



Partnership Pack

The heart of Sydney's LGBTIQ+ community

Queer Screen's Mardi Gras Film Festival

Now in its 29th year Queer Screen is one of Australia's most trusted LGBTIQ+ not-for-profit organisations best known for producing one of Australia's top film festivals **Queer Screen's Mardi Gras Film Festival - MGFF** runs over 2 weeks every February and is a main event in the Sydney Mardi Gras & World Pride 2023 calendars. **MGFF** is Sydney's favourite LGBTIQ+ arts event showcasing the world's best new LGBTIQ+ films.

MGFF IS AUSTRALIA'S PREMIERE LGBTIQ+ ARTS FESTIVAL

9 VENUES ACROSS SYDNEY, NSW & ACT INCLUDING EVENT CINEMAS GEORGE STREET, RANDWICK RITZ, CREMORNE ORPHEUM

**18,000+ ATTENDEES
150+ VOLUNTEERS**

100+ EVENTS (14% INCREASE IN 2020) INCLUDING SCREENINGS, RED CARPET GALAS, WORLD PREMIERES, PREVIEWS & VIRTUAL

Recent guests include Rachel Griffiths, Renee Zelwegger, Jessica Mauboy & Hugh Sheridan

Award-winning feature films, docos and short films

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

QUEER SCREEN FESTIVALS CELEBRATE & PROMOTE DIVERSITY & INCLUSION

IN CINEMA (SYDNEY) & ON DEMAND (NATIONALLY)



NET PROMOTER SCORE
64
(GLOBAL BENCHMARK 31)

84% of attendees rated the festival very good to excellent | 20% were first time attendees of the festival



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



Exposure and Reach

Queer Screen operates year round and produces two main Sydney festivals - Mardi Gras Film Festival in February (including regional tour) and mini-festival Queer Screen Film Fest in September plus special screenings throughout the year.

Queer Screen also communicates with its LGBTIQ+ members, volunteers and our community partners all year round meaning you can too.



17,800+ FACEBOOK LIKES
2.2M USER REACH (22% ↑)

57,000+ UNIQUE WEBSITE USERS
& **345,000+ PAGE VIEWS** (41% ↑)

Insta 7k+ (31% ↑)
Twitter 5k+ (4% ↑)

**250+
MEDIA
ARTICLES**

**MGFF TV
COMMERCIAL
ON TV FOR 2
MONTHS**



**400% audience
increase since 2015**

**9,200+ eDM
subscribers**
70+ eDMs per year, 23%
average open rate/ 10% CTR

20,000+ PRINTED PROGRAMS
(Syd + Melb distribution, 2 month shelf life) plus
online digital guide & festival app

Queer Screen produces its second film festival
each September **Queer Screen Film Fest**
with 10,000+ attendees

**Digital campaign -
3.2 million+ impressions**

Mardi Gras Film Festival is a highlight of the Sydney's Gay & Lesbian Mardi Gras calendar



“Queer Screen’s Mardi Gras Film Festival is such an awesome celebration of our community. An opportunity to share and see our stories on the big screen. To laugh and to cry and to really celebrate everything it means to be LGBTBIQ.”

Alex Greenwich MP



Meet our LGBTIQ+ Audiences

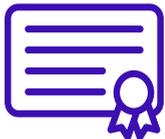
Work



High income earning
32% have a household income over \$150,000 with high disposable income



Educated
75% hold an undergraduate degree or higher



Career focused**
Professional, 62% are in management positions at work*

46% members of gym/fitness centre

Home



Inner Sydney
37% live Inner West | 30% East
6% South | 10% North
12% Outside Sydney/ Rural | 5% interstate



51% are single
46% are in a relationship,
9% have kids*



62% own property*
59% own a car (17% premium brand)

80% regularly attend live arts or performance

Interests



Social
43% spend over \$400/month on dining-out & entertainment (movies, music, festivals and theatre)*



