



a production of
three dollar bill cinema

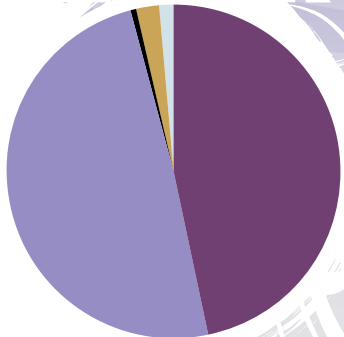
Sponsorship Kit

SPONSOR

**2009 SEATTLE
LESBIAN & GAY
FILM FESTIVAL
OCTOBER 16-25**

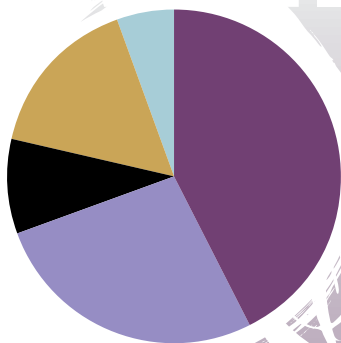
2009 FESTIVAL DEMOGRAPHICS

Gender



| | |
|-------------|------|
| Female | 46.7 |
| Male | 49.4 |
| Intersexual | 0.5 |
| Transgender | 2.1 |
| Other | 1.3 |

Orientation



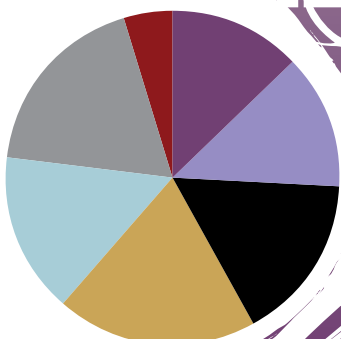
| | |
|--------------|------|
| Gay | 42.7 |
| Lesbian | 27.0 |
| Bisexual | 9.0 |
| Heterosexual | 15.9 |
| Other | 5.4 |

Age



| | |
|----------|------|
| Under 21 | 3.8 |
| 21-30 | 25.4 |
| 31-40 | 30.3 |
| 41-50 | 25.1 |
| 51-65 | 13.1 |
| over 65 | 2.3 |

Income



| | |
|------------------------|------|
| up to \$20,000 | 12.8 |
| \$20,001 to \$35,000 | 13.2 |
| \$35,001 to \$50,000 | 16.2 |
| \$50,001 to \$75,000 | 19.4 |
| \$75,001 to \$100,000 | 15.4 |
| \$100,001 to \$200,000 | 18.4 |
| \$200,001 and up | 4.6 |



As the largest festival of its kind in the Pacific Northwest, The Seattle Lesbian & Gay Film Festival is the ideal way to reach the loyal lesbian, gay, bisexual, and transgender (LGBT) community. In print, on screen, online, in person: just a few of the ways we offer premium exposure before and during this highly anticipated event.

Since 1996, The Seattle Lesbian & Gay Film Festival has been a vital and vibrant part of Greater Seattle's LGBT community and beyond. The festival continues to gain industry and audience recognition for showcasing the latest and greatest in LGBT film, from major motion picture premieres to the work of emerging talent representing more than 20 countries. We also support local filmmaking and inspire members of our community to express their creativity through film and video. The 14th

Seattle Lesbian & Gay Film Festival will feature 80 different programs composed of over 175 domestic and international films, and bring together a loyal audience of more than 10,000.

91% of gays and lesbians report that their purchasing decisions are influenced by corporate sponsorship of LGBT events.

Community Marketing, Inc.

72% of LGBT people prefer products and brands that support LGBT causes. 87% state they would remain loyal to those companies.

*Harris Interactive/
Witeck-Combs Communications*

12.9% of Seattle residents identify themselves as gay, lesbian, or bisexual—the second highest percentage among the 50 largest U.S. cities.

*Williams Institute on Sexual Orientation
Law and Public Policy, UCLA*

\$723 BILLION Buying power of the U.S. gay, lesbian, bisexual, and transgender community in 2008. *Witeck-Combs Communications*



"Ever since it launched in 1996, this festival has been doing special things and shining as one of the most interesting queer fests in the world. The Seattle L&G fest consistently secures prestigious films and is diligently attentive to its legendary and diverse Seattle audiences."

