



THE BICYCLE FILM FESTIVAL USES A CULTURAL PLATFORM TO CELEBRATE THE BICYCLE IN ITS MANY SHAPES AND FORMS. THE FESTIVAL'S MISSION IS TO PROMOTE THE ROLE OF THE BICYCLE IN SOCIETY THROUGH FILM, MUSIC AND ART THAT IS MADE BY, FOR AND ABOUT CYCLISTS. ULTIMATELY, THE FESTIVAL IS ABOUT HAVING A GOOD TIME, ON TWO WHEELS OR TWO FEET. **COME JOIN US!**

The BFF has been a huge catalyst for the rise of urban biking internationally and more and more people are riding bikes daily. Around the world, interest in urban bike culture is growing and gaining recognition, much like surfing and skateboarding did in the 1980's and 90's.

The Bicycle Film Festival is here to raise and reinforce the positive profile of cyclists and to celebrate cycling in its myriad forms. There's no denying the environmental and health benefits that cycling inherently entails, and most of all, it feels good.

## **BIKES RULE!**

## **KEY DATES**

### **ARTSHOW & LAUNCH**

November 12  
1000 £ bend

### **VIP OPENING NIGHT**

November 26  
Palace Kino Cinema Forecourt

### **SCREENINGS**

November 26, 27, 28  
Palace Kino Cinemas

### **STREET PARTY**

November 29  
Cambridge St Collingwood / PS Bikes

### **BIKES ROCK CLOSING PARTY**

November 29  
The Tote, Collingwood

### **SATELLITE EVENTS**

November 12 - 29  
Various Locations



## INTERNATIONAL

Starting out as a single festival in New York City in 2000, this year the BFF will take place in more than 35 cities around the world. This success is based on a grass-roots interest in cycling in every city that hosts the festival, with each event produced by a team of enthusiastic and committed local bicycle lovers.

The festival now takes place in some of the most iconic cultural institutions the world over, including The Barbican (London), Collette (Paris) and the Anthology Film Archives (New York).

Internationally the BFF has been sponsored by some of the worlds most innovative and cutting edge brands including:

- ALEXANDER LEE CHANG
- AVEDA
- BARON
- CADENCE
- CALBEE
- CANNONDALE
- CARHART
- CHROME
- CINE CITTA
- CINELLI
- COLETTE
- COOPERS
- CRUMPLER
- DC SHOES
- DEUS
- DIA\_COMPE
- FOX
- FREITAG
- GARY FISHER
- GT
- HEINEKEN
- INSOUND
- JCDECAUX
- KRYPTONITE
- LOOMSTATE
- MANHATTAN PORTAGE
- MATADOR
- MERREL
- MONGOOSE
- MTV JAPAN,
- THE NORTH FACE
- PABST BLUE RIBBON
- PUMA
- QOQB
- RAPHA
- RED BULL
- RE LOAD
- SAMUEL ADAMS
- SCHWINN
- SLAM JAM
- SPECIALIZED
- STUDIO GHIBLI
- STUSSY
- SURLY
- TIMBUK 2
- TFL
- VANS
- VBS
- VICE
- X LARGE
- 42 BELOW

“THE WHOLE PROJECT SOUNDS SO INCREDIBLY DOPE.”

THE FADER MAGAZINE



## LOCAL CONTRIBUTION

By supporting the BFF you will be taking part in a world-wide movement toward a more responsible, sustainable, and exciting way to get around.

### DID YOU KNOW THAT:

- The Federal Government has recently announced a \$40 million investment in bicycle infrastructure and the City of Melbourne will be launching a public bike share scheme in the near future?
- Bicycle sales have outstripped car sales in Australia for 9 consecutive years? With rising petrol and car maintenance costs, bicycles are fast becoming the way of the future.
- Bikes and bike riding are only going to get more popular? With a new generation of bike education targeting the unnecessary use of cars, getting around on bikes will soon be a part of everyday life.
- Riding a bike not only reduces your carbon footprint but is also the most efficient self-powered means of transportation?
- People who cycle regularly report an increased sense of vitality, feel more confident and positive, feel stronger, concentrate longer, sleep better AND enjoy life more?
- Communities that are a bicycle-friendly are also communities where people are more likely to know each other and look out for each other?
- Now is the time to show your support for bike culture!!!

More information available from  
[www.cyclingpromotion.com.au](http://www.cyclingpromotion.com.au)

# MELBOURNE 2009 BICYCLE FILM FESTIVAL SPONSOR KIT



## MANAGEMENT

### **BRENDT BARBUR**

Founding Festival Director  
Bicycle Film Festival

Brendt was compelled to start the Bicycle Film Festival after being involved in a nasty road accident while riding his bike in New York City over nine years ago. Undeterred, he insisted on turning his negative experience into a positive one and presented the very first BFF in New York City in 2000. A resounding success, the idea caught on and a host of bike enthusiasts from around the globe have now jumped on board and produce the BFF in more than thirty cities worldwide.

### **AMBIGUOUS HORSE**

Melbourne Event Producer

Ambiguous Horse is a cultural management agency initiated by Pip Carroll in 2006. With clients including the City of Melbourne, Craft Victoria, The Australian Dance Awards, The Melbourne Design Festival and Arts House, Ambiguous Horse has produced the first two Melbourne Bicycle Film Festivals, directing an event that tripled its attendance in its second year.

