

Fangs and Flicks Film Festival

Introduction

The vampire genre stands as an enduring testament to the allure of the macabre and the fascination with the unknown. The Fangs and Flicks Film festival is an event centred and catered for the love of the vampire genre. The festival will showcase the upcoming remake of the classic 'Nosferatu' (2025) a film, poised to reignite the eternal intrigue surrounding these immortal beings of the night. Starring Bill Skarsgard and Willam Defoe. Both actors that are well known in the Gothic genre and are loved by many. Against this backdrop of excitement and anticipation, the concept of the "Fangs and Flicks Film Festival" is a celebration of cinematic history and an exploration of gothic and contemporary storytelling.

Concept

The concept of the Fangs and Flicks Film Festival was made because of the anticipated release of the cult classic 'Nosferatu.' Over time, there was a notable shift in the genre's focus, particularly towards appealing to a young adult demographic. This transition culminated in the widespread success of "Twilight" (2008), which captivated audiences worldwide. The enduring fascination with the conventions of the subgenre and the macabre is evident among numerous enthusiasts, spanning various age groups.

So why do people have a love for vampires? When reading 'undead apocalypse' an observation is made about both supernatural, dead, creatures that live forever; vampires and zombies. Author, Stacey Abbot, identifies that Vampires are seen in a more regal and white-collar way, on the other hand, zombies are perceived in a blue-collar way, to represent the average, overcrowded, modern society. Moreover, she also states that while zombies and vampires are both popular, vampires are sexualised in media which causes a different type of attraction to the genre. She talks of the "defanging" of vampires and how they are not seen as terrifying creatures anymore due to the romanticisation of the genre.

This film festival will showcase famous feature length vampire films that the audience will love, but the festival will also open the doors to short film submissions internationally. Creating this international submission will allow there to be opportunities for filmmakers to get their films out there in the world.

Case Study

Fangs and Flicks Film Festival

The first case study will be on the “Abertoir Film Festival.” This festival is targeted to horror lovers across all ages. The festival started out as a 3-day festival but due to gained popularity the event is held for six days. The event is held in the Aberystwyth Arts Centre which is perfect for the film university students to get involved and witness a film festival. The festival has built a good repour with customers as it gains so much attraction every year. Abertoir has been able to have guest speakers such as Gary Sherman, a famous horror director. They showcase both feature length films and short films which have been sent for the film festival. They have additional events such as late night after parties, presentations, pub quizzes an q&a’s. They also make the film festival accommodating to members who cannot make it to the event. To keep up with the digital world they gave also made a virtual film festival. The virtual audience are allowed to see small video cuts from the actual event- which will be able to showcase how important it is to try and visit the event physically. Additionally, they allow the screening films to be up on the website for 24 hours so the virtual audience can still have the screening experience. Abertoir offer 2 passes for their physical film festival, one is £25 for an individual pass and the other is £30 for a group pass to bring along family or friends and the virtual ticket is £7.50. Abertoir themselves pay for the screening of the films, but when the audience is paying for their ticket, there is an option to donate to Abertoir to help funds to by the rights to screen the movies. Furthermore, the festival offers merchandised hoodies and t-shirts with artwork made by a member of Abertoir, there is new artwork put on the merchandise every year, this unique one-of-a-kind jumper will entice audiences to buy the merchandise for memorabilia. They also offer merchandise on the day such as; brochure, pens, bag, prints lanyards etc, which will help promote the festival when the audience show off their merchandise to friends and families.

