

queer screen PRESENTS:

MARDI GRAS FILM FESTIVAL

[PARTNERSHIPS]

 **queer screen**

I N C L U D I N G

MARDI GRAS FILM FESTIVAL (FEBRUARY)

QUEER SCREEN FILM FEST (SEPTEMBER)



OFFICIAL CALENDAR

MARDI GRAS FILM FESTIVAL

MGFF is a highlight and first major arts event in the Sydney Gay & Lesbian Mardi Gras calendar each year.

Now in its 22nd year MGFF is acknowledged as one of the largest film festivals in Australia and one of the top lesbian and gay film festivals in the world.

In 2014 there was a 50% increase in attendance (Total 14,000) and growth looks set to continue at MGFF 2015.

MGFF 2014 was opened by The Governor of NSW, **Dame Marie Bashir** with special VIP guests including **Mayor Clover Moore** & **Alex Greenwich MP** attending MGFF events. This year's chief festival judge was **Margaret Pomeranz** from ABC's *At The Movies*.



ABOUT queer screen

Queer Screen is a Sydney based not-for-profit arts & community organisation that produces Australia's oldest and most prestigious gay and lesbian film festival, Mardi Gras Film Festival.

Queer Screen's year-round slate of events also includes Queer Screen Film Fest (September), world premieres, exclusive screenings and special events.

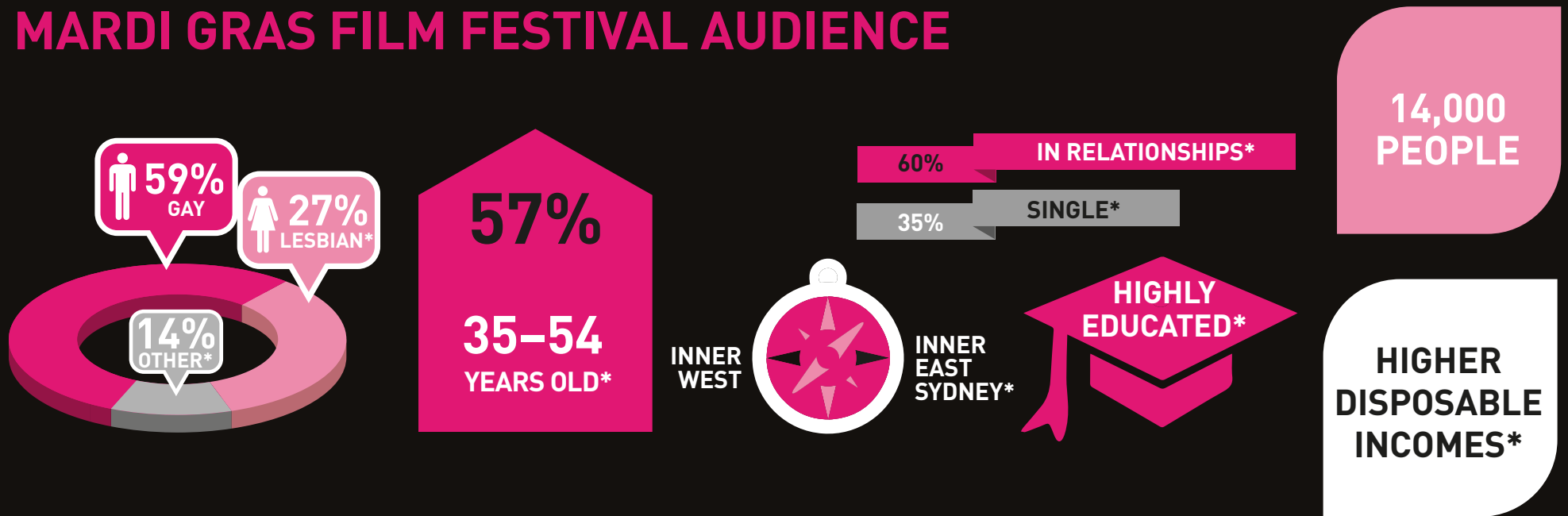
Since 1993 Queer Screen's primary focus has been on showcasing quality queer film and screen culture from around the world and on promoting acceptance and inclusion within our community and beyond.

Queer Screen also provides gay and lesbian filmmakers with opportunities to create screen content through funding, use of facilities and filmmaking competitions.

Previous members and award winners have included director **Robert Luketic** (Legally Blonde, The Ugly Truth) and Oscar Winner **Adam Elliot** (Harvie Krumpet, Mary & Max).



MARDI GRAS FILM FESTIVAL AUDIENCE



HEY BIG SPENDER – LGBTIQ CONSUMERS



* MGFF 2014 AUDIENCE SURVEY ** CINEMA VISITOR PROFILE, ROY MORGAN RESEARCH, DECEMBER 2011 *** 2011 AUSTRALIAN CENSUS

WHY PARTNER WITH US

REPUTATION

Strengthen your company's reputation as a brand that consistently supports diversity and acceptance in the LGBTIQ community and beyond.

PROMOTIONAL PLATFORMS

Gain access to our LGBTIQ audiences for highly targeted and unique year-long B2C promotional and advertising opportunities - 'Pink Dollar'.

- 20,000 people will attend Queer Screen events in the next 12 months.
- Over 45,000 foot traffic at Event Cinemas George St over MGFF & QSFF festivals.

CSR

Support the arts by helping us continue to showcase quality film content and to provide resources and opportunities to filmmakers.

STAFF ENGAGEMENT

Volunteer opportunities, diversity screenings and tickets for your staff.

NETWORK

Staff, customer and B2B networking events.

WAYS TO PARTNER

Reach out and share your brand with Queer Screen's audience through targeted marketing and sponsorship opportunities.

MARKETING

- Festival guide advertising (25,000 official program guides & teaser guides)
- Banners & signage at festival venues
- In cinema advertising (slides / TVCs, banners, flyers)
- Website advertising
- Vouchers / discount flyers
- Branded merchandise
- Targeted promotions



BENEFITS

- \$200,000 in media coverage
- Goodie bags (inclusion and / or branded bags)
- Logo placement on our printed materials (posters, postcards, advertising)
- 'Pink carpet' gala event sponsorship
- Social media (Facebook, Twitter)
- Weekly eNewsletters
- Screening / event sponsorship
- Corporate events / staff diversity events - exclusive premiere screenings & parties
- Unique on-site promotions
- Media wall logo inclusion
- Speaking opportunities
- Promotions to our database
- Tickets to opening / closing night galas
- Festival bar sponsorship
- Award sponsorship
- Your idea here...



CORPORATE HOSPITALITY

- Diversity screenings
- Exclusive preview screenings
- Unique events
- Food & beverage packages
- Gold Class evenings
- For staff, customers or B2B

Diversity screenings are a great way to encourage networking and a more inclusive work environment.

“Our feedback on the film festival partnership has been overwhelmingly positive and sets a great framework to further the program and its scope in the year ahead. Thank you to you and your team for making our Sydney event so successful.”

Andrew Parker
Employee Experience Manager, Optus



PREVIOUS & CURRENT SPONSORS / ADVERTISERS



CommonwealthBank



Queer Screen approaches sponsorships as true partnerships and prides itself on being able to customize packages to your marketing needs.

To discuss sponsorship and advertising please contact:

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