

NEUCHÂTEL INTERNATIONAL FANTASTIC FILM FESTIVAL



THE SWISS EVENT FOR FANTASTIC FILM, ASIAN CINEMA & DIGITAL CREATION



SPONSOR KIT

2022 - 2023

"THE BEST SIGN FOR THE NIFFF'S SUCCESS IS ITS AUDIENCE. YOUNG, ENTHUSIASTIC, FAITHFUL - THE ATTENDEES HAVE CREATED A UNIQUE ATMOSPHERE YEAR AFTER YEAR."

Alain Berset, Federal Councillor

"AS A LABORATORY AND PLATFORM FOR A BOOMING CINEMATIC GENRE, THE NIFFF ACHIEVED THE IMPOSSIBLE. THE BCN IS PROUD TO HAVE PLAYED A ROLE IN THE EMANCIPATION OF AN EVENT NOW CONSIDERED UNMISSABLE IN THE SWISS CINEMATIC LANDSCAPE."

Pierre-Alain Leuenberger, General Director, Banque Cantonale Neuchâteloise (BCN)

"FOR ME, THE NIFFF HAS BECOME THE SYMBOL OF NEUCH TEL'S AMBITIONS: TO TAKE RISKS, TO COMMIT, TO EMBRACE THE ADVENTURE."

John Howe, Artist and illustrator

"OUR PARTNERSHIP WITH THE NIFFF ALLOWS US TO REACH A PART OF OUR TARGET AUDIENCE IN A PLAYFUL WAY, AND TO FULLY COMMIT TO SUPPORTING CULTURAL ACTIVITIES IN NEUCHÂTEL."

Nando Luginbühl, Promotion and Press Office Manager, University of Neuchâtel

"The NIFFF immediately seemed interesting to us for at least three reasons: its unquestionable addition to cinematic diversity, as the vast majority of selected films do not get a regular release in Switzerland. Its role in bringing together fans and artists through lively discussions. And of course, its entertainment value, offering many days and nights of cinematic explorations, from fanciful auteur films to the most unexpected horror movies from every corner of the world."

Nicolas Dufour, Journalist and Web Editor in Chief, Le Temps

"THE NIFFF IS A FUTURE-DRIVEN FESTIVAL. IT IS GENEROUS, CHARISMATIC, KEEPER OF A RICH LEGACY WITH A CREATIVE AND BOLD PERSONALITY. THE NIFFF IS A BORDERLESS INCUBATOR AND TALENT DIGGER. MORE THAN AN EVENT, THE FESTIVAL IS AN OPPORTUNITY TO DECRYPT OUR SOCIETY, TODAY AND TOMORROW."

Elisabeth Baume-Schneider, State advisor

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The NIFFF

Created in 2000, the Neuchâtel International Fantastic Film Festival (NIFFF) has become, in the span of 21 editions, an unmissable event for film lovers. Its prestigious and challenging programme has ensured it a national and international presence. This event is mainly dedicated to one genre – that is fantasy, or fantastic films. This unique approach in Switzerland brings together our festival-goers for the love of imagination and innovation.

The NIFFF is among the 9 film festivals supported by the Swiss Confederation, and also a member of the Méliès International Festivals Federation (MIFF). As a result, the festival's programme includes more than 150 films divided into 4 competitions and various special events.

Fantastic films as the aesthetic laboratory of cinema

"Imagination is the only thing that protects our freedom." Luis Buñuel

The concept of "fantastic" on which is based the NIFFF's programme is very wide. Everything that goes beyond the "ordinary" of the real is considered fantastic. This allows us to screen very diverse movies, from blockbusters to auteur films, from black comedy to digital creations. Our goal is to reveal the current dynamism of the genre, as well as its primary role in the history of cinema worldwide.



NOS CÉRÉMONIES (Simon Reith, FR, 2022)

Asian cinema – Where new trends are born

In spite of its unrivaled energy, Asian cinema remains hard to access in Switzerland, which is why the NIFFF has a whole section dedicated to it, called **ASIAN COMPETITION**. This competition includes popular genres often related to fantasy, like swordplay films, comedies, kung fu flicks, superheroes.



LEONOR WILL NEVER DIE (Martika Ramirez Escobar, PH, 2022)

Digital images or the films of tomorrow

Fantasy films have been linked to technological progress since the dawn of cinema. With the launch of the Imaging the Future symposium in 2004, the NIFFF has become a pioneering event in terms of digital creation. 10 years later, the advent of digital technologies opened new possibilities, and revolutionised the way viewers and audio-visual media interact. As a result, the **NIFFF EXTENDED** was created to observe contemporary practices, as well as identify the challenges associated with media convergence and the future of creative processes.



