



The biggest United Nations Sustainable Development
Goals initiative of its kind

2021

June – October

@

www.bigsyn.org

PATRONAGE
OPPORTUNITIES



Support the biggest online global good film festival

Big Syn Institute, a part of the Centre for Big Synergy (a CSO of the United Nations Department of Economic and Social Affairs), have been organising the Big Syn International Film Festival (BSIFF) since 2019.

This is the World's biggest not for profit, online film festival, that, through relatable films, educates viewers about the 17 United Nations Sustainable Development Goals (UN SDGs), and inspires them to act on those.

2020

~ 1.5 M viewers, voters, visitors
40000 filmmakers
~500 entries from
45 countries

2019

~ 1 M viewers, voters, visitors
30000 filmmakers
~400 entries from
40 countries

Photo: Shame of puberty (Uganda), 2nd Runner-up, 2019 People's Choice Award.

A short film about Akello, a 14 year old girl in rural Uganda, with no money to buy sanitary pads, overcomes the problem with an innovation to set an example for others.

Be the change you want to see

Global leaders have recognised the importance of the festival



"This festival is an important platform for the society at large to be made aware of the UN SDGs and encourage further participation from everyone for the UN 2030 Agenda."

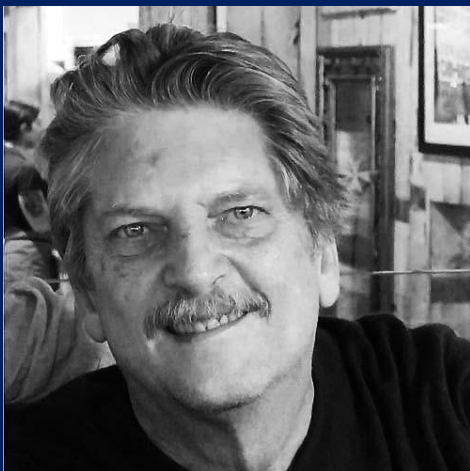
[Amma Asante, MBE, BAFTA-winning Director, Writer](#)

"Events like the Big Syn Film Festival are so important: only the Arts, and film in particular, can educate, motivate and galvanize millions of people to spring into action! To move the heart and the mind towards positive impact!" [Prof. Ioannis Ioannou, London Business School, Sustainability leadership and CSR](#)



"Films entertain, but can also educate and connect people and hence, this festival can be a unique force for change."

[Gurinder Chadha, OBE, Writer, Director](#)



"The festival's goals coincide 100% with what I too believe in! Film is the most effective of all weapons in bringing the narrative of development to all areas of the population from children to governments."

[Dr. Andre Singer, OBE, EMMY-winning filmmaker and anthropologist](#)

Audience & engagement

Since 2019, through the festival, over 2 million people have been educated about the UN SDGs, and inspired to act on those.



1.72 M reached
18K engagements



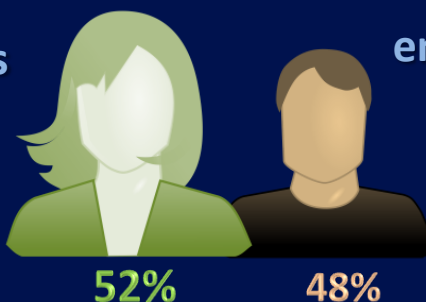
20K likes
400 posts



1.05 M impressions
5K likes

2020 Data

250
Global press
contacts



Top
engagements
London
Paris
Los Angeles
New York
Mumbai

Majority of the audience and visitors are 18 – 44 year olds from the UK, USA, India, Canada, France, Australia and Germany.