— **PlanetOut.com**

"Inside the Indies: Top 10 LGBT film festivals"

"As a company committed to the LGBT community, Esurance is very proud to support the Seattle Lesbian and Gay Film Festival. It's an extremely well-organized event that showcases creative excellence in films made by, for, and about LGBT people. Taking part in the festival is a great way for us to get our name out there in an entertaining and positive way."

— **Kristin Brewe**, Director of Brand and Public Relations, Esurance • Presenting Sponsor since 2007

"GSBA is proud to partner with Three Dollar Bill Cinema, a first-rate arts organization that produces one of the finest LGBT film festivals in the nation and shares GSBA's commitment for creating connections and supporting values that strengthen our community."

— **Louise Chernin**, Executive Director, Greater Seattle Business Association • Sponsor since 2001



SPONSOR BENEFITS



Presenting Sponsor \$50,000 or 3 x \$20,000
Headlining Sponsor \$15,000
Marquee Sponsor \$10,000
Signature Sponsor \$7,500
Supporting Sponsor \$5,000
Major Sponsor \$2,500
Community Partner \$250 (for 501(c)(3) only)
Patron \$500

Logo Placement

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Logo on sponsor page of program guide | • | • | • | • | • | • | • | • |
| Logo on sponsor page of website with link | • | • | • | • | • | • | • | • |
| Logo on all festival print advertisements | • | • | • | • | | | | |
| Logo on festival trailer | • | • | • | | | | | |
| Logo on festival invitations | • | • | | | | | | |
| Logo on audience ballots | • | | | | | | | |
| Logo in on-screen slide show | | | | | • | • | | |
| Logo on cover of program guide | • | • | • | | | | | |
| Logo on festival poster | • | • | • | | | | | |
| Logo on festival press releases | • | | | | | | | |

Advertising

| | | | | | | | | |
|--|---------------|---------------|---------|---------|---|---|---|---|
| Advertising in on-screen slide show | • | • | • | • | | | | |
| Advertising in festival program guide | full pg color | full pg color | full pg | full pg | ½ | ½ | ¼ | ¼ |
| Priority placement of program guide ad | • | • | • | • | | | | |
| Banner ad on festival website | • | • | | | | | | |
| E-mail blast inclusion | † | † | † | | | | | |

On-Site Promotion

| | | | | | | | | |
|--|----------------|---|---|---|---|---|---|---|
| Banner/signage display at screening venues | • | • | • | • | • | • | • | • |
| Materials on info table in venue lobby | • | • | • | • | • | • | • | • |
| Screen promo. video prior to select screenings | • | • | | | | | | |
| Verbal recognition from stage | all screenings | • | • | • | • | • | • | • |

Sampling

| | | | | | | | | |
|---------------------------------------|---|---|---|---|---|---|--|--|
| Sampling at festival screenings | • | • | • | • | | | | |
| Placement of promo items in gift bags | • | • | • | • | • | • | | |

Tickets and Parties

| | | | | | | | | |
|--|---------------|---------------|--------------------------|--------------------------|---------------|---------|---------|------|
| Festival passes | 8 full series | 6 full series | 4 full series 2 party | 4 full series 2 party | 2 full series | 2 party | 2 party | |
| Opening Night Gala tickets | 4 | 4 | 4 | | 2 | 2 | | |
| Closing Night Gala tickets | 6 | 4 | 4 | | 4 | 2 | | 2 |
| General festival tickets* | 32 | 26 | 20 | 16 | 16 | 12 | 12 | 10 6 |
| Invitations to festival receptions | • | • | • | • | • | • | | |
| Invitations to private festival events | • | • | • | • | | | | |
| Invitations to filmmakers' brunch | • | • | • | | | | | |

Add \$1,500 (cash only) for industry category exclusivity, which includes the text "Official (industry category) Sponsor of the 2008 Seattle Lesbian & Gay Film Festival."

† To be determined on an individual basis
 * Tickets are good for any regularly priced screening of \$10 and under
 In-kind media sponsorships credits at 50% of market value

a production of
three
 dollar bill
 cinema

Sponsorship Contact
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