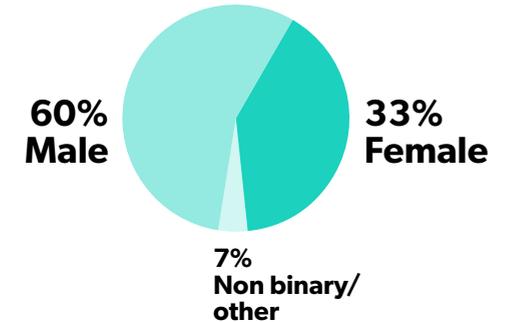
Nesting
Real estate, home decoration & entertaining**



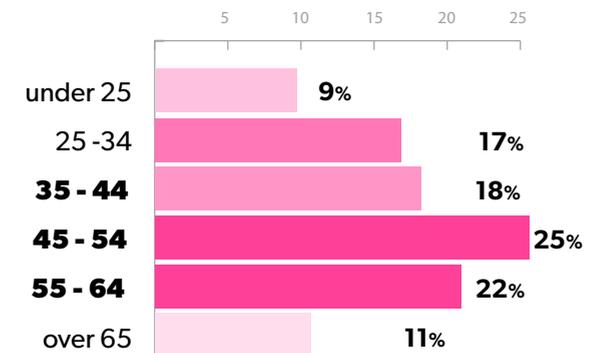
Love travel, food, health/fitness, fashion/beauty, media (incl. books, music, tv) and green living**

62% said they plan to book an international holiday next year

Gender



Age



Why Partner With Us?

Queer Screen offers your company a full range of bespoke marketing opportunities to help you effectively reach Sydney's discerning and brand loyal LGBTIQ+ consumers. Forge emotional connections with and stay relevant to this valuable market in a space where they are highly engaged in a subject they are passionate about.

- Build brand awareness & brand preference
 - Align your company with one of Australia's most trusted LGBTIQ brands
 - Showcase your work/values
 - Build relationships with clients, customers and LGBTIQ tastemakers & influencers
 - Attract new customers & generate sales
 - Grow community engagement/ CSR
 - Get leads and build your database
 - Be seen as a contemporary and inclusive organisation that is diverse and inclusive
 - Build LGBTIQ+ staff engagement programs with us. Queer Screen can help our partners with both their Sydney and interstate staff and client diversity events and screenings
 - Improve your AWEI Index ranking
 - Exclusive and year-round access
- Your support is vital and helps build a unique LGBTIQ+ community experience and empower bold and talented new storytellers.



Australia's LGBTIQ+ Market

The community that was once marginalised because of their sexual orientation has now emerged as a major market to help with sales and revenue.

Australia's "Pink Dollar" is worth \$40 BILLION DOLLARS ANNUALLY and growing.

87% of our LGBTIQ+ survey respondents said they'd be more likely to give their business to a company that supported the LGBTIQ+ community.

70% of survey respondents said they would pay a premium to a company that was supportive of the LGBTIQ+ community.

The brands that truly engage with the LGBTIQ+ community authentically have a greater chance of success.



**LGBTIQ+ MARKET = BUYING POWER, HIGHER THAN AVERAGE INCOME/
DISPOSABLE DOLLARS, BRAND LOYAL, INFLUENTIAL, EARLY ADOPTERS***

* https://www.richmond.com/business/article_c2212090-7883-545f-b28a-3a79c7ab0480.html

Partner Benefits

We offer a complete range of partnership levels and benefits to help you achieve your marketing and community / staff/ client engagement goals. Queer Screen wants to help our partners create genuine connections with our audiences.

Some key partner benefits include

- **IN-CINEMA PRE-FILM ADVERTISING**
- **FULL PAGE ADS** in festival program guides
- **SOCIAL MEDIA, ENEWS STORIES & WEBSITE ADS** all year round
- **ON-SITE** branding and direct promo activities
- Interactive, experiential engagement
- **LOGO PLACEMENT** across all platforms
- **VIP EVENT & TICKETING PACKAGES**
- **EVENT SPONSORSHIP** for festivals, awards, popular movie sessions, and community initiatives
- **STAFF, CLIENT & CUSTOMER** engagement and benefits including private screenings, pre-sale, free & discounted tickets, 'money can't buy' experiences such as marching with Queer Screen's float in Mardi Gras parade and volunteer opportunities
- **COMPREHENSIVE SURVEYS, WRAP REPORTS & CLIENT SERVICE**

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

Cinema advertising has been proven to be the most effective form of advertising delivering 6x the engagement of TV, with a lean-in experience unlike other media channels.* Impact and recall are even higher in a film festival environment.