Additionally, another film festival that is worth talking about is the Glasgow shorts film festival. The festival which started in 2008, has entries from all over the world containing a plethora of different genres. For this year they are highlighting French- Moroccan filmmaker Randa Maroufi film ‘Close-up’. Many of the films for this year will have socio political themes, supporting short films about imperialism to highlight the recent war happening between Palestine and Israel. GSFF will be donating 50% of ticket sales for medical aid in Palestine. They also want to reflect on other societal problems showcasing archive footage of the Mexican feminist filmmaking in the 1970’s. They also explore genres like comedy with their ‘For Shorts & Giggles’ section. GSFF, offer a unique approach to their ticketing options, you can ‘Pay what you can’ from 3-5-7-10 (£). This opens doors to a range of different people will different incomes. The event is held in three different venues which are short walking distances from each other which can allow the audience to sight see around parts of Glasgow and all venues have Wheelchair accessibility. They also accommodate to the deaf and hard of hearing

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community with captions for programmes being presented. On their website they provide useful information about local transport, parking and apps. GSFF also offer vacancies like 'The Young Writers Project' and Volunteers to work on the festival days.

Planning The Event

The Venue

Staying with the Gothic Vampire theme my venue will be Margam Castle, a 19th century gothic castle centred in Port Talbot. The castle has a horror movie specifically made about it and in the movie when the cast have entered the castle one states, "it's like something out of a Dracula movie." Known for its supernatural sightings, exquisite architecture, big green grounds, and ghost tours this will be the perfect venue for my spooky vampire film festival. The castle has a grand staircase which will make a perfect place for photographs to be taken. Additionally, they have three rooms, the library, dining room and Drawing room that would be perfect for the event. One of these rooms will hold the movie segment of the festival, the other room will hold food and refreshments, and the other will hold activities.

The Date

The date of the Fangs and Flicks film festival will be held on the 3rd of January for the release of the Robert Eggers remake of Nosferatu. The day of the event is a Friday which is perfect for people that have finished work for the weekend. Additionally, January will be perfect for the event as it will get dark quickly in the evening, continuing with the spooky aesthetic.

Budget/Sponsors

For a film festival this grand there will be a need for sponsors. When researching the case studies Abertoir Film Festival is sponsored by Ffilm Cymru Wales. The festival will be looking into requesting sponsorship from the local council, BFI, and Ffilm Cymru Wales.

When getting in touch with the venue, Margam park quoted to hire the castle for two days it would cost £1460 and for a tour of 30 people around the castle and its grounds it would be £100.

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To be able to highlight the films the festival will need to pay for the licensing to show the films this will be an additional cost to show these films; (Dracula (1931), Nosferatu (1922), The Lost Boys (1987) and Twilight (2008)). However, money can be made by the submissions to the festival, at a rate of £10 for a submission.

Guest Speakers

To highlight one of the most famous vampire movies to date we will Michael Sheen who starred in the Twilight Saga movies to make a guest appearance. He will also share stories about growing up in Port Talbot and give a Q&A to the filmmakers and audience members.

Additionally, appearances from university lectures teaching in literature and history will shed knowledge of the folklore of the vampires the gothic genre. Festival runners will also make speeches thanking the audience for attending the event. And the filmmakers of the short film submissions will be giving speeches and Q&A's about their films.

Content and Screenings

Layout of the Day

If the event were to go through this is how it would be laid out:

Day One

9:00 AM - 10:00 AM: Festival members will be asked to show their ticket and then they will have a free tote bag including a pen, book, lanyard and pin. A welcome speech by the festival organizers, introducing the day's events and special guests. Free teas and coffees will be given out.

10:00 AM – 11:30 AM: Classic Vampire Film Screening

Introduction by a film historian and professor of literature, providing context and insights into the film and the gothic genre.

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Screening of a classic vampire film, such as "Dracula" (1931).

12:00 PM – 1:30 PM: Classic Vampire Film Screening

Screening of a classic vampire film, such as "Nosferatu" (1922)

1:30 PM – 2:30 PM: Lunch Break

Attendees can enjoy lunch from themed food stalls or local vendors.

Networking and discussion among attendees about the morning screening.

3:00 PM - 4:00 PM: Panel Discussion: Evolution of the Vampire Genre

Panel discussion featuring filmmakers, scholars, and short film submitters.

Topics include the evolution of the vampire genre, cultural impact, and discussing how the genre has evolved over the decades.

Audience Q&A session following the discussion.

