



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 Queer Screen's Mardi Gras Film Festival one of the country's top film festivals.

MGFF is Sydney's favourite LGBTIQ+ arts event showcasing the world's best new LGBTIQ+ films over 2 weeks every February.

MGFF IS AUSTRALIA'S PREMIERE LGBTIQ+ ARTS FESTIVAL

8 VENUES ACROSS SYDNEY, NSW & ACT INCLUDING EVENT CINEMAS GEORGE STREET & DENDY NEWTOWN

**20,000+ ATTENDEES
140+ VOLUNTEERS**

**MGFF IS
THE LONGEST
LGBTIQ film
festival
IN THE
WORLD**



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

**Recent guests include
Rachel Griffiths, Renee
Zelwegger and Jessica
Mauboy**

**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**

NET PROMOTER SCORE

61

(GLOBAL BENCHMARK 41)

84% of attendees rated the festival either 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 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.



14,700+ FACEBOOK LIKES
1.5M IMPRESSIONS (20% ↑)

59,000+ UNIQUE WEBSITE USERS
& **500,000+ PAGE VIEWS (41% ↑)**

Insta 5k+ (29% ↑)
Twitter 5k+ (4% ↑)

**250+
MEDIA
ARTICLES**

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



400% audience
increase since 2015

**8,500+ eDM
subscribers**
70+ eDMs per year, 23%
average open rate

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

Queer Screen's second film festival in
September **Queer Screen Film Fest** has
5,000+ attendees, 60% growth in '2019

**Print, TV, digital, radio,
street ad campaigns**

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



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



75% hold an undergraduate degree or higher



Career focussed**
62% are in management positions at work*

Home



47% live in Inner West | 21% in East
13% City & Other Inner | 21% Outer Sydney
7% NSW | 3% interstate & OS



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



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

Interests



43% spend over \$400/month on dining-out, movies, live events (incl. music, festivals and theatre)* **

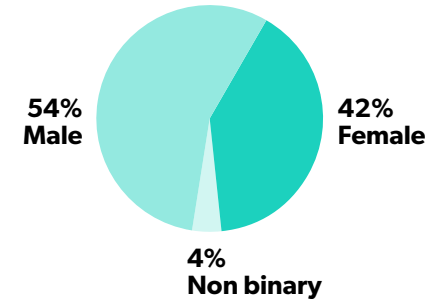


Real estate & nesting-home decoration, entertaining**

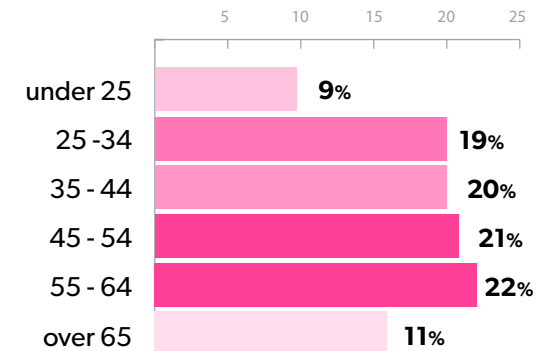


Love travel, food, health/fitness, fashion/beauty, media (incl. books, music, tv) and green living**

Gender



Age



46% members of gym/fitness centre 80% regularly attend live arts or performance 62% said they plan to book an international holiday this year

*MGFF SURVEY ** GOOGLE ANALYTICS

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 with 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 forced underground or jailed 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, and not through tokenism, have a greater chance of success.



**LGBTIQ+ MARKET = BUYING POWER, HIGHER THAN AVERAGE INCOME/
DISPOSABLE INCOME, 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 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 has been proven to be the most effective form of advertising as engagement levels, impact and recall is much higher in this environment.



You're In Good Company - MGFF 2020 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 initiatives for you to partner with including:

- **LGBTIQ+ youth and seniors support programs & events**
- **Panels and Q&As on important social and human rights issues**
- **Fundraising events for our charity partners**
- **Rainbow Families screenings and events for LGBTIQ parents and their children**
- **Volunteer program with over 200 volunteers**
- **Travelling film festival**
- **Queer Screen Film Fund**
- **Film awards including Audience Favourites and the highly regarded My Queer Career short film competition**
- **Filmmaker support - workshops, networking, resources, training, camera equipment**
- **Filmmaker scholarships and mentoring**



Opportunities exist for our partners to support the LGBTIQ community through sponsorship of Queer Screen initiatives and to improve the festival experience



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**



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