MGFF 2022 Advertising Rate Card

Please contact us to discuss tailoring an advertising or sponsorship package to meet your specific marketing, staff or community objectives.

MEDIA	DETAILS	REACH	LOCATION	INSERTS	COST (EX GST)
PRE ROLL (PRE FILM CINEMA ADVERTISING (FEBRUARY 17 - MARCH 3))	Slide or videos shown before public cinema sessions at the festival (Approx 65 sessions) Option to show before all sessions - both week 1 & week 2 or week 1 or week 2 only. Artwork deadline - January 28	~18,000	Sydney	TV commercial (quicktime file e.g. .mov)	\$18,000 - week 1 & 2 \$10,000 - week 1 or 2
				Slide (.Jpg)	\$6,000/ \$4000
PROGRAM GUIDE	20,000+ printed guides (National distribution, 6 week shelf life from mid Jan) + digital Artwork deadline - December 21	~17,000+	National	Double Page Spread	\$7,000
				Full Page (Back page)	\$4,500
				Full Page	\$4,000
				Half Page V	\$2,500
OPENING NIGHT	Sample in opening night gala goodie bags for VIPs	450	Sydney	450 bags	\$1,000
DIGITAL	Social media	32,000+	National	Per post (available all year)	\$500
	Solus eNewsletters - 10,000+ subscribers	10,000+		Per edm (available all year)	\$2,000
	eNewsletters inclusion- 10,000+ subscribers	10,000+		Per inclusion (available all year)	\$750
	Website banner ads - 90,000 +unique users	90,000+		CPM	\$40
SESSION SPONSORSHIP	Includes acknowledgement as film presenting partner on festival platforms, opportunity to speak, activate, seat drop, tickets etc	200-840 pax	Sydney	-	\$4,000
ON SITE	On site activation including flyers on seats, pop ups, sampling, signage, brand ambassadors	~20,000	Sydney, NSW, ACT	-	Prices on application
ADVERTISING PACKAGES					RATE (EX GST)
GOLD	30 second commercial before every cinema session + full page ad + 2 x edm inclusions + 1 x social media post				\$22,000
SILVER	Slide before every film + 1/2 page ad + 1 x edm inclusion				\$8,500
BRONZE	Full page ad in the guide + 1 edm story inclusion + 1 x social media post				\$5,000

You're In Good Company - MGFF 2021 Sponsors

“Our partnership with Queer Screen has been an outstanding success and sets a great framework to further the partnership and its scope in the years ahead.”

Andrew Parker, National Manager Experience & Culture, Telcom

MARDI GRAS FILM FESTIVAL MAJOR PARTNER



MARDI GRAS FILM FESTIVAL SPONSORS



GOVERNMENT SPONSOR



PRINCIPAL VENUE PARTNER



MAJOR BROADCAST PARTNER



Queer Screen & The Community



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

- **Free screenings** and safe spaces for at-risk LGBTIQ youth and for the often under-represented elderly
- **Panels and Q&As** on important social and human rights issues to encourage public dialogue
- **Filmmaker support** including workshops, networking, resources & training
- **Film awards** and **My Queer Career short film competitions**
- **Queer Screen Film Fund**
- **Filmmaker scholarships** and **mentoring**
- **Gala fundraising events**
- **Free Rainbow Families screenings** and events for gay parents and their children
- **Volunteer program**
- **Travelling Film Festival**

Queer Screen also partners with many local LGBTIQ charities to help with much needed fundraising and awareness.





Bespoke Partnerships



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



Sponsorship opportunities are limited.
To secure your spot contact **Paul Kennedy**
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queerscreen.org.au