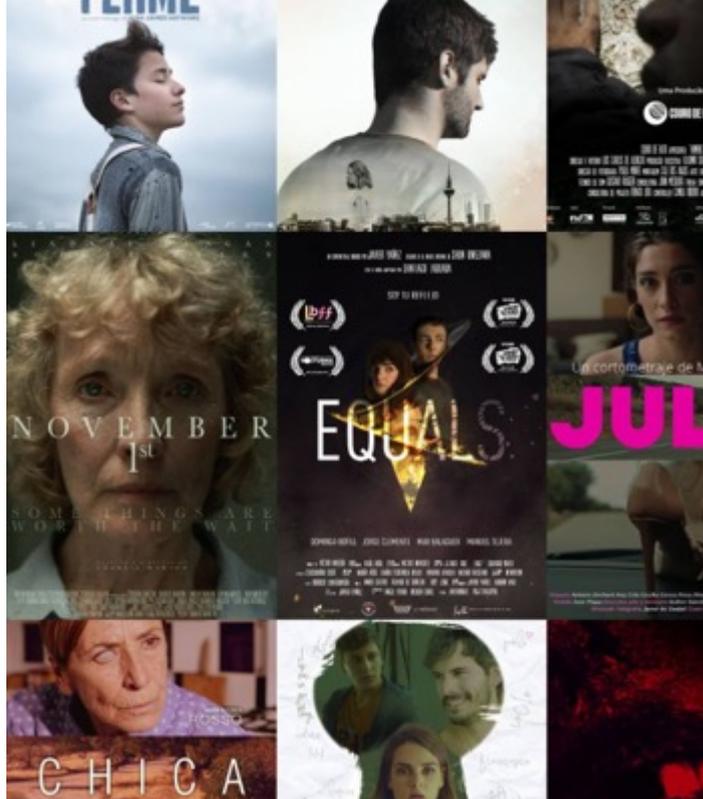
The UNOFEX Swiss Film Award 2021 will be launched in this phase. Together with the call for participation, the presentation of the jury and the preliminary report, press releases are published, the UNOFEX homepage is updated, a 14-day award newsletter is sent, banners are placed and advertisements are placed, and participating production companies and filmmakers are contacted in mailings.

ANNOUNCEMENT PHASE | April 30th to May 28th, 2021

A “Save the Date” announcement of the event is aimed at our target groups for the award ceremony. Newsletters, advertisements and personalized mailings draw the public's attention to the series of events and invite them to the digitally broadcast award ceremony.

AWARD CEREMONY | May 28, 2021

At the award ceremony, all sponsors have the opportunity to be digitally present with a promotional video at the live broadcast show. In the advertising video, product highlights as well as image videos can be presented in a visually appealing setting.



AWARD CEREMONY PART 2 | May 28, 2021

On the evening of the award ceremony, depending on the sponsorship package, the sponsors will be staged in an eye-catching manner on screens and in the UNOFEX Swiss Awards special edition, as well as on the press wall with the participating jurors and directors. The magazine is made available to the public for download on our homepage. During the live stream, we pay attention to all regulations and safety measures that apply at this point in time.

REPORTING | May 29 to August 2021

Even after the event, the sponsors find themselves excellently placed in the follow-up reports. Your logos appear on advertisements to announce the winners and on thank you notices for participants. The sponsors' logos will remain on the homepage until the next UNOFEX Swiss Awards are held in 2022.



■ UNOFEX SWISS FILM
AWARDS 2021 | ZÜRICH

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