### **PIP CARROLL**

Pip brings a wealth of local experience to this international event, having previously worked as the Marketing Manager of the Next Wave Festival and in various collaborations with artists, designers and dreamers in Melbourne over the last 9 years. A committed cultural interventionist, Pip has previously staged the 'Don't Sweat Shop' and 'There's a Hole in My Bucket' projects. Pip loves bikes and believes they (and she) can change the world. Still.

### **ILANA RUSSELL**

Ilana is a producer and artist coordinator who can often be found riding through the city streets at odd hours of the morning and showing off her ever-growing collection of war wounds acquired during such jaunts. She's worked across film, tour management, publishing and curating and in her spare time enjoys wine, taxidermy and people with dental abnormalities.

### **JACLYN BIRTCHNELL**

With a successful track record working in television and events, Jaclyn's enthusiastic and persistent nature means she generally gets what she wants. Responsible for the sponsorship drive for the 2009 Bicycle Film Festival, Jaclyn will stop at nothing to make sure this is the biggest and best BFF yet!

## CONTACT

### **AMBIGUOUS HORSE**

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### **JACLYN BIRTCHNELL**

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## AUDIENCE PROFILE

The BFF is a friendly and inclusive event that caters for bike-lovers of all ages and backgrounds. Over the last two years the Melbourne BFF audiences have grown exponentially and in 2009 it is expected that over 8000 people will attend the Festival.

### FILM SCREENINGS

With a number of sold out sessions in 2008, audiences for the Film Screenings are anticipated to boom again this year as the Festival hits a whole new audience through its partnership with Palace Cinemas Kino. This new partnership with Palace delivers an added element of commercial accessibility to audiences, sponsors and supporters.

#### THE BFF FILM SCREENINGS AUDIENCE ARE:

- From diverse age groups
- Interested in bike culture
- Interested in international culture
- Socially motivated
- Film Buffs
- Bike Riders

### LAUNCH / ART SHOW / AFTERPARTIES

Highly attended by artists, designers, and scores of young hip bike riders and good time folk, the Art Show launches the festival as the place to be. Highly attended in social groups, the location of the BFF Art Show in 2009 is also the new home for one of Melbourne's iconic laneway bars, 1000 £ bend.

#### THE BFF ART SHOW AUDIENCE ARE:

- Predominantly aged 18 – 35
- Interested in bike culture
- Interested in art and design
- Fashion and style leaders
- Fixed gear / BMX buffs
- Highly social

### STREET PARTY

The annual B.est F.riends F.orever Street Party and associated Satellite Events traditionally draw fantastic crowds with representation across all facets of the community; families, community groups and bike nuts. The day is a chance for everyone to come out and share their bike stories, bike hopes, and most importantly, bikes.

#### THE BFF STREET PARTY AUDIENCE ARE:

- From diverse age groups including children
- Committed cyclists
- Interested in their community
- Environmentally aware
- Interested in bike modification
- Love bikes

### BIKES ROCK

Concluding the Festival is Bikes Rock, a party to end all parties! Drawing on local and international bands, Bikes Rock brings together Melbourne's urban hipsters, music lovers and bike riders to boot. An eclectic crowd, the Bikes Rock audience prides itself on being the 'last man standing'. This year's venue The Tote is sure to deliver a memorable night.

#### THE BIKES ROCK AUDIENCE ARE:

- Predominantly aged 18 – 35
- Urban cyclists
- Interested in music and fashion
- Highly networked
- Interested in international culture
- Party People

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## MARKETING & PUBLICITY

The BFF has developed a large following over its two years in Melbourne, and now enjoys a reputation amongst the cycling community as an exciting and enjoyable event. To consolidate on this reputation and to ensure capacity attendance, the BFF will undertake the following activities:

- A Publicity Campaign targeting long lead, specialist, daily metropolitan and general interest print, online and radio. The 2008 BFF Publicity Campaign generated \$270,124.64 worth of media:
  - THE SUNDAY AGE, NEWS
  - THE AGE
  - THE SUNDAY AGE, M MAGAZINE
  - THE SUNDAY AGE, BACK PAGE
  - THE BIG ISSUE
  - VICE MAGAZINE
  - REBEL YELL MAGAZINE
  - RIDE ON MAGAZINE
  - THREE THOUSAND
  - MCV (MELBOURNE COMMUNITY VOICE)
  - MX
  - HERALD SUN
  - THE AGE MELBOURNE MAGAZINE
  - SUNDAY HERALD SUN
  - INPRESS
  - CITY WEEKLY
  - MORELAND LEADER
  - MELBOURNE LEADER
  - CHANNEL 31
  - ABC 774
  - TRIPLE R
  - JOY FM
  - 3MBS
  - 3CR
  - THE VINE ONLINE
  - MICHI GIRL
  - DUMBO FEATHER, PASS IT ON
- 'Presents' partnership with Triple R and/or National Partnership with Triple J
- Screening of BFF Trailer at all Palace Cinemas Locations for one month before the BFF, (valued at \$10, 725)
- 7,000 Printed Programs distributed through Project Move – a hand to hand distribution system that sees one cyclist put the program in the hands of another
- Promotion through the international website [www.bicyclefilmfestival.com](http://www.bicyclefilmfestival.com) The international site attracted 1,612,563,000 cumulative impressions in 2007
- Promotion through a local website and e-newsletter with subscribers exceeding 3,000
- Promotion through Myspace & Facebook groups with membership exceeding 20,000
- Extensive postings on blogs and cycling related forums
- BFF Posters distributed to Bike Shops & retail outlets all over Metropolitan Melbourne