Conference LOVE, DEATH & ROBOTS, NIFFF Extended 2022

3 labels

The encompassing, pluridisciplinary vision that defines the fantastic films selected at the NIFFF have made the festival an internationally recognised centre of competence. This has allowed us to develop an innovative approach to the cinema of the imagination.

The NIFFF possesses a strong and unique identity in Switzerland and everywhere else. The festival and its 3 labels – **NIFFF EXTENDED**, **NIFFF INVASION** and **NIFFF ON TOUR** – have become staples for industry professionals, audiences and the next generation of Swiss filmmakers alike.

NIFFF Extended

A series of conferences that identify the future challenges for films and the audiovisual arts.



A conversation with Joyce Carol Oates (Author, US)

NIFFF Invasion

A pluridisciplinary approach to fantasy - screenings, installations, exhibitions, or playful and interactive activities - for everyone, overwhelmingly free of charge.



E.T. THE EXTRATERRESTRIAL (Steven Spielberg, US, 1982)

NIFFF On Tour

Promoting genre cinema all year long, with special screenings everywhere in Switzerland, as well as screenings in other local and international festivals.



DIABOLIK (Antonio & Marco Manetti, IT, 2021)

What was new in 2022?

→ NIFFF Invasion made a big splash with reimagined infrastructures

The architecture of the Open Air was completely transformed following a fruitful collaboration between the NIFFF and our partner Lumens 8. As the choice piece of the festival located at Place des Halles, the new infrastructure was based on the use of mirrors and optical illusions. It was lauded by the Department of Economy and Tourism, Jura Trois-Lacs, and Tourisme neuchâtelois.

The OFFF area, home of the AFFTERS, spread over two floors.

The festival was expanded with a brand new venue: **La Villa**. An iconic Neuchâtel mansion that has hosted many Swiss independent creations in recent times, with a focus on video games 100% made in Switzerland.

→ New cultural and artistic collaborations

Contemporary art made its big come-back at NIFFF. Invited by the CAN Centre d'art Neuchâtel, artist Gabriele Garavaglia invaded the festival's avenues through a performance deeply imbued with fantasy.

A never-seen-before exhibition in collaboration with the **Maison d'Ailleurs** explored the weird and the queer at the Théâtre du Passage.

In collaboration with **La Case à Chocs**, two special events set the NIFFF nightlife ablaze.



INNER RESISTANCE (Gabriele Garavaglia)

History



22nd edition : Perspectives for 2023

A 22nd edition that forges ahead toward more inclusivity

Building on the success of SCREAM QUEER, its retrospective dedicated to LGBTQ+ representations in genre cinema - which attracted a diverse and sometimes new audience to the festival - the artistic directors of the NIFFF plan on continuing to explore sociocultural themes through the prism of fantasy. Reflecting a sometimes distorted image of their times, fantastic films have always supported and transcended societal and political changes, and this particular topic is no exception. The audience's enthusiasm for SCREAM QUEER confirms that contemporary themes are important to the viewers. They will reverberate throughout our 2023 programme alongside a focus on past and present trends of global genre cinema. Finally, we will continue to adopt a transversal and multidisciplinary approach with literature, contemporary art and music mixing in with cinema and digital images.

A year-long online presence

The festival pursues a cohesive policy of digital presence all year round. After putting our archives online for our 20th anniversary and offering a selection of films on the web in 2021 (in addition to the in-person event), the festival's team chose to go the 100% in-person route for 2022. Some Swiss fantasy films were however available to stream on Play Suisse during the festival. The conferences and roundtables were uploaded on various platforms in autumn. The team is currently thinking of launching a series of NIFFF podcasts in 2023.

Development and diversification of cultural participation

The NIFFF continues to develop its activities in terms of cultural participation. 2022 saw the birth of several projects in the cantons of Neuchâtel, Bern, Vaud, and Geneva. This remains one of the NIFFF's priorities: to set up and support synergies between people from the education and film industry.

Digital creation, where everything is possible

Fantasy is at the forefront of the new audiovisual formats that appeared with the digital revolution: video games, digital creations, web products, and immersive media. The NIFFF wishes to continue exploring game design culture in Switzerland and elsewhere after already doing so successfully in 2022 with the **AHEAD OF THE GAME** conferences.



