

A wide-angle photograph of a large, diverse audience seated in a theater with red seats. The audience is facing a stage area where a person is standing on the right, possibly a host or performer. The theater has a patterned carpet and dark walls. The text 'Queer Screen's MARDI GRAS FILM FESTIVAL' is overlaid in the top left, and 'Highlights' is written in cursive in the top right. At the bottom, there are two lines of text: 'The heart of Sydney's gay community' and 'February 15 to March 1 2018'.

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**

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

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

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

**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**

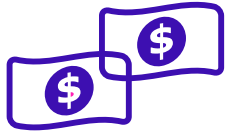
**QUEER SCREEN FESTIVALS
CELEBRATE & PROMOTE
DIVERSITY & INCLUSION**

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

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*

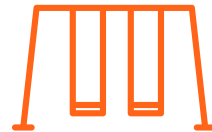
Home



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**

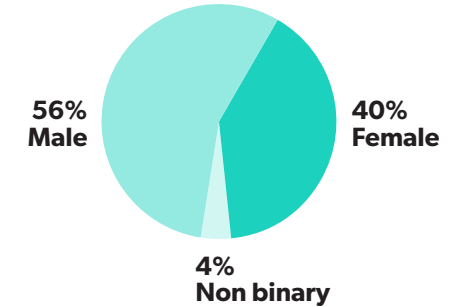


Real estate, property
and home decoration**

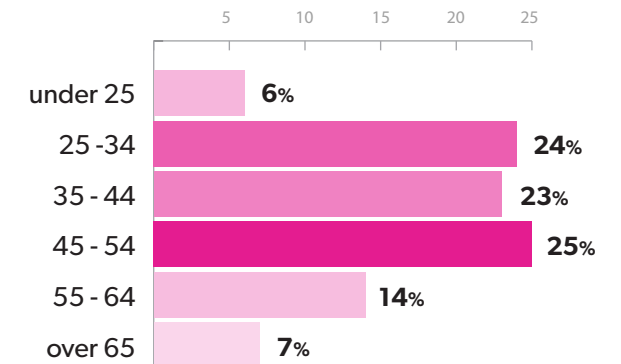


Love travel, technology
and fashion**

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)

Year round screenings across NSW, ACT and other cities

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

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?

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**





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



Partner Benefits

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 including 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.

MARDI
GRAS FILM
FESTIVAL



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



QUEER SCREEN SPONSORS



MARDI GRAS FILM FESTIVAL SPONSOR



GOVERNMENT SPONSOR



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

MARDI
GRAS FILM
FESTIVAL



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

- **Panels and Q&As** 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**

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or phone 0411 125 779

www.queerscreen.org.au