UNI REEL

Sponsorship and Partnerships

Sponsorship Deck · 2026–2027



UniReel Istanbul · 2026–2027

From a student's phone to the world's screen

An international festival of short fiction films shot on a phone



Sponsorship and Partnerships · First Edition

Be the name behind the first shot

Istanbul International Mobile Film Festival for University Students
A founding-moment partnership with a generation that makes its films on a phone

Main ceremony and awards in Istanbul · 29 April 2027



A letter to our partners

The phone is a generation's camera. We give that generation a screen

UniReel Istanbul is an international festival of short fiction films written, directed and shot on a phone by university students.
Launched from Istanbul, it puts students' work before an international jury, a live audience and a live stream reaching universities worldwide.

We invite you to partner the first edition, linking your name to a founding moment that recurs every year and outlasts any ad campaign.

A competition, a lab and a closing ceremony in Istanbul

01

International online competition

A short fiction film shot on a phone, on the theme “The World We Want to See”, submitted via unireelistanbul.com.
For university students and those who graduated in the past 12 months, individually or in teams of up to five.

02

UniReel Lab

A development lab for the ten finalists.
Advanced workshops, professional mentoring and introductions to the partner network.

03

In-person closing ceremony, streamed live

The main ceremony and awards in Istanbul on 29 April 2027.
With the audience and finalists in the hall, and a live stream followed by universities around the world.

Organised by Majeur STUDIOS | SAHİP GROUP

In partnership with a host university in Istanbul



First-edition theme

The World We Want to See

A fiction story about the world students dream of, fear for, or want to change: a human relationship, a small moment that reveals something big, or an imagined future.

A story, not a report

A fiction story with characters and events portrayed by actors

On a phone or tablet

Horizontal or vertical, 1 to 5 minutes, with up to 10% footage shot by other means

International reach

A call that reaches millions of students in their own languages

We aim for the festival's campaigns to reach millions of students in many countries, through their universities and our ambassadors, with an official website in seven languages.

العربية | English | Türkçe | فارسی | کوردی | Français | Deutsch

Specialist jurors from several countries

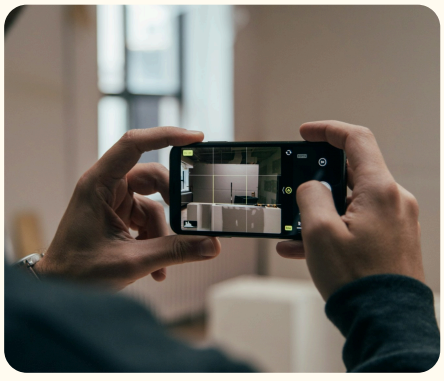
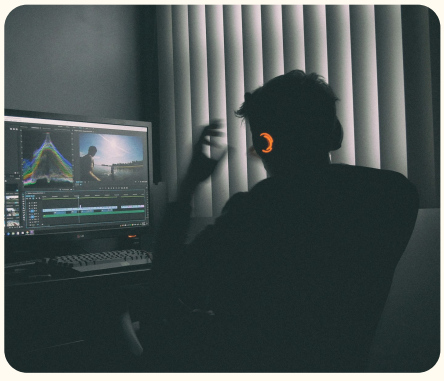
An independent international jury of specialists in directing, screenwriting, editing, criticism and film education.

Most Participating University Shield

Awarded to the university with the most eligible films; the winner is announced at the ceremony.





Value for the partner

Four reasons this sponsorship is an investment

A generation forming its loyalties now

Students are choosing their phone, bank, network and apps right now. This partnership builds the relationship before the habit sets in.

