



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

*Highlights*

**The heart of Sydney's gay community**

**Event Cinemas George St**

**February 13 to 28 2019**

# Queer Screen's 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 each February during Mardi Gras season.*

*MGFF is one of the country's top film festivals and one of the largest LGBTI events nationally.*

**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**

**MGFF  
IS THE  
LONGEST  
LGBTI FILM  
FESTIVAL IN  
THE WORLD**

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

Recent festival  
guests have included  
**Rachel Griffiths, Sigrid  
Thornton and OITNB cast**

**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 Audiences

## Work



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



73% are university  
educated\*



62% are in management  
positions at work\*

## Home



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



51% single  
46% in a relationship, 9% kids\*



62% own a property\*

## Interests



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

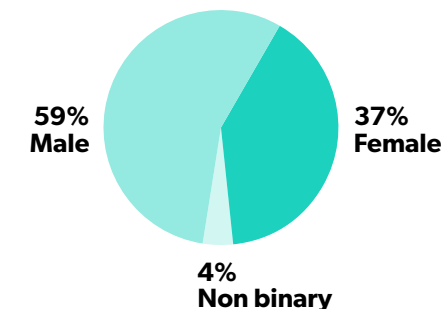


Real estate, home  
decoration and  
nesting\*\*

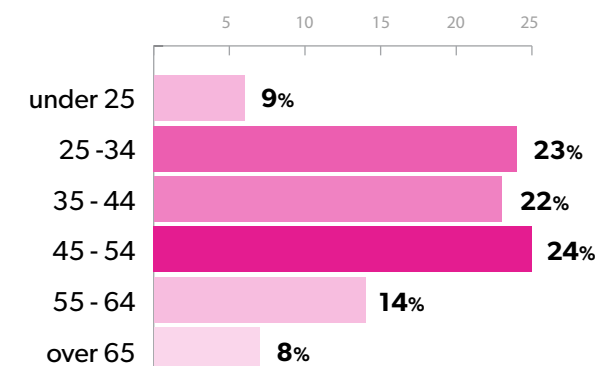


Love travel, technology  
and fashion\*\*

## Members



## Age



59% own a car 46% members of gym 80% regularly attend live arts or performance 62% plan to book an international holiday this year

# Exposure and Reach

MARDI  
GRAS FILM  
FESTIVAL

Queer Screen operates year-round and can help you connect with Australia's LGBTI community.



## 538 MEDIA ARTICLES

(300% increase in mainstream media coverage)

Year round screenings across NSW, ACT and other cities

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

2.5 millionsocial media  
12,500+ FACEBOOK likes  
(1000% increase since 2015)

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 5,000+ attendees

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

\$350+ million media reach in 2017

Cinema Advertising has been proven to be the most effective form of advertising and film festival audiences are even more receptive.  queer screen Partnerships

# 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



### 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 & The Community

MARDI  
GRAS FILM  
FESTIVAL



**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**  
**Head of Partnerships**

paul.kennedy@queerscreen.org.au  
or phone 0411 125 779

[www.queerscreen.org.au](http://www.queerscreen.org.au)