Queer Screen's

MARDI GRAS FILM FESTIVAL

Highlights

The heart of Sydney's gay community

February 15 to March 1 2018

Queer Screen & Mardi Gras Film Festival

MARDI GRAS FILM FESTIVAL

Queer Screen is one of the country's most trusted LGBTI arts and community organisations best known for producing Sydney's Mardi Gras Film Festival, one of Australia's top five film festivals and one of the largest LGBTI events nationally. Queer Screen operates year-round and has a loyal audience with over 25,000 gays and lesbians it can help you reach.

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

MGFF 25TH BIRTHDAY IN 2018 SET TO BE BIGGEST YET!

2 weeks across Sydney, NSW and ACT including Event Cinemas George St. & The Star Sydney

20,000+ ATTENDEES AT MARDI GRAS FILM FESTVAL EACH FEBRUARY (FEB 15 - MAR 1 2018)

100 SCREENINGS 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

queerscreen Partnerships

Meet our LGBTI Audience

MARDI GRAS FILM FESTIVAL

Work

44% earn over $75k
26% earn over $100k*

69% are university educated*

40% are in management positions at work*

Home

38% live in the Inner West
29% East 8% South 8% North
17% Outside Sydney*

50% in a relationship*

12.17% have children*

Interests

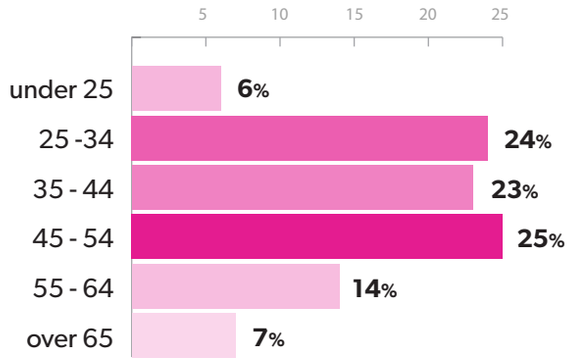
Frequently dine-out and attend cultural events and shows**

Real estate, property and home decoration**

Love travel, technology and fashion**

Gender

Age



*MGFF 2017 SURVEY ** GOOGLE ANALYTICS

queer screen Partnerships

Exposure and Reach

MARDI GRAS FILM FESTIVAL

355 MEDIA ARTICLES (local, national & international print, tv, radio and online)

92,000+ unique users on website
500,000+ page views

11,000+ FACEBOOK likes (1000% increase since 2013, **3.5 million** annual impressions)

MGFF TV COMMERCIAL ON AIR FOR 2 MONTHS

Year round screenings across NSW, ACT and other cities

400%+ audience increase since 2014 and growing

8,000+ 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?

MARDI GRAS FILM FESTIVAL

Queer Screen and Mardi Gras Film Festival can provide your company with a creative platform to engage LGBTI consumers and help you develop meaningful connections with our audiences, your staff and customers.

- **INCREASE BRAND AWARENESS**
- **ENGAGE WITH NEW CUSTOMERS & THE LGBTI COMMUNITY**
- **ALIGN YOUR COMPANY WITH ONE OF AUSTRALIA'S MOST TRUSTED LGBTI ORGANISATIONS**
- **SHOWCASE YOUR BRAND, WORK & VALUES**
- **BUILD RELATIONSHIPS** WITH CLIENTS & CUSTOMERS
- **GET QUALIFIED LEADS** & **GENERATE SALES**
- Be seen as an **INCLUSIVE ORGANISATION**
- **BUILD LGBTI STAFF ENGAGEMENT & REWARD PROGRAMS**
- IMPROVE YOUR **AWEI INDEX RANKING**
- **EXCLUSIVE & YEAR-ROUND ACCESS**
- **SUPPORT THE COMMUNITY -** Your partnership is invaluable and helps support the LGBTI community and empower the next generation of Australian artistic 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 reflects TRUE DIVERSITY "
- Paul Capsis

Partner Benefits

MARDI GRAS FILM FESTIVAL

Partnerships with Queer Screen can take many forms and we offer a complete range of partnership levels and benefits to help you achieve your marketing, staff engagement and community goals.

Some key partner benefits include:

- CINEMA ADVERTISING
- FULL PAGE ADS in festival program guide
- SOCIAL & DIGITAL MARKETING all year round
- CONSUMER PROMOTIONS
- 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 incluing private screenings, free & discounted tickets,'money can't buy' experiences and volunteer opportunities

We value our partners and welcome inquiries from potential sponsors and the opportunity to discuss their objectives with them.

queer screen Partnerships

You're In Good Company
MGFF 2017 Main Sponsors

MARDI GRAS FILM FESTIVAL

QUEER SCREEN MAJOR PARTNER

THE STAR

MARDI GRAS FILM FESTIVAL MAJOR PARTNERS

AMERICAN EXPRESS

AGL Energy in action.®

QUEER SCREEN SPONSORS

OPTUS

monash ivf life starts here

acon HERE FOR HEALTH

MARDI GRAS FILM FESTIVAL SPONSOR

accenture High performance. Delivered.

LUSH FRESH HANDMADE COSMETICS

GOVERNMENT SPONSOR

NSW GOVERNMENT | SCREENNSW

SYDNEY CITY OF FILM

PRINCIPAL VENUE PARTNER

PRINCIPAL VENUE PARTNER

EVENT GEORGE STREET

MAJOR BROADCAST PARTNERS

SBS

SBS ON DEMAND

WORLD MOVIES

"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

Click Here
to see the Mardi Gras Film Festival
2017 Highlights Reel

See you at the movies!

Queer Screen & The Community

MARDI GRAS FILM FESTIVAL

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

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

Please contact us today to discuss how we can help you reach your marketing and community objectives

Paul Kennedy

Head of Partnerships

paul.kennedy@queerscreen.org.au

or phone 0411 125 779

www.queerscreen.org.au