

To understand the application process and to make your application stand out, it is very important to read these guidance notes. We want to help you put together an application that really stands out to the judges, and taking the time to process the information contained in these notes will help you set your application apart.

APPLICATION FORMS

Each award has a separate application form with 3-5 questions. Each question requires an answer of no more than 500 words and serves to act as a guide for the information we need from you, in addition to helping the judges directly compare and contrast organisations. We invite you to submit as much supporting material as you wish (pictures, programmes and flyers etc.) so that judges can see the evidence of your hard work.

If you are unable to complete our application forms (due to disability, dyslexia or English being your second language), please get in touch with us before **1 June** so we can arrange an alternative application method for you.

The deadline for all entries is 30 June 2018.

NEW FOR 2018 – TELL THE JUDGES WHAT MAKES YOU SPECIAL

Each application form also invites you to submit a response to the following question:

*‘What is it that makes your group **special**?’*

The purpose of this question is help you get across the special qualities of your organisation, in a way that you may have been unable to express in your previous answers. You may submit this as a 200 word text response, or a 2 minute audio file, or a 2 minute video file. In order to keep things fair and consistent, we won't consider responses that break this limit. Please submit video/audio content as a link, not the full file.

If you're applying for more than one category you only need to answer this question once.

THE JUDGING PROCESS

It's important to note that the Cinema For All team are not the people who will be judging your applications. We rely on the skills and expertise of an anonymous panel of industry and sector experts. We refresh the panel each year, and ensure they represent a range of backgrounds, regions and experiences. For this reason, it is important to assume the judges know nothing about you other than what you put in your application. Include evidence, numbers, photos and audience quotes to really get the sense of your organisation across. To read more about the judging process, go to:

<https://cinemaforall.org.uk/awards/judging/>

GENERAL POINTS

Play to your strengths

Spend some time thinking about which areas of your organisation are the most successful. Have you had a great year in terms of marketing and publicity? Have you recently revamped your website? Have you

pioneered a new community outreach project? Perhaps you have had a successful year across the board? Planning carefully can make sure your application stands out from the crowd.

Be clear

Well-structured and easy to follow responses can make a world of difference. If you are including several supporting documents, an index, contents page or an appendix will help the judges easily navigate their way around your entry. Attractive and clear presentation will help ensure you get your message across, although ultimately the judges will be looking at content. When filling in the application forms, you may type directly into the text box, or you may choose to respond to the questions within your own document. If you're doing this, please copy the questions from the relevant application form. Applications that do not answer the questions will not be considered.

Think about the future

By applying for a Film Society of the Year Award you are pulling together a well-presented summary of your organisation's achievements. You can repurpose this information to support future funding applications and/or as an annual record of achievement that keeps your members and audience informed about your activities. This will help to remind them what is special about your organisation and why it is worth their continued support.

Key points:

- There is a **separate application form** to download for each award entry (at <https://cinemaforall.org.uk/awards/applynow/>).
- Please send your applications in electronic form (to awards@cinemaforall.org.uk). This enables the judges to consider the entries before meeting to make the all-important decisions.
- Please provide good quality hard copies of any additional marketing materials you wish the judges to see in person i.e. programmes, posters. You can pop these in the post to us (address below).

GUIDANCE FOR EACH AWARD CATEGORY

The following is designed to give you a feel for the criteria by which your application will be assessed. It is based on an *ideal* application, so don't be put off if you can't show evidence against each individual point.

BEST FILM PROGRAMME

The judges will be looking to see a broad programme of films selected with intelligence, freshness and originality. Tell us what your programming methods are, how you select films and how you measure the success of your choices. The judges like to understand **why** you have chosen your films and **how** your audience responded. Don't forget to include a copy of your latest programme and examples of any supporting material that you have produced.

BEST SINGLE EVENT

Did you put on one special, stand-out evening of film and entertainment this year? Perhaps you hosted a themed night with food and drink. Maybe you took your audience outside for an evening of cinema under the stars? Explain to the judges what made your event so special, how you garnered an audience and what their experience was like. What partners did you work with? Did you receive good press coverage? In your supporting evidence, don't forget to include pictures of the event, audience feedback, and examples of any publicity you have received.