4:00 PM - 5:00 PM: Short Vampire Film Screening

Screening of a short vampire film submission, highlighting different interpretations of the genre.

Introduction by the filmmaker of the short film submissions with a description of the short film.

5:00 PM - 7:00 PM: Bar will be open to serve alcohol and non-alcoholic drinks. Vampire inspired canapes will be served to members. Additionally, Vampire Themed Activities such as vampire trivia, costume contests, or themed photo booths.

7:00 PM - 9:30 PM: Special Screening of New "Nosferatu" (2025) Movie

Highly anticipated screening of the new "Nosferatu" (2025) movie.

Introduction by the director or lead actor, offering behind-the-scenes anecdotes and reflections.

Post-screening discussion and audience feedback session.

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8:00 PM - 10:00 PM: Closing Reception and Networking

Festive reception with music, drinks, and hors d'oeuvres.

Opportunity for attendees to mingle, network, and discuss their favourite moments from the festival.

Day Two

Morning:

9:00 AM - 10:00 AM: Morning Coffee and Networking

Casual coffee session for attendees to kick-start the day and connect with fellow audience members.

10:30 AM - 12:30 PM: Screening: "Lost Boys" (1987)

Screening of the 80's classic that is loved by many across different generations.

1:00 PM - 3:00 PM: Interactive Workshops and Activities

Concurrent workshops and activities, including vampire makeup tutorials, DIY costume workshops, and themed storytelling sessions.

Attendees have the opportunity to participate in hands-on activities and learn new skills.

3:30 PM - 5:30 PM: Panel Discussion: Vampires in Pop Culture

Panel discussion exploring vampires' portrayal in popular culture, including literature, television, and gaming.

Audience members will get to discuss iconic vampire characters, tropes, and the genre's enduring appeal.

Evening:

6:00 PM - 8:00 PM: Vampire Film Festival Awards Ceremony

Awards ceremony honouring outstanding contributions to vampire cinema.

Categories include Best Film, Best Director, Best Actor/Actress, and Audience Choice Award etc.

Special guest presenters announce winners and share insights into the selection process.

8:30 PM - 10:30 PM: "Twilight" (2008)

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The cult classic will be presented by Michael Sheen who starred in the movie franchise. The famous actor's hometown is Port Talbot, and he will share stories on growing up in the local area and will take part in a Q&A.

10:30 PM - 11:30 PM: Saying Goodbye

Goodbye celebration featuring disco music, dancing, and vampire themed drinks and food.

There will be Opportunities for audience members to chat, exchange contact information, and reflect on their festival experience and the memories made.

Food and Drinks

When guests enter the venue, they will be greeted by crew dressed in Victorian clothing handing out teas and coffees and other refreshments to start the day off.

In the evening, staff members will hand out glasses of 'Bloody Mary' and 'Blood Orange Punch' and a non-alcoholic version will be supplied too. Vampire themed Entrees will be handed out; the selection will be garlic bread and vampire pie bites, Vampire Bite Cupcakes, Garlic Parmesan Bat Wings and Vampire Fang Cookies (vegan and Gluten Free options will be provided)

For this event there is an important need to be reaching out to local companies to help boost business in the area. A potential caterer is JR events and catering. They have done many events in popular venues like the Branwen Hall and even do events for weddings. They stood out for the Fangs and Flicks festival as they have done Halloween catering.

Activities

The grand staircase within the castle will be a perfect place for photographs to be taken for guests. To add a spooky element, as the guests are in positions for their photo and character will come out behind and 'photobomb' them. The photographer will ask them if they are happy with the final image, and they will see the vampire behind them.

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Furthermore, to keep a lively atmosphere, game will be included. Pub quizzes of vampire culture and history, using fake plastic vampire teeth to bob for apples, charades of guess the vampire movies and tv shows.

Q&A's, discussions and guest panels will be taking place within the two days of the festival. These will help filmmakers and the festivalgoer's network and create a friendly environment.



The Film Festival will not only have film screenings, but to make it more interactive for the participants there will be fun events. For example,

A tour around the castle where the guests will be told interesting historic knowledge of the building and famous ghost stories.

