



Ping Pong

Never Too Old For Gold

Information for Partners



Sarah Mosses
Partnerships Manager
BRITDOC Foundation
sarahm@britdoc.org



Ping Pong?



This feel-good feature length documentary is heading to cinemas this summer surrounded by a series of pre- and during Olympics ping pong events for the young and very old.

We are hoping that you will partner with us to help build an even bigger, more noisy, fun and ambitious campaign.

The timing of this film could not be more perfect. Table tennis has arrived, with more clubs and bars putting in tables and celebrities such as Susan Sarandon, Damon Albarn, Kevin Spacey and Boris Johnson promoting the game. As an existing Olympic sponsor we think that an association with the film's release will give added benefit to your actions over the summer, especially with the Olympic Live Site venues, with the film bringing in an older audience as well as engaging younger sports/film fans.

During our release period, before, during and after the Olympics, the government is helping more people try their hand at table tennis around the country, perhaps because the game was invented here. We are going to be able to work with everyone who loves Ping Pong to create a series of unique screenings and events in a summer long campaign. We are working with a number of partners including the English Table Tennis Association (ETTA), Ping!, Sport England, Olympic Legacy Committee, Social Athletics Club, Pongathon and Wrong Pong to lead participation events, panels and tournaments at each screening venue. This is in addition to our growing number of Age partners including; AGE UK, the European Year of Active Ageing and Solidarity between Generations, Department for Work and Pensions and World Congress on Active Ageing.



The Film

Pensioners from across the planet compete in the over-80s World Table Tennis Championships in Inner Mongolia.

8 players with 703 years between them guide us through the extraordinary world of veteran sports including Australian legend Dorothy de Low who at 99 years old creates a sensation as the oldest competitor at the Championships. Terry (81) having been given a week to live, not only recovers, but gets in sight of winning gold and Inge (89) has used table tennis to train her way out of dementia.

Ping Pong is a funny and emotional film about people who might be old, but still want gold. From the outset the film challenges perceptions of what it is to grow old. With humour and sensitivity it engages with the issues we all face in an ageing global population.

Directed and Produced by Hugh and Anson Hartford.

Watch the trailer at www.pingpongfilm.co.uk





Engagement

We want the film to travel to every sport centre, school and care home in the UK on whatever screen they have. We are working with The English Table Tennis Association to engage the 2.4 million table tennis players in the UK and AGE UK to reach out to care homes and older peoples networks.

We want to ensure that the crucial elderly audience that we wish to see the film are able to access the content in their local area. We have received huge interest from the health, sport and ageing sectors to take part in this film tour to new screening locations. We will host a minimum of 30 outreach screenings, but anticipate that the final figures will be more like 200-300 if we reach our fundraising targets.



As part of the release we are part of the Cultural Olympiad and will be screening the film at the Olympic Live Site venues. These outdoor screens are placed in city centre venues with capacities of up to 8000 and we will deliver ping pong activities in these populated community areas with our partners at Ping! and the ETTA in 8 major cities. We will be hosting engagement activities in Belfast, Birmingham, Bristol, Cardiff, Leeds, Leicester and Liverpool.

This will consist of at least 5 hours of ping pong tournaments, celebrity games, veteran player showcases and a screening of the full film. Each city will then a full days engagement, bringing in diverse audiences.



UK Festival premiere

The film will have it's UK Festival Premiere at Sheffield Doc/Fest (13th-17th June).

On Friday 15th June we will invite the stars of the film to attend the premiere followed by a 'Ping Pong Parlour' Party at Penelope's bar.



Working in partnership with Ping! we will host an after party featuring ping pong tournaments, games and VETS championships inviting the festival delegates, and local Sheffield fans to come and join us.

To coincide with the festival premiere Ping! have agreed to launch their city takeover 2 weeks early, which will mean that 25 outdoor tables will appear on the same day to encourage city wide ping pong engagement. These tables will be placed for one month as part of Ping! Sheffield.

On Thursday 15th June we will also be showing the film at a local residential home to start our parallel cinema and care home film tours.



Celebrity Support

There are many, many celebrities who are mad about ping pong. Kevin Spacey always has a table on set (it's in his contract) and Kings of Leon take their table on tour.

Our celebrity ambassadors include:

Susan Sarandon (who owns a whole ping pong club in New York).

"Who could have imagined there were people over 100 years old with more passion and determination than most people 1/5th their age! The film is baffling, inspiring and sweet, and it's wonderful to see how ping-pong has transformed all of their lives."

Boris Johnson

"You're never too young for sport...and it seems never too old. These determined whiff whuffers set an example to all of us in the run up to our fabulous London Olympics."

When the film opens in London, we will have a red carpet premiere attended by the true ping pong fanatics and members of the VETS Table Tennis League, including the film star, 92yr old Les D'Arcy.