Sustainability

In-depth work to make the festival sustainable began in 2019 with the support of Mobilité gaz and the audit from Summit foundation. Goals for the following 5 editions were set and acted upon. The NIFFF wishes to bring its partners into this process in order to raise better awareness among the audience and establish a strong environmental conscience. More info on niff.ch/durabilite/.

Team, organisation, and financing

The NIFFF is organised as a non-profit association. Our 3 directors manage a team of 5 all year long, for what amounts to 4.8 full-time positions. In total, 75 paid collaborators join the team as the festival nears. The contracts can go from 2 weeks to 7 months. During the event, over 300 volunteers help in various capacities. We continue to adapt the festival's organisation and to professionalise our activities year after year.



Programming team 2022

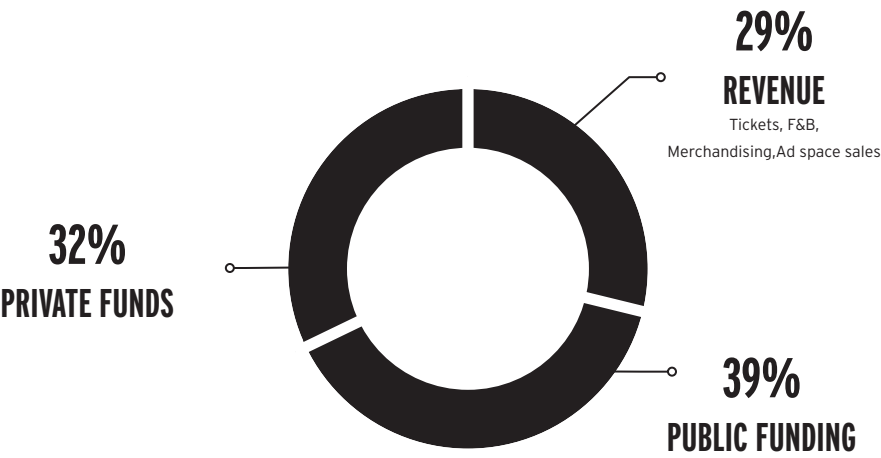


Communication team 2022



Extended team 2022

Financing



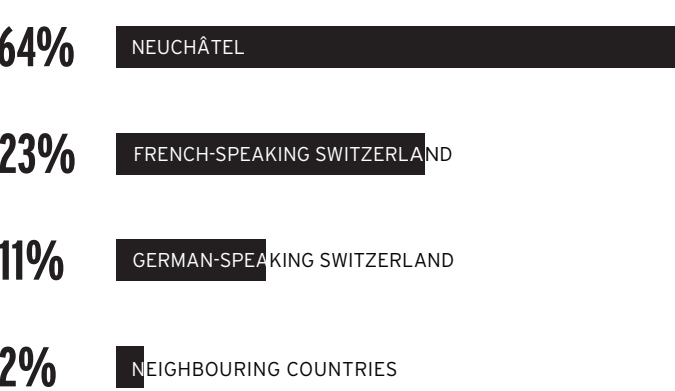
Key Numbers 2022

2'157'475	Budget in CHF	139	Guests
56'311	General Audience members	48	Conferences, Q&A and masterclasses
32'356	Tickets sold / Box office	608	Accredited professionals
158	Screenings	+600	Relays in the medias
128	Films	25'312	Number of followers on social networks

Audiences

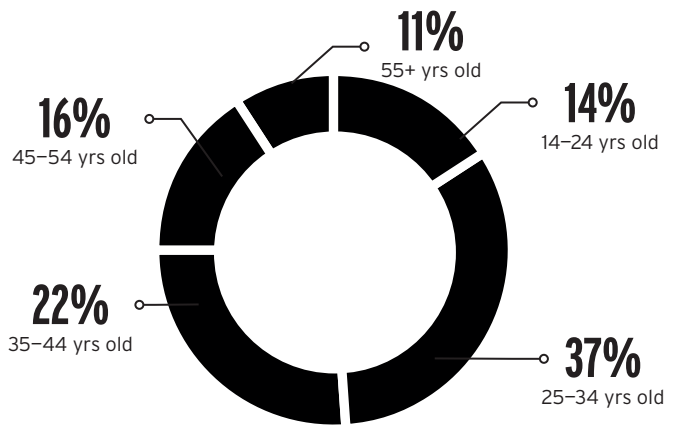
Origin of the audience

Culturally, the NIFFF gives life to the Neuchâtel area. Case in point: 64% of its audience comes from the Neuchâtel canton. The festival's standing is also strong in French-speaking Switzerland (23%) and the rest of the country (11%).

