** For immediate release **



RAINDANCE ANNOUNCES **CANON EUROPE** AS MAIN SPONSOR OF THE 33rd RAINDANCE FILM FESTIVAL

+ FESTIVAL SET TO **RETURN TO VUE PICCADILLY** (18 – 27 JUNE) FOR BIGGEST EDITION POST-PANDEMIC

Festival programme to be announced in Cannes on 18 May
www.raindance.org/festival

Britain's biggest independent film festival, Raindance announces **Canon Europe as the Main Sponsor of the 33rd Raindance Film Festival**. This significant new collaboration will be formally announced during Raindance's annual Filmmakers' Villa Party in Cannes on 18 May – which this year will be hosted in partnership with Canon. Raindance will further use its event at Cannes to reveal **highlights of the upcoming festival**, with the full programme set to be revealed and tickets on sale from Monday 19 May.

CANON EUROPE ANNOUNCED AS MAIN SPONSOR

The 33rd Raindance Film Festival welcomes Canon Europe as Main Sponsor. As Main Sponsor, Canon's presence will be central to many aspects of the festival. This year's industry hub will occupy One Ninetyfour: located under the BAFTA building at 194 Piccadilly, this space will be re-branded the **Canon Lounge**, a film-focused place created to inspire a new and upcoming generation of indie filmmakers. Within the Canon Lounge will be a dedicated area where filmmakers can interact with Canon experts throughout the festival, alongside showcase elements that demonstrate the full scope and potential of Canon products including a 360-degree photobooth.

Raindance's Industry Programme of talks and masterclasses will feature a special **Cinematography Day Presented by Canon**, with guest speakers and brand ambassadors exploring Canon's wide-ranging product lines. This year's festival trailer will be shot using the latest Canon equipment, and Canon cameras will be utilised by Raindance's production and marketing/social media teams throughout the festival.

Raindance founder Elliot Grove says: "In film as in life, it can be arduous without a partner – but having the wrong partner can also be challenging. That's why I'm delighted to welcome Canon Europe as Raindance's Main Sponsor. Their dynamic range of cameras are indispensable to so many independent filmmakers, making the magical art of filmmaking more readily accessible. Exactly like Raindance, Canon enables filmmakers to focus on the stories they are determined to tell."

Jack Adair, Cinema & Broadcast Marketing Lead at Canon Europe, adds: "Canon has long championed the next generation of filmmakers, and our partnership with Raindance reflects our shared commitment to empowering independent voices and bold storytelling. From hands-on experiences with our latest tech to thought-provoking industry sessions, it'll be incredible to see the creativity and passion this inspiring event brings to life."

RAINDANCE RETURNS TO VUE PICCADILLY FOR BIGGEST POST-PANDEMIC EDITION

For the upcoming 33rd edition of the festival (18-27 June), **Raindance is set to return to Vue Piccadilly**. This will be the first time since 2019 that Raindance will exclusively and entirely occupy a landmark cinema in the heart of London's West End for the festival's full duration.

This year the festival will screen **65 features and documentaries (a 75% increase on last year's edition**), alongside shorts programmes, a comprehensive industry programme, and an expansive VR programme **–** making this the biggest edition of Raindance post-pandemic, and the first time since 2019 that Raindance has determined to showcase so many films.

Festival highlights will be announced at the Raindance Filmmakers' Villa Party in Cannes on Sunday 18 May, with full festival details revealed and tickets on sale from Monday 19 May.

For more information:

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Press Accreditations 2025 (open from Monday 19 May):
www.raindance.org/festival/press-accreditations/

EDITORS NOTES:

Raindance Film Festival is the largest independent film festival in the UK and it has been recognised by Variety as "one of the world's top 50 unmissable film festivals". Raindance showcases the boldest, freshest content from British and international filmmakers. Industry and the public attend cutting-edge panels, talks and workshops. Raindance is a qualifying festival for Oscars®, BAFTA and BIFA. www.raindance.org/festival

Raindance is dedicated to fostering and promoting independent film around the world. Founded in 1992, it combines the Raindance Film Festival, film training courses, and Raindance Higher Education. Training courses are at the heart of the Raindance structure, aiming to give individuals the tools to start shooting their film, and covering screenwriting, production, directing, and virtual reality. Moreover, Raindance has developed three fully accredited Higher Education Film Programmes, becoming the only major film festival in the world to offer higher education. www.raindance.org

About Canon Europe

Canon Europe is the EMEA strategic headquarters of Canon Inc., a global provider of imaging technologies and services. Canon Europe has operations in roughly 120 countries, with approximately 12,300 employees and contributes to approximately a quarter of Canon's global revenues annually.

Founded in 1937, the desire to continuously innovate has kept Canon at the forefront of imaging excellence throughout its 85 plus year history and has commitments to invest in the right areas and capture growth opportunities, from cameras to commercial printers, and industrial equipment to healthcare technologies.

Canon's corporate philosophy is Kyosei – 'living and working together for the common good'. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services.