

Queer Screen's
**MARDI
GRAS FILM
FESTIVAL**

Highlights

The heart of Sydney's gay community

Event Cinemas | February - March 2019



Queer Screen & Mardi Gras Film Festival

**MARDI
GRAS FILM
FESTIVAL**

Queer Screen is one of Australia's most trusted LGBTI arts and community organisations best known for producing Sydney's Mardi Gras Film Festival, one of the country's highest attended film festivals and one of the largest LGBTI events nationally.

Queer Screen operates year-round and has a loyal audience of over 25,000 Sydney gays and lesbians it can help you connect with.

**MARDI GRAS FILM FESTIVAL IS THE LARGEST
LGBTI ARTS FESTIVAL IN AUSTRALIA**

**6 venues across Sydney, NSW
and ACT** including Event Cinemas
George Street & The Star Sydney

**APPROX 20,000 ATTENDEES
EACH YEAR**

**MARDI
GRAS FILM
FESTIVAL
2019 SET TO
BE BIGGEST
YET!**

**100+ EVENTS INCLUDING RED
CARPET GALAS, WORLD PREMIERES,
EXCLUSIVE PREVIEWS & PARTIES**

Recent festival
guests have included
**Rachel Griffiths, Sigrid
Thornton and Ian Thorpe**

**Award-
winning
feature
films, docos
and shorts**



**International celebrity guests, performance,
panels, workshops, Q&As, forums on
important human rights issues**

**QUEER SCREEN FESTIVALS
CELEBRATE & PROMOTE
DIVERSITY & INCLUSION**

**Queer Screen is a
registered arts charity
operating all year**

87% of respondents rated the festival either very good or excellent. 27% were first time attendees of the festival.

 **queer screen** Partnerships

Meet our LGBTI Audience

Work



33% have a household income over \$150,000
7% over \$300k*



75% are university educated*



43% are in management positions at work*

Home



38% live in the Inner West
26% East 9% South 10% North
17% Outside Sydney



46% in a relationship**



9% have children*

Interests



Frequently dine-out and attend cultural events and shows**

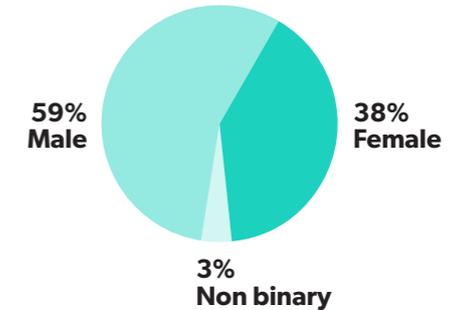


Real estate, property and home decoration**

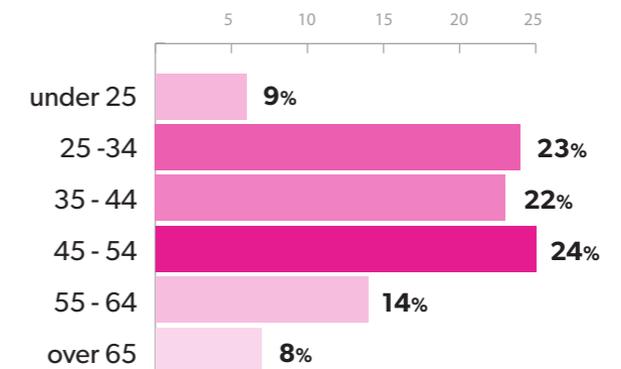


Love travel, technology and fashion**

Gender



Age



59% own a car 62% own a property 80% regularly attend live arts or performance 62% plan to book an international holiday in the next year

Exposure and Reach



538 MEDIA ARTICLES
(300% increase in mainstream media coverage)

Year round screenings across NSW, ACT and other cities

50,000+ unique users & 1,000,000+ page views on website

12,500+ FACEBOOK likes (1000% increase since 2014, 2.5 million annual impressions)

MGFF TV COMMERCIAL ON TV FOR 2 MONTHS

400%+ audience increase since 2014

9,000+ eDM subscribers (70+ edms per year, 26% average open rate)

Queer Screen also produces a second film festival in September **Queer Screen Film Fest** with 5000 attendees

30,000+ PRINTED PROGRAMS (national distribution, 2 month shelf life) + 100,000 views of online digital guide

\$350+ million media reach in 2017

Why Partner With Us?

Queer Screen and Mardi Gras Film Festival can provide your company with a full range of marketing opportunities to help you effectively reach LGBTI consumers all year round.