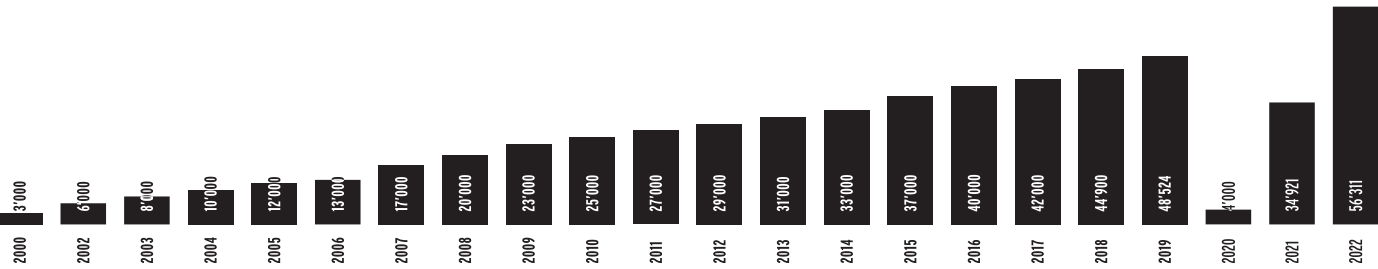


Age of the audience

The NIFFF audience is made up of 73% of people aged less than 45. The NIFFF audience has youth on its side, with an impressive 50% of attendees aged less than 35.



Evolution of attendance



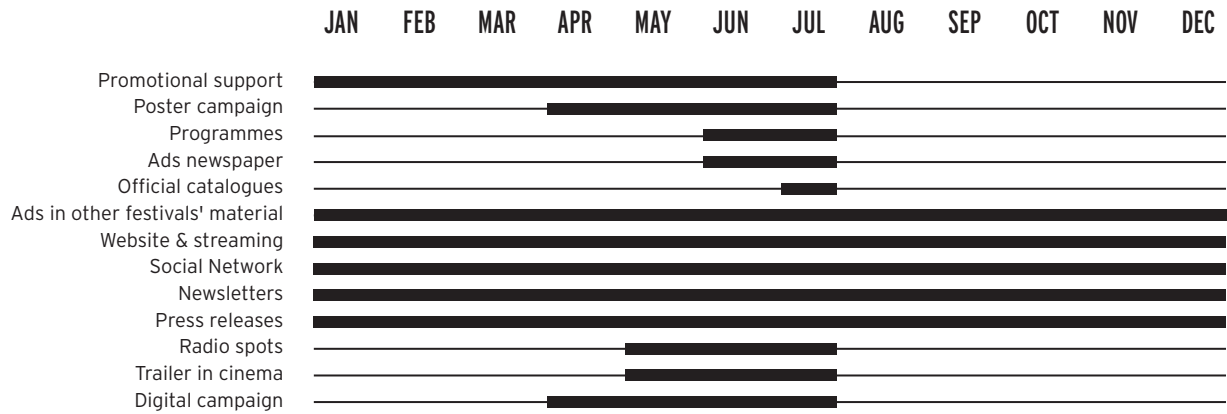
*Attendance statistics are calculated based on directives from the Conférence des festivals in collaboration with the Federal Office for Culture. Based on data provided by Ticketack, the NIFFF ticketing service provider.



