



BFI LONDON FILM FESTIVAL

5 – 16 October 2016

in partnership with



BFI LONDON FILM FESTIVAL AND AMERICAN EXPRESS ANNOUNCE RENEWED SPONSORSHIP

The 60th BFI London Film Festival in partnership with American Express®

5-16 October 2016

LONDON – May 4th 2016, 10am: Following a successful six year collaboration, the BFI London Film Festival (LFF) and American Express today announce a continuation of their partnership, which will see American Express remain as Principal Sponsor and Preferred Payment Partner.

Over the last six years the LFF has gone from strength to strength and has seen a steady growth in audience numbers following the implementation of a new strategic and creative direction under Festival Director, Clare Stewart. Her innovative approach to programming has been coupled with an expanded footprint of venues across London.

In addition, support from American Express has helped to drive the reach of the Festival across the UK with the nationwide cinecast of Opening Night galas including the European premieres of *Suffragette* (2015), *The Imitation Game* (2014), *Captain Phillips* (2013) and *Frankenweenie* (2012). The company has also presented some of the LFF's biggest and most significant gala screenings: *Carol* (2015), *Foxcatcher* (2014), *Philomena* (2013) the World Premiere of Rolling Stones documentary *Crossfire Hurricane* (2012) which was simulcast to cinemas across Europe, as well as the Oscar®-winning film *The King's Speech* (2010).

As corner stone of the partnership, American Express Cardmembers have received a 48 hour priority booking period before tickets become available to the general public through the American Express Invites programme.

The partnership has previously been amplified through a variety of creative, cross-platform programmes including red carpet reportage, a PR and social media activation themed around film

trivia, a photography-led campaign which paid homage to trailblazing women of film and an annual Evening Standard supplement featuring festival news and highlights.

BFI CEO, Amanda Nevill said: “So much of what we do is made possible through great partnerships and I want to acknowledge and thank American Express for their continued support as the BFI London Film Festival’s long-standing Principal Sponsor.”

Clare Stewart, Festival Director said: “American Express is as passionate about great film as we are and their support has enabled the BFI London Film Festival to be creative, ambitious and continue to grow. Whether it’s through their presentation of some of our headline films, or working with us to develop and expand our reach, they are true partners – committed to profiling British and international filmmakers and to delivering great experiences for audiences.”

Heather Laverne, Vice President of Partnerships, American Express said: “We are delighted to continue as the Principal Sponsor of the BFI London Film Festival and look forward to building on the strong foundations laid over the last six years. We remain committed to celebrating home-grown talent and offering great cinematic experiences to audiences across the UK.”

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NOTES TO EDITORS

About the BFI

The BFI is the lead organisation for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK - investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is a Government arm’s-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Josh Berger.

The BFI London Film Festival

BFI London Film Festival is Britain's leading film event and one of the world's best film festivals. It introduces the finest new British and international films to an expanding London and UK-wide audience and attracts significant international film industry participation. LFF is a compelling combination of red carpet glamour, friendly audiences and vibrant exchange. LFF provides an essential profiling opportunity for films seeking global success; promotes the careers of British and international filmmakers through its industry and awards programmes and positions London as the world's leading creative city.

BFI London Film Festival 2015

The 2015 BFI London Film Festival opened with the European premiere of Sarah Gavron's agenda-setting *Suffragette*. The film kicked off a festival focusing on and celebrating strong women, including a keynote address from campaigner Geena Davis as part of the Global Symposium on Gender in Media, hosted by the LFF in collaboration with the Geena Davis Institute on Gender in Media and Women in Film and Television (WFTV). The festival closed with the European Premiere of Danny Boyle's *Steve Jobs*, and saw 164,000 attendances across 568 screenings in 16 London venues and Opening and Closing night cinecasts to 45 venues across the UK.

The festival welcomed leading lights from across the international film industry in 2015, Acting talent supporting films at the Festival included: Carey Mulligan, Meryl Streep, Michael Fassbender, Kate Winslet, Johnny Depp, Benedict Cumberbatch, Saoirse Ronan, Emory Cohen, Cate Blanchett, Rooney Mara, Tom Hiddleston, Sienna Miller, Elizabeth Moss, Mohammed Assaf, Maggie Smith, Alex Jennings, Alan Bennett, Rachel Weisz, Colin Farrell, Ben Foster, Chris O'Dowd, Brie Larson, Agyness Deyn, Peter Mullan, Bryan Cranston, Helen Mirren, John Goodman, Adewale Akinnuoye-Agbaje, Michael Caine and Harvey Keitel.

Directors presenting their work included Lenny Abrahamson, Hany Abu-Assad, Sean Baker, Mir-Jean Bou Chaaya, Danny Boyle, Esther May Campbell, Scott Cooper, John Crowley, Jonás Cuarón, Terence Davies, Stephen Frears, Cary Fukunaga, Sarah Gavron, Luca Guadagnino, Davis Guggenheim, Lucile Hadžihalilović, Todd Haynes, Nicholas Hytner, Yorgos Lanthimos, Guy Maddin, Deepa Mehta, László Nemes, Jerzy Skolimowski, Simon Stone, Ondi Timoner, Johnnie To, Athina Rachel Tsangari, James Vanderbilt, Apichatpong Weerasethakul, Ben Wheatley and S. Graig Zahler.

Clare Stewart biography

Clare Stewart's 20 year programming career has encompassed leadership roles as Festival Director, Sydney Film Festival (2006-2011) and the inaugural Head of Film Programs at the Australian Centre for the Moving Image in Melbourne (2002-2006) as well as various roles at the Australian Film Institute (1996-2001), including Exhibition Manager, and programmer and Committee Member of the Melbourne Cinémathèque (1995-2002). She has been BFI Head of Festivals and BFI London Film Festival Director since October 2011.

About American Express®

American Express is a diversified worldwide travel, financial and network services company founded in 1850. It is a leader in charge and credit cards, Travellers Cheques, travel and insurance products.

Through American Express Invites, Cardmembers have access to enriched experiences at some of the UK's most sought after entertainment events, including best seats, exclusive offers and early-on-sale tickets. The company has multi - year partnerships with a range of entertainment institutions including AEG, Live Nation, Ticketmaster, Somerset House, The British Film Institute and National Theatre.

For more detail on the enriched service American Express offers its Cardmembers, please visit americanexpress.co.uk/whyamex or connect with AmericanExpressUK on Facebook or Twitter @AmexUK