Inside the story, not around it

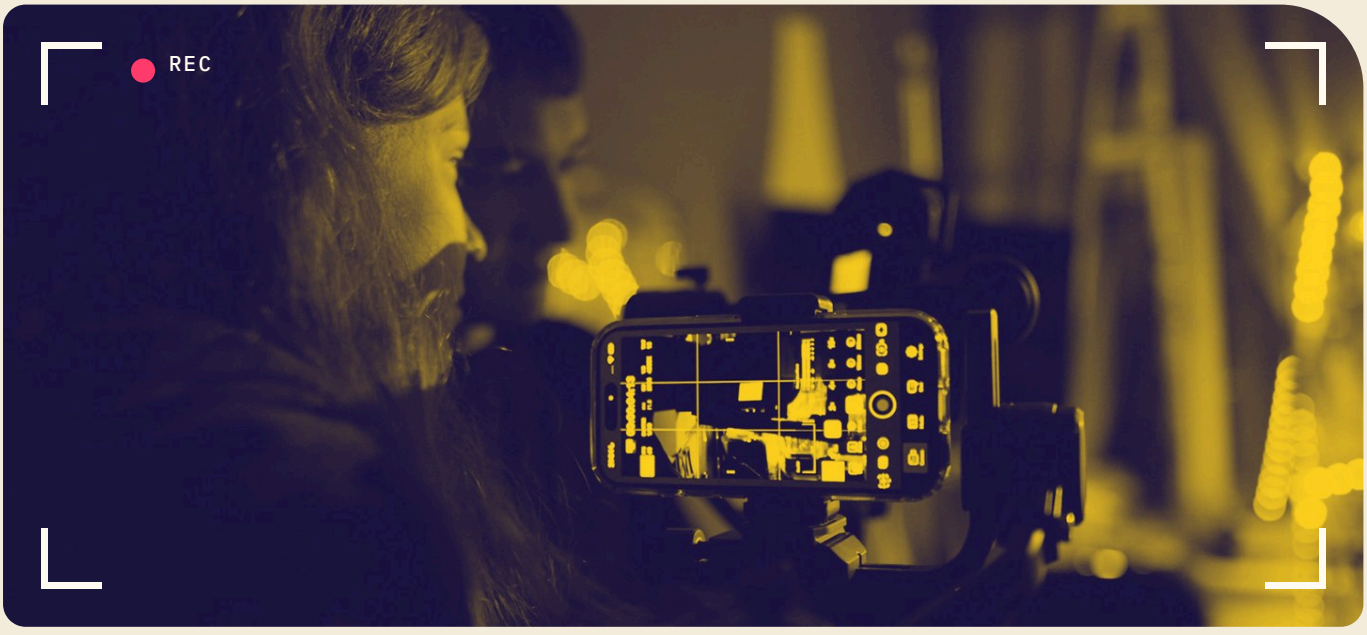
Your name on an award or production grant is mentioned whenever the winning film is: in screenings, interviews and its makers' portfolios.

Content that outlives the ceremony

Finalists' stories from many countries, behind-the-scenes clips and ceremony highlights: material for your channels for months.

Measured impact, reported in writing

Every contract right has a KPI, and a final report within 30 days compares what was delivered with what was agreed.



First-edition targets

Figures we commit to measure and report

40–60
participating universities

15+
countries represented

150–250
eligible films

24–30
films in the Official Selection

10
finalists in UniReel Lab

400–600
ceremony attendees

100K
live-stream views

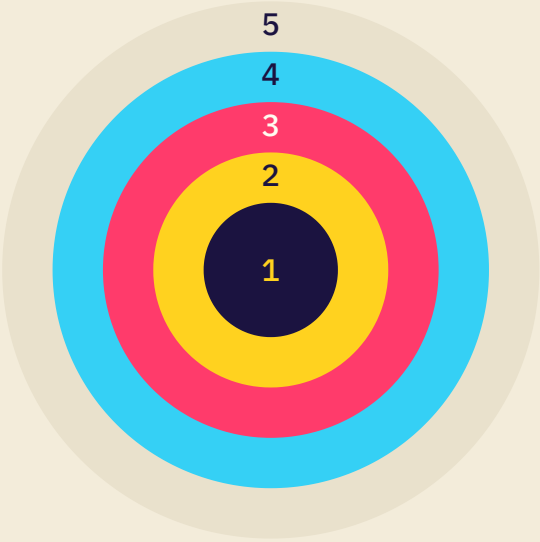
1M+
organic campaign reach



Planning figures for the first edition, not results achieved or guaranteed. We will measure and document actual results through the submission platform, attendance, stream and digital-channel statistics, and present them to partners in a final report.