- **BRAND AWARENESS**
- **NEW CUSTOMERS**
- **ALIGN YOUR COMPANY WITH A TRUSTED LGBTI BRAND**
- **SHOWCASE YOUR WORK/ VALUES**
- Build relationships with **CLIENTS & CUSTOMERS**
- **COMMUNITY ENGAGEMENT/ CSR**
- **GET QUALIFIED LEADS**
- **GENERATE SALES**
- Build your **CUSTOMER DATABASE**
- **BE SEEN AS AN INCLUSIVE ORGANISATION**
- **BUILD LGBTI STAFF PROGRAMS** and staff engagement
- **IMPROVE YOUR AWEI INDEX RANKING**
- **EXCLUSIVE & YEAR-ROUND ACCESS**

Your involvement is invaluable and helps support the the LGBTI community and empower bold new voices.

87% of our survey respondents said they would be more likely to give their business to a company that supported the LGBTI community.

70% said they would pay a premium to a company that was supportive of the LGBTI community.

MARDI GRAS FILM FESTIVAL





**“Mardi Gras Film Festival reflects TRUE DIVERSITY”
- Paul Capsis**



Partner Benefits

We offer a complete range of partnership levels and benefits to help you achieve your marketing and community goals.

Queer Screen wants to help our sponsors create genuine connections with our audiences.

Some key partner benefits include:

- CINEMA ADVERTISING
- FULL PAGE ADS in festival program guide
- SOCIAL & DIGITAL MARKETING all year round
- ON-SITE branding and activation
- LOGO PLACEMENT
- MARKET RESEARCH & SURVEYS
- FESTIVAL NAMING RIGHTS e.g. 'Mardi Gras Film Festival Presented with...'
- NAMING RIGHTS for awards, popular movie sessions, and community initiatives such as filmmaker funds or scholarships
- VIP HOSPITALITY & TICKETING Staff, customer and client engagement and benefits including private screenings, free & discounted tickets, 'money can't buy' experiences and volunteer opportunities

Partners are invited to discuss their objectives with us and can select from our benefits menu as well as bring their own ideas.

MARDI
GRAS FILM
FESTIVAL



You're In Good Company

MGFF 2018 Main Sponsors

MARDI
GRAS FILM
FESTIVAL

MARDI GRAS FILM FESTIVAL MAJOR PARTNERS



QUEER SCREEN SPONSORS

OPTUS



MARDI GRAS FILM FESTIVAL SPONSOR



GOVERNMENT SPONSOR



PRINCIPAL VENUE PARTNER

PRINCIPAL VENUE PARTNER

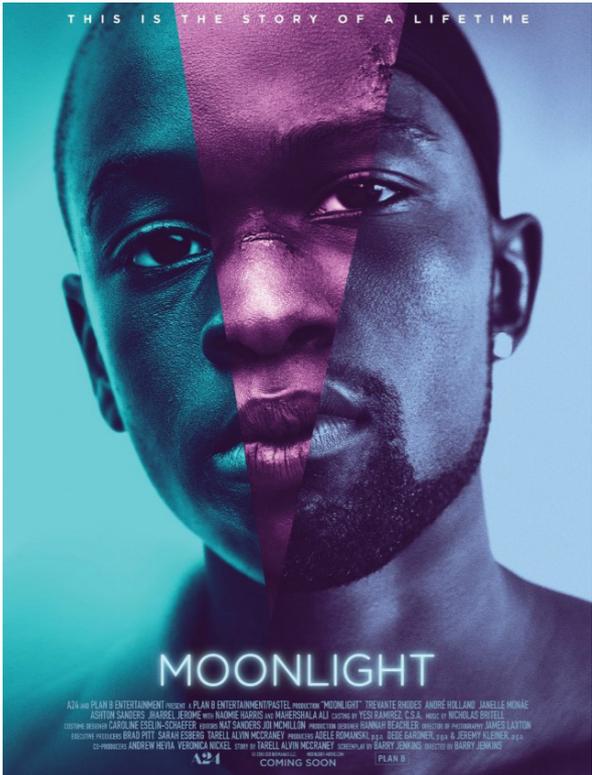


MAJOR BROADCAST PARTNERS



"Our partnership with Queer Screen has been an outstanding success and sets a great framework to further the partnership and it's scope in the years ahead." Andrew Parker, Optus

queer screen Partnerships



Queer Screen & The Community

Queer Screen organises a range of vital community events and services:

- **Free screenings** under 18s and elderly LGBTI
- **Panels and Q&As** on important social and human rights issues
- **Filmmaker support** including workshops, networking, resources & training
- **Film awards** and My Queer Career short film competition
- **Queer Screen Film Fund**
- **Filmmaker scholarships and mentoring**
- **Fundraising charity galas**
- **Free Rainbow Families screenings** and events for gay parents and their children
- **Volunteer program**
- **Travelling film festival**

Opportunities exist for our partners to support the LGBTI community through Queer Screen initiatives and to improve the festival experience for attendees.



Bespoke Partnerships

MARDI
GRAS FILM
FESTIVAL



We look forward to collaborating with you to help find the most effective way to reach your marketing, community and staff engagement objectives

Paul Kennedy

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