



81 DEAN STREET, LONDON W1V 6AA

Telephone: 01-437 4355  
Telegrams/Cables: BRIFILINST LONDON W1  
Telex: 27624Chairman/John Freeman  
Director/Keith Lucas  
Deputy Director/Gerry RawlinsonChairman of Production Board: Michael Ralph  
Head of Production: Peter Sainsbury

14th October, 1977

Dear Exhibitor,

I enclose two releases that explain two pilot projects intended to promote the exhibition of BFI films in your cinema.

I would stress that both schemes are pilot schemes as I have no idea to what extent they will be used by exhibitors and have limited funds at my disposal. As such, they may have to be modified, limited or discontinued at any time.

Apart from new BFI films, the information for which is available from the Production Department and which you will be receiving in the future as a matter of course, I will be sending you a copy of the Production Department catalogue due out in November that covers production from 1951 to 1976. Our next catalogue is due out next summer and will include 1977/78 productions.

I hope that you may take advantage of these schemes in the near future. All correspondence should be sent to the Promotions Office, Production Department, BFI, 81 Dean Street, London, W.1.

Sincerely,

Hilary Thompson  
Film Promotions Officer

HT/cm

Promotions Office,  
Production Department,  
British Film Institute,  
81, Dean Street,  
London, W.1.  
Tel: 01-437 3206

FINANCIAL SUBSIDY FOR VISITING FILMMAKERS ACCOMPANYING THEIR BFI  
FILM TO AN EXHIBITION VENUE

outrageous  
in other words  
they <sup>(BFI)</sup> are not  
accepting a  
whole area of  
responsibility - just  
a scheme to promote  
their (BFI's)  
films:

This is designed to encourage and facilitate the exhibition practice that places the filmmaker and audience in an active relationship to a film and to each other and is considered by many independent filmmakers to be an essential extension of the production process.

The filmmaker her/himself will arrange such visits with the exhibitor (in some cases it may be the Promotions Office that does this). The exhibitor will pay the normal hire fee for the film but the costs incurred by the filmmaker plus a fee can be paid by the Production Department. The film will be booked in the normal way from the BFI Distribution Library or the relevant distributor.

Not a  
bad principle.

I would point out that I would seek matching finance wherever possible from the exhibitor to extend the opportunity to more filmmakers, films and exhibitors, given my limited resources.

For financial assistance, all arrangements between the exhibitor and the filmmaker must be done with the knowledge and approval of the Promotions Office in advance and in writing.

Hilary Thompson  
Film Promotions Officer.

14th October, 1977

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FINANCIAL ASSISTANCE FOR ADVERTISING BFI FILMS PRIOR TO EXHIBITION

This scheme is designed to assist in the often difficult and under financed area of publicity for independent cinema. Positive finance permits a specific promotion strategy in relation to a film or films and the positive finance available through this scheme is designed to pay for extra display space in local press or similar advertising. All such advertising must be discussed and agreed in advance and in writing with the Promotions Office of the Production Department with no exceptions made.

How to Apply

Write me a letter giving the name of the BFI film to be exhibited and describe in detail the advertising you want the Promotions Office to finance (giving art work or a visual description, size, how many times you want the ad to appear, where it will appear with a back copy of the publication(s)). This should be accompanied by a budget and a total price. You will be held to this price or a price agreed between you and the Promotions Office. If advertising is approved, payment will take place on receipt of a photocopy of the actual ad(s) and a photocopy of the invoice for this advertising. Finance will be dependent on you taking out your usual advertising space in addition to this extra advertising. This must accompany the copy of the ad(s) and invoice(s). It is necessary that you follow all these conditions.

Hilary Thompson  
Film Promotions Officer.

14th October, 1977