Audience

Five circles you reach at once



1 **Student and recent-graduate filmmakers**
Entrants, competitors and followers of every stage of the competition

2 **Universities and media and arts faculties**
Partner universities, lecturers, student unions and ambassadors

3 **The film and content industry**
Jurors, producers, platforms and UniReel Lab mentors

4 **Istanbul audiences**
Attendees of the main ceremony and Official Selection screenings

5 **The digital audience worldwide**
Via the live stream, university and partner channels, and academic influencers



Campaign languages: Arabic, English, Turkish, Persian, Kurdish, French and German, plus other languages through our ambassadors.

Timeline

Six months of visibility, not one night

17 NOV
2026 · LAUNCH

Launch
A press conference on International Students' Day, announcing the founding partners.

DEC
OUTREACH

International outreach
Ambassador and academic-influencer campaign, plus media partnerships.

JAN–FEB
WORKSHOPS

Submission workshops
Remote workshops, info streams and technical support for applicants.

15 MAR
2027 · DEADLINE

Submission deadline
The final date for receiving films; screening committees begin work.

1 APR
FINAL SELECTION

Final selection
The films shortlisted for the final selection are announced.

29 APR 2027
ISTANBUL
FINAL NIGHT

The main ceremony
The ceremony and awards in Istanbul. Followed by a 90-day winners and highlights campaign, with the partner report delivered within 30 days of the ceremony.

Partners who sign before 17 November 2026 appear from launch day: about six months of continuous visibility up to the ceremony, then 90 days after.

Four tiers, each with a clear place



PRESENTED BY

Founding partner

One place · Sector exclusivity

Its name paired with the festival's, an opening address, presenting the Grand Prize, and first option to renew for the second edition.



GOLD

Gold partner

2 to 3 places · Sector exclusivity

Naming a main award, a stand at the ceremony, and visibility across all materials.



SILVER

Silver partner

3 to 5 places

Sponsoring a workshop, session or secondary award, with visibility in digital materials and on the ceremony screen.



SUPPORTER

Supporter

Open number

Specific in-kind or service support that replaces a cost item: equipment, hospitality, transport or software.

The fee for each package depends on its scope and benefits, and is quoted in a single clear currency in the proposal tailored to you.

PRESENTED BY · One place · Sector exclusivity

Founding partner

UniReel Istanbul — Presented by [Your Brand]

The founding partner receives exclusive commercial naming rights to the festival, while the host university appears as the host academic partner, with no conflict between the two parties' rights.



Before the ceremony

- The official partnership name used in all materials and on the website
- Partnership announced at the launch conference, with a multilingual press release
- Logo on the website homepage, with a link
- Presence in the launch video and ambassador campaign
- Full exclusivity for your sector

During the ceremony

- A two-minute address at the opening
- Presenting the Grand Prize on stage
- Partner ident before every screening and on the live stream
- The main activation space at the ceremony entrance
- 10 VIP invitations, including the reception with the jury

After the ceremony

- Logo on the website for 12 months, with a link
- Presence in the highlights film and winners campaign
- A thank-you message in your name to all registrants and universities
- A full impact report within 30 days
- First option to sponsor the second edition

GOLD · 2 to 3 places · Sector exclusivity

Gold partner

“Special Jury Prize supported by [Your Brand]”



Before the ceremony

- Naming rights to a main award for the whole edition
- Logo on key materials and the website homepage
- Partnership announced on festival channels, with a press release
- Exclusivity for your sector among gold partners

During the ceremony

- Presenting the award that bears your name
- Your ident before the award segment and on the stream
- An activation stand in the ceremony venue
- Thanks in the closing address, plus 6 VIP invitations

After the ceremony

- Logo on the website for 12 months, with a link
- Your award winner's story in the winners campaign
- A mention in the thank-you message to all registrants
- A full impact report within 30 days

More flexible options, with a tangible presence in the festival



SILVER · 3–5

Silver partner

- Sponsoring a UniReel Lab workshop, a session or a secondary award such as the Student Jury Prize
- Logo in digital materials, on the partners page and on the ceremony screen
- An activation or product-trial corner at the ceremony
- 4 VIP invitations, a mention in the thank-you message and a summary report



SUPPORTER

Supporter

- A specific in-kind or service contribution: equipment, hospitality, transport, printing or software
- The title “Official Supporter” in its category, such as “Hospitality Partner”
- Logo on the partners page and on the ceremony screen
- 2 VIP invitations and an official certificate of thanks

In-kind contributions are counted at their documented market value, and can be combined with a cash contribution to move up a tier.