Online Presence

In this digital era, it is very important to have an online presence to be able to cater to a wider audience. This film festival wants to gain an audience that is not just in Port Talbot and

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surrounding areas in South Wales. It would be great to have audiences travel down from other parts of the UK.

Social media: The Films Festival will have its own dedicated social media platforms such as Facebook, Instagram, Twitter, Tik Tok and reddit. These accounts will be updated regularly to keep the audience engaged with announces on what will be happening on the two days. These updates will be in photo and video formats to make sure we are showing casing all types of media. On these social media platforms, we will be engaging with the audience by using polls and asking questions to get feedback from the audience prior to the event. This interactive feedback will help gage what the festival has accomplished and what to improve on. Additionally, platforms like Instagram and Tik Tok allow 'filters' to be used when taking photos or videos. The festival will have its own filters made to promote the festival prior to the event and when the event is running. For example, there will be a filter 'What famous vampire am I' where images of different vampires will rapidly appear on the screen and when you press the screen, your chosen vampire can be shared with friends and members of the film festival. A vampire looking filter will also be made which will be perfect for the day for audience members to get their vampy-look out together. On the days of the event, there will be assigned staff members to make live updates throughout and will encourage the audience members to tag the social media platforms in their posts so they can be shared on the Fangs and Flicks social media platforms- this will create a bond between the organisation and the audience members. Live updates can help the members know the schedule of the day and where to attend events.

Hashtag Campaign: The festival will develop a unique and catchy hashtag for the festival and will promote the hashtag to audience members so they can see who else is part of the community and will encourage attendees to use it when posting about the event on social media. The hashtag will be FicksandFangsfilmfest and will be able to use on social media platforms like; Instagram, Facebook, Twitter etc. This networking opportunities will bring this vampire loving community together prior to event. Discussions and plans can be made, and excitement will be built for the festival. Additionally, when the Fangs and Flicks platforms are posting other hashtags like 'Vampires', Twilight, Nosferatu, Dracula, Horror and Films will be used to appear on other communities to make sure a wider audience is reached.

Online Communities: Social media platforms like Reddit are crucial to have for the film festival as it is famous for its online forums where communities can come together to discuss the topic of interest. The festivals community and openly talk about the vampire genre and share

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information about the festival in these spaces and encourage members to participate in discussions, share their excitement, and make plans to attend together. These networking opportunities will help attendees get to know each other prior to the event. This will make networking and mingling much more relaxed and natural on the days of the event. We hope that this online forum will not only be busy leading up and on the festival days but throughout the year as well. Users will be updated constantly, and discussions will be made about what they would like to see for the next festival.

Ticketing

I will be using the ticketing website Eventbrite which is a very popular and trusted website. When trailing out their website for my tickets they curated their own description for my event “Welcome to the Fangs and Flicks Film Festival! Join us at Margam Country Park for a spooktacular weekend filled with your favorite vampire and horror movies. Get ready to sink your teeth into a lineup of thrilling films that will keep you on the edge of your seat.

Whether you're a die-hard fan of Dracula or prefer a modern twist on the genre, we've got something for everyone. Grab your popcorn, sit back, and enjoy the show under the stars.

Don't forget to dress up as your favorite vampire or monster for a chance to win some fang-tastic prizes! It's going to be a howling good time at the Fangs and Flicks Film Festival. See you there!” The website also asked for the location of the event and added a map with the venue pinned for buyers to easily locate. Furthermore, the tickets will be sold for £20 and a VAT of £2.38 is added, so the total will be £22.38.

Merchandise

To showcase this festival to people we need to entice the audience. Having merchandise will allow there to be memorabilia for the event. Having merchandise such as, reusable coffee cups, pens, books, pins, lanyards, and tote bags will help with publicity of the event. This type of merchandise can be used a plethora number of times in different settings, in coffee shops, and in academic and work settings. Additionally, other merchandise like posters, small prints, t-shirts, and hoodies will be made.

