



Empowering Sponsorship

Filmily are delighted to announce that they have signed a deal with Gallagher Premiership Rugby Club Harlequins for the 2019/20 season.

The deal follows a very successful trial of Filmily's Fan Cam at Big Game 11. The event, the sporting highlight of the festive calendar, was held at Twickenham Stadium with 82,000 spectators and was the first public trial of Filmily.

Filmily created a bespoke version of their platform, 'Harlequins Fan Cam' and the app was downloaded by more than 250 users in just one week, generating in excess of 400 films, which received 12,500 views on social media.

Cordelia Brown, Marketing Manager for Harlequins said:

"Supporter- based content is really important for us to create a deeper connection with our audiences and putting them at the heart of our campaigns, Filmily enables us to capture all those unique moments that makes being a Harlequins supporter so special."

Ian Kenny CEO of Filmily added:

"We are absolutely delighted to have signed Harlequins for next season. It clearly demonstrates an understanding of the value that the Filmily platform has for both sports rights owners and the sponsor brands they work with."

"As a start-up it was really important that we ensured that our first client was a well-respected and valuable club. Harlequins is just that and we are over the moon to be working with them."

Find out more about Filmily here:

www.filmi.ly