All rights at a glance

Right	Founding	Gold	Silver	Supporter
Name paired with the festival's	✓	—	—	—
Sector exclusivity	Full sector exclusivity	Among gold partners only	—	—
Naming rights	The whole festival	A main award	Workshop or secondary award	Its service category
Presenting an award on stage	Grand Prize	Its sponsored award	Secondary award	—
On-screen ident	All screenings and stream	Its award segment	Ceremony screen	Shared logo
Ceremony activation	Main space	Stand	Corner	—
Website	Homepage, 12 months	Homepage, 12 months	Partners page	Partners page
VIP invitations	10	6	4	2
Impact report within 30 days	Full	Full	Summary	—
Official certificate of thanks	—	—	—	✓
Second-edition renewal	First option to renew	Priority	—	—

Fund one element and see its impact directly

Award sponsorship

You fund its value and your representative presents it on stage

Production grant

The Grand Prize winner's next film, with your name in its credits

Finalists' travel

Flights and accommodation for international finalists, with their stories featured in the media

UniReel Lab

Workshops and mentoring for finalists, some led by your experts

Live stream

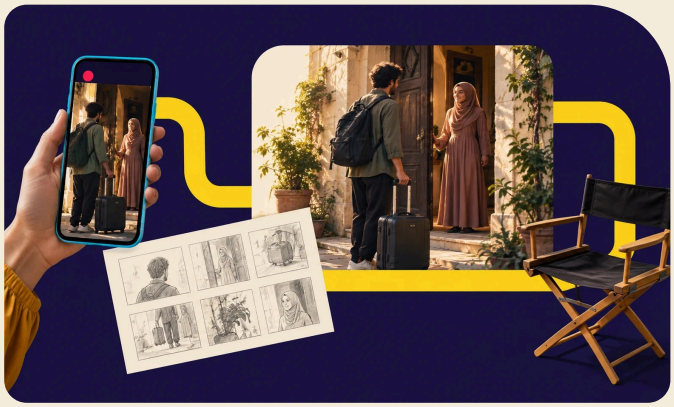
The ceremony reaches universities worldwide in your name

Study or training grant

A study place or professional training for one of the winners

Matched funding

You match the contributions raised by partner universities



Sectors

Every sector has a natural way in

Phones and tech

Phone makers, filming and editing tools

Tech workshops and in-kind support

Telecoms and platforms

Telecom operators and short-video platforms

Live stream and Audience Award

Banking and fintech

Digital banks and student banking services

Founding partner or production grant

Education and training

Private universities, media and training institutes

UniReel Lab and scholarships

Tourism and hospitality

Airlines, hotels and tourism boards

Finalists' travel and accommodation

Lifestyle

Youth-focused fashion brands and retailers

Silver partner and interactive experiences

Media and production

Channels, production and distribution companies

Media partnership and distribution deals

Cultural bodies and funders

Cultural institutions, youth programmes and municipalities

Institutional grants and workshop sponsorship

One media partner per category, exclusive within it

GIVE

What the media partner provides

- Editorial and ad space scheduled across the edition's stages
- Coverage of the launch and main ceremony
- Screening winning films with their makers' consent

Categories: an Arabic TV channel, a Turkish channel or platform, an international digital platform, a short-video or streaming platform, a film and content-industry outlet, and the university and student media network.

UNIREEL

GET

What it receives

- The title “Official Media Partner” for its category
- Priority interviews with the jury and finalists
- Press accreditation, a filming area and exclusive behind-the-scenes material
- Logo on the website and materials until 90 days after the ceremony

The value exchanged is documented in a written media-exchange agreement with a publishing schedule and delivery KPIs.