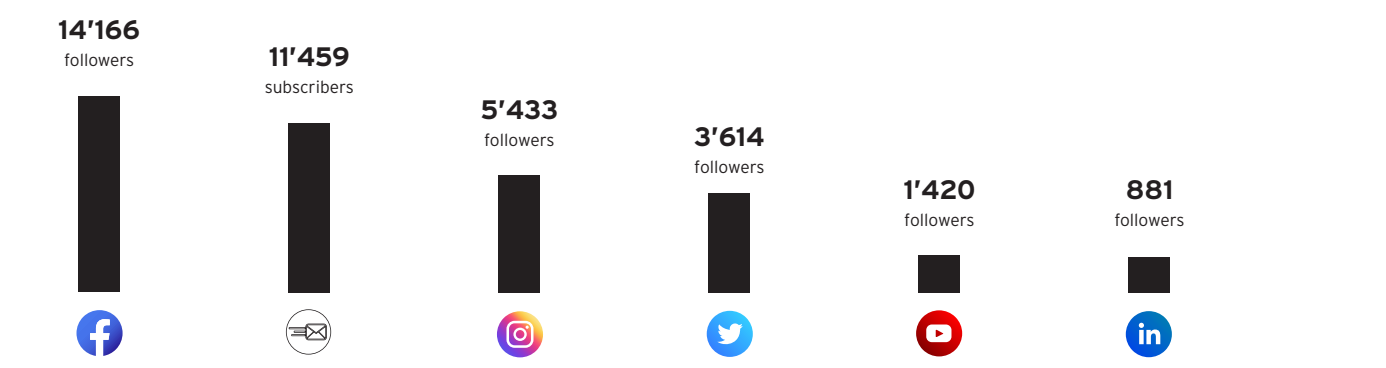
Best-of 2022

Visibility and communication

Published in 3 languages, the NIFFF’s communication campaign understands multimedia complementarity, and runs all year long.



Digital Communication



→ 125'686 Visits on NIFFF.CH (sept 2021 - sept 2022)

→ 1'248 app users (1-9 july 2022)

Media Coverage

→ 11 Press releases

→ Over 600 mentions in 2022 (press review, available upon request)



Trailer NIFFF 2022



→ Shown in 16 cinemas in German and French-speaking Switzerland

→ Shown 24 times on RTS 1

Special Projects: 21st Edition

→ NIFFF FOR SPEED

Following a collaboration with its long-time partner VNV SA and with Lausanne-based creative studio Transverse, the NIFFF officially launched its first video game - NIFFF FOR SPEED.

After mysteriously veering off road in Neuchâtel, a car sank into the lake, crossing path with many a strange creature... To survive, players had to avoid colliding with those fantastical monsters and catch as many bonuses as possible to trigger the car's Turbo mode!

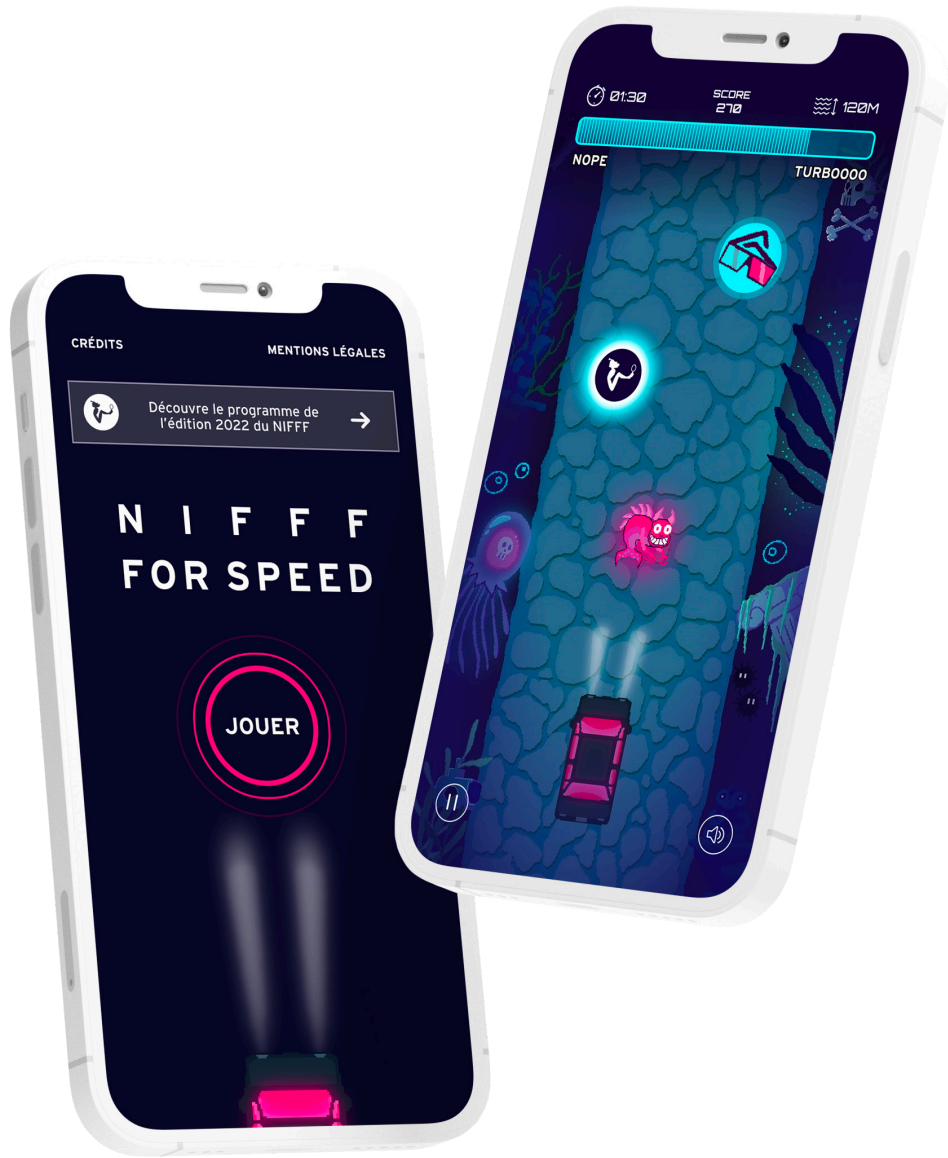
The competition ended on July 9th. Here are the prizes offered by the NIFFF's generous partners:

→ 1st prize: an electrical bicycle "Samedi 28.1" - Offered by Velomania

→ 2nd prize: a Jazzmaster Open Heart Hamilton watch - Offered by Hamilton

→ 3rd prize: 2 festival passes for NIFFF 2023 and 4 nights for 2 persons at Hôtel Beaulac - Offered by the BNC (Banque Cantonale Neuchâteloise)

→ 4th prize: a Samsung Galaxy S21 - Offered by Elio



Sponsoring

The NIFFF offers its partners a communication platform that is rich and efficient through creative and customised advertising plans, so that they can benefit from a targeted communication strategy based on their wishes and objectives.



Exclusive projects



Festival site and signage



Gifts for guests

- Reach more than 50'000 festival-goers during the 9-day event
- Put the brand front and centre on the festival's many print materials
- Associate one's brand with that of the festival
- Address the NIFFF community all year round
- Benefit from a specific, exclusive visibility
- Show one commercial before each film (150+ screenings) at the cinema



Signage



Co-branding



Print

A concrete example

Partner: **Taiwan Creative Content Agency (TAICCA)**
Partnership goal: Support Taiwanese cinema and promote it in Neuchâtel and in Switzerland

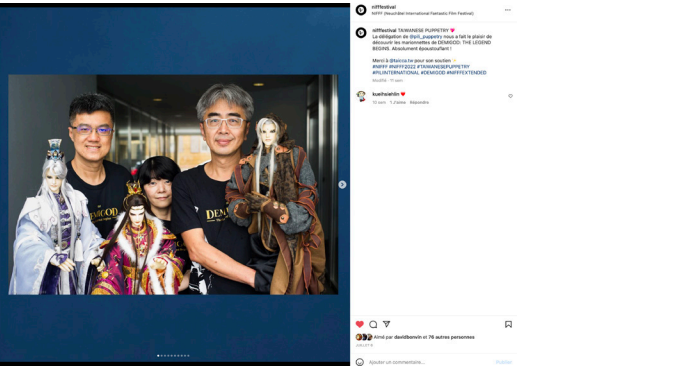


Sponsoring package created specifically for TAICCA by NIFFF, as part of the 21st edition:

Promotion on the festival's printouts



Digital visibility



Event during NIFFF: Get together Demigod



Why join the NIFFF?

- Affiliate with **the rich history** of an unmissable, internationally renowned festival.
- Benefit from great **visibility** on a local, regional, national and global scale.
- Take part in an event that **looks towards the future and promotes innovation**.
- Committing to **the next generation of Swiss filmmakers** and encouraging **emerging creators**.
- Engage with the festival's main players, experience our values first-hand, and feel stimulated by **the richness of our programme**.
- Becoming associated with an event that is essential to **local cultural life**.
- Benefiting from a **professional platform** for discussions, at the crossroad between French and German-speaking Switzerland.
- Make the most of the beautiful city and friendly atmosphere through **cocktail parties or corporate events**.

Tailored experiences

- The NIFFF partners can enjoy a unique backdrop and a friendly atmosphere to organise corporate events. With those you can, during one evening, discover the many sides of the festival:
- **Movie night:** help in choosing one or several films, in booking seats for a group or a private screening with reception, support and presentation of the film (sometimes in the presence of guests)
 - **Corporate/client reception:** private or semi-private use of the VIP area, reception, catering service
 - **Guided tour:** VR installations and exhibitions, with animations
 - **Personalised journey:** a tailored-made event based on everyone's desires and interests



Partners 2022 network

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