>85% made aware of SDGs and means to act on those, for the *first time*, via festival

Age

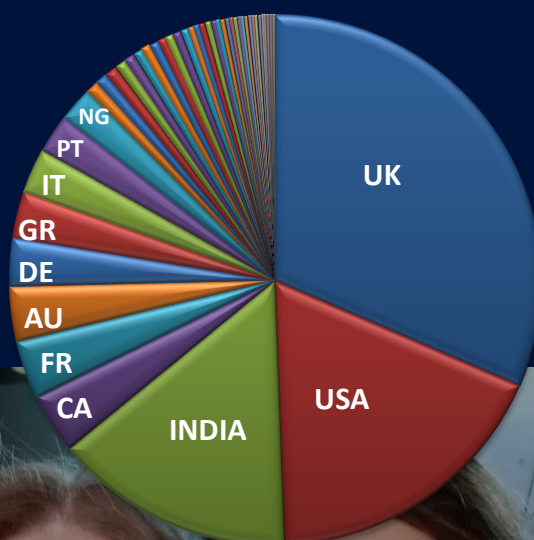
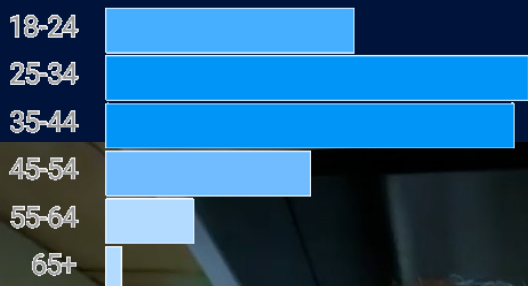


Photo: Aretha (IE), Winner, Short Film, 2020.

Portrays the abilities of people with disabilities through the story of a young woman with Down Syndrome.

Patron benefits

Patrons get the opportunity to act as leading organisations committed to the SDGs, and set an example for others to follow.



Photo: LES CHAUSSURES DE LOUIS (FR), Winner, Animation, 2020.

An autistic kid introduces himself to his class and explains how he thinks and does things differently from others.



Esteem Support the biggest UN SDGs initiative of its kind & inspire millions to act on the UN 2030 Agenda



Leadership Highlight the organisation as a global leader in sustainability-led products, practices & policies



Presence Further expand the brand awareness in the UK & abroad to potential clients, partners & employees



Network Connect with sustainability-conscious individuals & responsible businesses



Community Support global filmmakers to create entertainment that creates positive changes



Visibility Extensive exposure via Social Media, videos, trailers, websites and the press



Photo: Nobody Dies in Longyearbyen (USA), Winner, Documentary, 2020.

A poignant reminder of the dangers of global warming - thawing permafrost and the resurgence of historical pandemics as a consequence of it.

Patronage options

Bespoke and standard patronage packages available

Patronage is used to run the festival and offer cash prizes.

Title Patron

Featured on festival title, communications & platforms

Patronage starts from
£1000*

UN SDGs Award Patron

(17 available)

Patron for winners of films on one/more of the 17 UN SDGs (Example: [Patron's company/brand/product] Award for Gender Equality - SDG 5)

Relevant mentions, features & screenings for patrons

Company/brand/product name/logo on festival title, festival website, dedicated webpage

Featured on all social media (SM) posts

Screening videos of company's SDGs-focussed initiatives, products or CSR activities

Featured on festival trailers, winners' certificates, SM announcements, press releases, promotional videos, and featured filmmakers' videos

Join the Patron's Jury to view and score relevant shortlisted entries

Category Award Patron

(13 available)

Patron for winners & special mentions of one or more of the entry categories

Global Good Film Award Patron

(2 available)

Patron for winning films on **Climate Action** and **COVID-19**; winners & special mentions (for feature, shorts, animation, documentary)

* Please contact us at info@bisgsyn.org to learn more about the patronage options or discuss about customised options to suit your organisation.

Photo: The awakening
(Colombia), Official selection,
Short film, 2020.

'Coming out' story of a young
gay man showing society's
evolving perspectives about
the LGBTQ+ community.

The purpose of this document is to give you an overview of
how we can work together. We understand that every brand
has different objectives to fulfil which is why we create
bespoke packages. The next stage would be to discuss how
we can work together to fulfil your requirements. We look
forward to hearing from you.

Please contact Dr. Ragini G Roy: info@bigsyn.org



Supported by



FilmFreeway

London
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School



Central
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Reach
Volunteering

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