FILM DISCOVERY AWARD (PREVIOUSLY KNOWN AS THE FILM EDUCATION AWARD)

The judges will be looking for a group who recognise and explore the important role film societies and community cinemas play in the education of audiences. Did your organisation host talks, special guests or host Q&As? Did you use programme notes you have written yourself or education materials from other sources? How did you engage people to take part? Don't forget to send examples of your materials.

BEST MARKETING AND PUBLICITY

When putting together your application include examples of publicity material and press coverage over the past 12 months, as well as evidence that your website has been a good base for your other marketing activity. Judges will be looking at your website live, so make sure it's up-to-date before you submit your application. Bear in mind that your application itself is a great opportunity to impress the judges with your publicity skills – take time over its presentation!

BEST NEW SOCIETY (UNDER 2 YEARS OLD)

In this category, the judges will be looking at how your organisation has grown from an idea into a fully-fledged operation. Include supporting documents such as member and audience testimonials, marketing and publicity material, film programmes, programme notes and any other relevant information. Again, show evidence – have your audience figures grown? What planning have you done to become a sustainable, long term organisation?

BEST STUDENT CINEMA

When preparing your application, include a wide range of publicity, audience reaction and programming materials to give the judges a well-rounded view of your organisation. Share stories from your audience, include programme examples and address the specific challenges and rewards of being a student run cinema.

COMMUNITY AWARD

In judging this award, Cinema For All will be seeking the organisation that demonstrates the best community interaction and involvement. This means looking beyond the existing loyal audience and embracing the potential of interacting with other community groups in your area. Talk about partnerships, explain why you have chosen the activity you are doing and how you have improved the community you are reaching out to.

OUTSTANDING CONTRIBUTION BY AN INDIVIDUAL

The winner of this award will be nominated by members of their film society, or community cinema in recognition of their personal contribution. Remember that every group has that one very special person that they want to honour, so the competition will be tough.

THE ENGHOLM PRIZE FOR FILM SOCIETY OF THE YEAR

The Engholm Prize is awarded each year to the film society, or community cinema that has demonstrated excellence and innovation in all areas of operation. The prize is the highest honour that Cinema For All can bestow upon an organisation. When assessing this award the judges will take a holistic overview of an organisation's programming, educational value, marketing and publicity, and community activity.

In addition, the judges will likely be looking for evidence of:

- An exceptional level of quality across all award categories submitted (you may have evidenced this by applications in each category)

- Deliberate pursuit of excellence
- Triumph over adversity and/or challenging circumstances

IMPORTANT: All Engholm applications must be backed up by applications in at least 2 other categories. The winner is usually chosen to be the group that have performed the strongest across the board/ has already won in other categories.

THE FILMBANKMEDIA AUDIENCE AWARD

With the aim of hearing the voices of film society and community cinema audiences across the UK, this award comes with a cash prize of £1000 for the winner, and is sponsored by non-theatrical distributors Filmbankmedia.

To enter, ask your audience to respond to the following question (No more than 100 words):

My community benefits from having a community cinema because...

You can either collate their responses and send them to us in one go, or ask your audience members to email us directly on awards@cinemaforall.org.uk.

The winner will be chosen by Filmbankmedia.

CINEMA FOR ALL FILM OF THE YEAR

What was your film society's favourite film of the past year? Cinema For All wants to show the world what type of cinema film societies love to screen, and community audiences love to watch. We'll announce the winner at the Film Society of the Year Awards ceremony in September.

You can choose your film in one of the following ways:

1. by polling your audience
2. by making a decision amongst your programming committee / selections team
3. by nominating the film that scored the best in your audience reactions

To enter, email your choice to awards@cinemaforall.org.uk by 30 June with the subject line **Film of the Year**.

The only restriction is that the film must have been screened at your society / community cinema after **1 September 2017**. Good luck narrowing it down – it's been a great year for film!

THE DEADLINE FOR ALL APPLICATIONS 30 JUNE 2018.