Activation ideas ready to tailor

At the ceremony

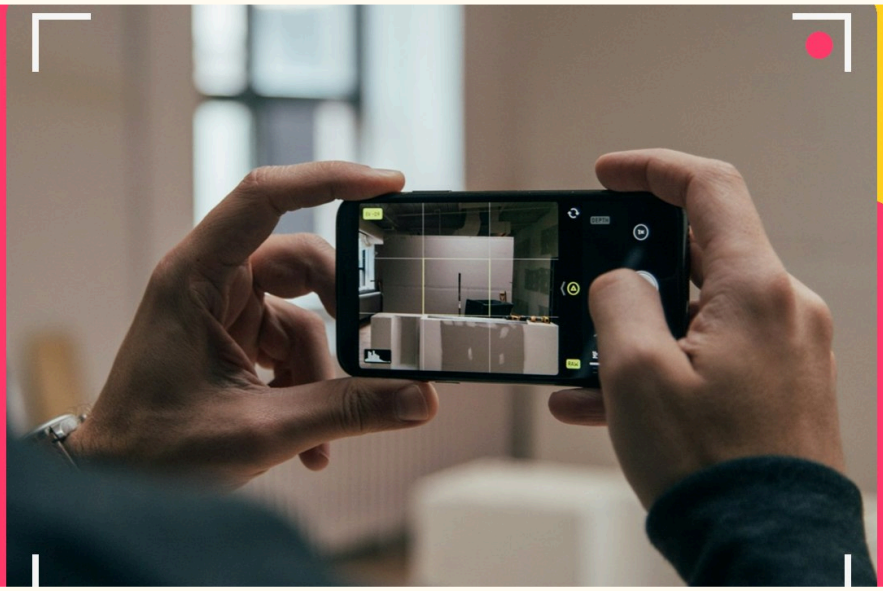
- A “Shoot your shot” corner with the partner's devices
- A charging and file-transfer station for guests and finalists
- A UniReel Lab session led by the partner's experts

At universities

- A screening tour of partner universities in the partner's name
- Intro workshops with festival ambassadors
- A weekly challenge on university accounts

Digital

- A “From phone to screen” series on the finalists
- A festival-branded vertical video template for sharing
- Audience Award voting via the partner's platform



Any interactive activity that collects participants' data is run only with their explicit consent, under a data-protection policy attached to the contract.

What you receive after the ceremony

30 **days after the ceremony**

A final report comparing what was delivered with the contract, item by item

Participation

Submitted, eligible and selected works, and the universities and countries represented

Attendance and stream

Actual attendance and live-stream views

Digital reach

Organic and paid reach reported separately, with engagement and views

Your brand's visibility

Every appearance documented with proof photos, per the contract

Activation and media

Activation results and media coverage

Impact on students

Professional opportunities created for students

Rules that protect the value of your sponsorship

Independent judging

No partner influences selection or results, which is what gives the award bearing your name its value

Respected branding

Your logo appears beside the festival logo, per the brand guidelines, never inside it

Clear exclusivity

For the founding and gold partners, with the sector defined precisely in the contract

A student environment

We accept no sponsorship from tobacco, alcohol or gambling

Structured payment

50% on signing, and 50% one month before the ceremony

A contract with KPIs

Every right in writing, every deliverable with a KPI and a date

Next step

Let's build the first edition together

01 A 30-minute intro meeting to understand your goals

02 A proposal tailored to your sector within 5 working days

03 Sign before 17 November 2026 to appear from launch day

Get in touch

unireelistanbul.com/en/partners

+90 535 952 25 11

info@unireelistanbul.com

@unireelistanbul

Instagram · TikTok · YouTube · X · Facebook · LinkedIn

Organised by Majeur STUDIOS | SAHİP GROUP

UNI REEL

PHONE · WHATSAPP

+90 535 952 25 11

EMAIL

info@unireelistanbul.com

WEBSITE

unireelistanbul.com

SOCIAL

@unireelistanbul

Instagram TikTok YouTube X Facebook LinkedIn

Organised by Majeur STUDIOS | SAHİP GROUP