Staff

To allow this event to run as smoothly as possible having staff members is crucial. Getting in touch with the local university, University of Wales Trinity St David a partnership can be formed

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with having the Film and Tv students volunteer and be part of the setting up of the event. The students will be asked to take part in several types of jobs, for example; taking photos and videos throughout the two days to make promotional posts for the social media pages and website. This would be a vast experience for the students to put down on their CV to showcase to future employees that they were a part of a film festival.

Furthermore, to run the festival we would need:

- 1) Festival Director- this person will oversee the planning and final decisions of the festival and other parts such as, staffing, budgeting, and programming.
- 2) Programming Director: Will curate the films to be presented on the days and the events for the audiences.
- 3) Marketing and Communications Manager: Develops and implements the festival's marketing strategy, including advertising, promotions, social media, press releases, and outreach to sponsors and partners.
- 4) Technical Director: Oversees technical aspects of the festival, including audiovisual equipment, projection, lighting, sound, and troubleshooting technical issues during screenings and events. This support can be used from the film and tv students that deal with the tech side of the course.
- 5) Sponsorship and Partnership Manager: Secures sponsorships, partnerships, and in-kind donations from businesses, organizations, and brands to support the festival and enhance the attendee experience.
- 6) Food Caterers and Bar: The film festival will be looking to scout out local food catering businesses to help promote small local businesses.
- 7) Photobooth: External business

Being engaged with the local university, posters and logo ideas can be made from the illustration department, this way the festival is engaging with different departments in the university and promoting young adults' artwork.

Awards

As this Film Festival is to celebrate the vampire genre over the years and to introduce new upcoming short movies within the vampire genre there will be a plethora of awards to be given out by the guest speakers and director of the festival. A physical award will be given to the winners to take home.

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- 1) Audiences Favourite Film (will be for the famous feature length films)
- 2) Best short film
- 3) Best international film
- 4) Best Screenplay
- 5) Best Cinematography
- 6) Best Costumes
- 7) Best Hair and Make-up
- 8) Best Editing

Advantages and Drawbacks of Event Implementation

Advantages

If this event was to happen there would be a plethora of positive outcomes if successful. This event will bring community engagement for the people who love the vampire genre together and build a stronger community and add cultural enrichment to allow the attendees to experience cult classic films and activities together through the event and will continue via the social media platforms as well. Additionally, this event has the potential to create an economic boost in the area. With the use of reaching out to local catering and merchandise businesses promotion is made for all parties involved. This event will hopefully be attracting visitors globally by having international submissions. For the international travellers, local accommodations and restaurants will see a boom in business. This cultural tourism will enhance the cities appeal with this unique film festival. Moreover, this event will create educational opportunities with having guest speakers from local universities. Additionally, volunteers for the arts University will create a great contribution to the project. This will also be a great opportunity for the students as it will be a valuable experience to apply on their CV. This festival will create a cinematic appreciation for the vampire genre, Fangs and Flicks Film Festival hopes to gather the already popular vampire loving community, but the festival wishes to entice people who have never been interested in the vampire genre- film lovers that are open to experiences and looking at artistry, history and craftsmanship of the vampire genre. Being an international film festival there will be a promotion of Diversity and Inclusion. Having filmmakers from different countries and backgrounds will allow a new light shown to the vampire genre that some audiences may have never seen before. Finally, and the most important aspect of the Film Festival is the escapism and enjoyment of cinema. This festival will offer entertainment and networking opportunities for the attendees and filmmakers- they

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will immerse themselves into the vampire world and share unforgettable experiences with newfound friends.