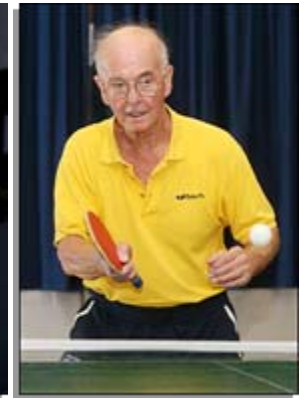


UK London Premiere Party

When the film opens in London, we will hold a red carpet premiere for 200 guests attended by our celebrity supporters and stars from the film such as 90 year old Les D'Arcy who will be an Olympic Torch Holder.

We will host the London Premiere Party at a central London venue, turning it into a ping pong parlour for the night. Full of fun and games, ping pong tournaments, celebrity matches, Young vs Old competitions and VETS showcases.

London is located at the birthplace of the game; the old offices of the Jacques Family are based in Holborn, who introduced the 'Gossima' game in the 1890s.



We have interest from brands such as Tatty Devine to provide great goody bag presents, such as their ping pong cufflinks.



Cinema release

The film will open at the beginning of July (two weeks before the Olympics) and travel around the country to cinemas, outdoor events and specially created ping pong events until the end of September (two weeks after the Paralympics). Confirmed cinemas include, with many more TBC:



London - ICA
London - Clapham Picturehouse
London - Notting Hill Gate Picturehouse
London - Greenwich Picturehouse
London - Hackney Picturehouse
London - Brixton Ritzy Picturehouse
London - Stratford East Picturehouse
Aberdeen – Belmont Picturehouse
Bath – The Little Theatre Cinema
Brighton – Duke of York’s Picturehouse

Bury St Edmunds – Abbeygate Picturehouse
Edinburgh – Cameo Picturehouse
Exeter – Exeter Picturehouse
Henley-on-Thames – Regal Picturehouse
Liverpool – Picturehouse at FACT
Norwich – Cinema City
Oxford – Phoenix Picturehouse
Southampton – Harbour Lights Picturehouse
Stratford-upon-Avon – Picturehouse
York – City Screen Picturehouse

At least 30 cinemas around the country will take part – with a ping pong table installed into most cinemas for post-screening events. We will be organising young vs old games and ping pong tournaments at each site.

For example, when the film plays at the Rich Mix cinema and bar in Shoreditch during the Olympics – there will be a full ‘Ping Pong Weekender’ with 6 tables installed and mini tournaments and challenges.



DVD, Online and TV Schedule

The film will be released on DVD in November and at the same time be available on Love Film, Amazon, Itunes and other online distributors.

There are opportunities for partners to have branding, trailers and extra materials included on these platforms too.

Ping Pong will play on Channel 4 in 2013.





Press and online strategy

We anticipate very high traditional press interest in the film and its subjects. Film agency specialists Margaret are handling press and pr. We have already received coverage in the Guardian, The Independent and Broadcast 4 months prior to release.

There will be a simultaneous social media campaign involving the film website, Facebook page and Youtube campaign featuring extra material such as table tennis lessons from the film's star Les D'Arcy.

We are exploring two possible online participation campaigns:

- table tennis 'amnesty' programme where people can offer up tables they are no longer using and we connect them with care homes who have seen the film and would like a table.
- crowd sourced campaign to raise money for table tennis kits (a mobile net and bats) for elderly players. The website could sell kits in a 2 for 1 campaign (like Tom's shoes) which sends 1 kit to a care home.

Many millions will see and hear about the film through extensive partnerships, press and targeted advertising.

- 15,000 people will watch the film at a live screening.
- 15,000 DVD sales
- 40,000 online and rental views.
- 1 million views of the film trailer.
- 2 million TV views on broadcast.
- 4 million recommendations in email blasts / twitter etc
- 80+ anticipated million media impressions.





How can YOU get involved with Ping Pong?

We are looking for a range of partners to work with us on the release of the film in order to reach the widest audiences and increase participation in table tennis across the UK.

We would love to talk if you:

- Have access to care/residential homes and networks who may wish to screen the film
 - Can spread the message about the film to older audiences across the UK, whether via social media, publications, newsletters or live events.
 - Have access to public venues; such as sports centres, community centres or libraries who may wish to host events
 - Are already running sports engagement activities, which you think *Ping Pong* could fit into
 - Are hosting conferences/festivals where the film, or just the trailer, can be screened and a ping pong workshop can take place
 - Can offer funding support to ensure we can reach the largest audience possible
-
- Have any other interesting suggestions about how the film can be incorporated into your work.



BRITDOC Films

BRITDOC is the award-winning non-profit foundation behind a string of stand-out documentaries in recent years. Founded in partnership with Channel 4 in 2005, BRITDOC funded eco-fishing documentary *The End of the Line* which partnered with Waitrose, Sundance winner *Afghan Star* and Oscar-nominated *Hell and Back Again*. The Foundation are currently working on a new cinema documentary in partnership with The National Trust and Arla.

A small Soho-based team, BRITDOC also runs the international event The Good Pitch in partnership with Sundance Institute and Ford Foundation and supported by Edelman which matches documentaries with brand and NGO partners.

Ping Pong is their latest film to be completed.

We hope you see potential in this release and will join our campaign.

Sarah Mosses
Partnerships Manager
BRITDOC Foundation
www.britdoc.org