On the other hand, it is a good plan to identify disadvantages of the project to help overcome these obstacles. The main obstacle is budgeting. With having such a luxurious venue comes at a cost but Margam Castle is the perfect venue for this festival that will showcase gothic classics that Dracula. Factoring in the venue, film licencing fees, guest speakers, accommodation for the speakers, staffing and food/ drinks. Film licensing is a major issue that cannot be taken lightly. The festival will need to secure the rights to be legally able to have permission for the films to be shown. For the movie Twilight, this movie license may be expensive as the film is so popular. Additiinally, holders can impose restrictions on ways the films can be screened, this may add limitation to the Fangs and Flicks Film Festival. It is good to be aware of technical issues that may happen during the event. Glitches and malfunctions can occur with digital files, this cause film screenings to be interrupted. There will be a demand for experienced technicians to be at hand if this were to happen. Recruiting volunteers may be tricky. There could be a lack of volunteers as there will be no pay given. If the sponsorship grant is big enough there is a possibility that staff can be paid for the two days. Additionally, there may be cultural sensitivities towards the vampire genre, members of the public may see the festival as 'offensive'. Finally, for this event to be a big hit, we need to attract and engage lovers of the vampire genre otherwise funds may not be made. Having a niche film festival may not attract a wider audience to come and check out the two-day event.

Graphic Designs

When coming up with posters and logos for the festival, it was important to think of how the festival was going to be portrayed. To gage a wider audience having a heavy, goth-like poster may have exiled potential audiences that aren't heavily into the vampire genre. These are the designs that were chosen.

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For the logo we wanted a vintage, welcoming approach. This even is going to be a serious gothic-like moody event. There will fun activities and educational opportunities.



Additionally, for the poster, it was decided that a more serious and while modern approach should be taken. There is a link between the logo and poster both having Dracula, but the logo is more of a friendly approach while the poster is more serious.

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Additionally, a brochure will be handed out to all guests as well. This brochure includes the schedule for the two days.

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FANGS AND FLICKS
FILM FESTIVAL

ACTIVITY PROGRAM

Day One

9:00 AM - 10:00 AM: Festival members will be asked to show their ticket and then they will have a free tote bag including a pen, book, lanyard and pin. A welcome speech by the festival organizers, introducing the day's events and special guests. Free teas and coffees will be given out.

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Screening of a classic vampire film, such as 'Dracula' (1931).

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Attendees can enjoy lunch from themed food stalls or local vendors.

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Audience Q&A session following the discussion.

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Screening of a short vampire film submission, highlighting different interpretations of the genre.

Introduction by the filmmaker of the short film submissions with a description of the short film.

5:00 PM - 7:00 PM: Bar will be open to serve alcohol and non-alcoholic drinks. Vampire inspired canapes will be served to members. Additionally, Vampire Themed Activities such as vampire trivia, costume contests, or themed photo booths.

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Highly anticipated screening of the new 'Nosferatu' (2025) movie.

Introduction by the director or lead actor, offering behind-the-scenes anecdotes and reflections.

Post-screening discussion and audience feedback session.

8:00 PM - 10:00 PM: Closing Reception and Networking

Festive reception with music, drinks, and hors d'oeuvres.

Page 2 - Add page title

Day Two

Morning:

9:00 AM - 10:00 AM: Morning Coffee and Networking

Casual coffee session for attendees to kick-start the day and connect with fellow audience members.

10:30 AM - 12:30 PM: Screening: 'Lost Boys' (1987)

Screening of the 80's classic that is loved by many across different generations.

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Special guest presenters announce winners and share insights into the selection process.

8:30 PM - 10:30 PM: 'Twilight' (2008)

The cult classic will be presented by Michael Sheen with talks abd q&a.

10:30 PM - 11:30 PM: Saying Goodbye

THANK YOU.

HAVE A FANG-TASTIC TIME

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FEST

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Conclusion

To conclude, the niche “Fangs and Flicks Film Festival” will celebrate the everlasting and love for the vampire genre. The festival will highlight how over the decades the vampire genre has stayed alive will morphing itself to stay relevant. This festival will represent and celebrate the vampire genre and will create a greater community. The audience will be able to enrich themselves in the history of the venue, Margam Park and Castle and enjoy their time in a Gothic Tudor castle. With the use of q&a’s, discussion panels and interactive workshops, networking will come easy to the audience. This festival will promote local businesses, cultural tourism, and diversity.

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