



Queer Screen Presents

Mardi Gras Film Festival

The heart of Sydney's LGBTIQ+ community

2 weeks every February

Highlights

Queer Screen's Mardi Gras Film Festival 2024

Now in its 31st 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 Gay & Lesbian Mardi Gras official calendar. MGFF is Sydney's favourite LGBTIQ+ arts event showcasing the world's best new LGBTIQ+ films, promoting equality, building community and educating and mentoring emerging filmmakers.

MGFF IS AUSTRALIA'S PREMIERE LGBTIQ+ ARTS FESTIVAL

10 VENUES ACROSS SYDNEY INCLUDING EVENT
CINEMAS GEORGE STREET PLUS REGIONAL TOUR

19,000+ ATTENDEES
180+ VOLUNTEERS

IN CINEMA
(SYDNEY)
&
ON DEMAND
(NATIONALLY)

160+ FILM SCREENED PLUS RED
CARPET GALAS, WORLD PREMIERES,
PREVIEWS & EVENTS

Recent guests include Carson
Kressley, Rachel Griffiths,
Renee Zelwegger, Jessica
Mauboy & Joel Creasey

Award-winning
feature films,
docos and short
films



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

QUEER SCREEN FESTIVALS CELEBRATE
& PROMOTE DIVERSITY, EQUALITY &
INCLUSION

NET PROMOTER SCORE

64

(GLOBAL BENCHMARK 31)

84% of attendees rated the festival very good to excellent | 30% 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 August plus special screenings throughout the year.

Queer Screen also communicates with its 10,000 LGBTIQ+ subscribers/members, volunteers all year round meaning you can too.



26.6K+ FACEBOOK (11%+YOY)
348K IMPRESS/ 444K REACH

12 million impressions across paid
and organic platforms ↑

Insta 9.7k+ (18% ↑)
Twitter 5k+ (2% ↑)

236+
MEDIA
ARTICLES -
\$21M VALUE

MGFF TRAILER
ON TV OVER
JAN/ FEB



400% audience
increase since 2015

EDM -9,800K+
SUBSCRIBERS
8.4%+YOY, 43+ eDMs in MGFF,
44% average open rate

20,000+ PRINTED PROGRAMS
2 month shelf life) plus online digital guide

Queer Screen produces its second film
festival over 5 days every September **Queer
Screen Film Fest** with 5,000+ attendees

WEBSITE - 144K+ SESSIONS
& 624K+ PAGE VIEWS (132%YOY)
93K+ USERS

Mardi Gras Film Festival is a highlight of the Sydney 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
62% earn over 100k/
25% over 200k /
11% over 300k



Educated
74% hold an undergraduate
degree or higher



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

Home



Sydney Metro 90%
(Inner West 39%
East 29%, South 10%, North 7%, West 7%
Outside Sydney 7%), Interstate 10%



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



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

Interests



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

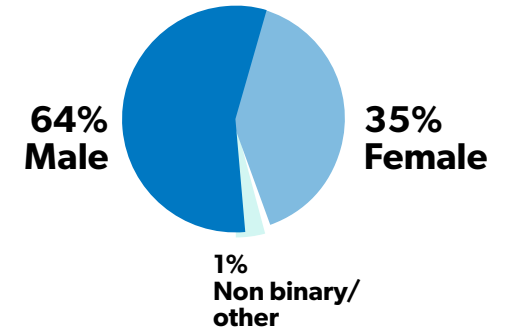


Nesting
Real estate, home decoration
& entertaining**



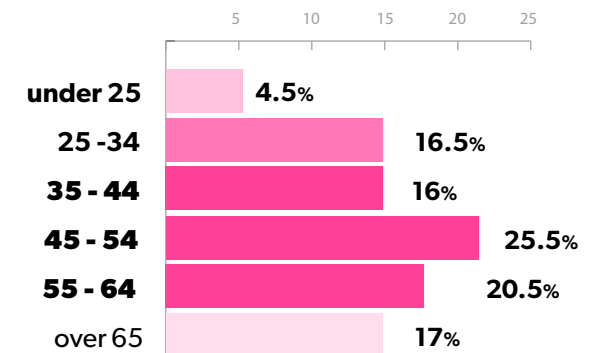
Interested in media, travel, food,
health/ fitness, fashion/beauty,
media (incl. books, music, tv),
investing and green living**

Gender



Age

Average age - 49



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

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 - selecting from our benefits menu as well as bringing 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.

* Media Federation of Australia



Mardi Gras Film Festival 2024 - Ad Rate Card

Festival dates: Last two weeks in February 2024.
Please contact us to discuss tailoring an advertising or sponsorship package to meet your specific 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)	\$16,000 - all screenings \$9,000 - week 1 or week 2 only
				Slide (.Jpg)	\$9,000 - all screenings / \$6000 - 1 week
PRINTED 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	\$4,000
				Half Page Vertical	\$2,500
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 (either banner or full story 150 words and image) 10,000+ subscribers	10,000+		Per inclusion (available all year)	\$750
	Website banner ads - 90,000 +unique users	90,000+		CPM/ 1000 impressions	\$50
SESSION SPONSORSHIP	Includes acknowledgement as a film presenting partner on festival platforms, opportunity to speak, activate, seat drop, tickets etc	200-840 pax	Sydney	-	\$3,000
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				\$21,000
SILVER	Slide before every film + 1/2 page ad + 1 x edm inclusion				\$11,500
BRONZE	Full page ad in the guide + 1 edm story inclusion + 1 x social media post				\$4,500

Queer Screen Film Fest 2023 - Ad Rate

Festival dates: Wednesday 23 to Sunday 27 August 2023

	READERSHIP/ REACH	REACH	LOCATION	INSERTS	COST (EX GST)
PRE ROLL - PRE FILM SCREEN ADVERTISING	Slide or videos shown before every public sessions at the festival (~15 sessions over 5 days between 23 and 27 August. On demand 23 August to 3 September)	~5,000	Principal venue - Event Cinemas George Street Sydney/ On demand - national	TV commercial (quicktime file e.g. .mov)	\$5,000
				Slide (.jpg)	\$3,000
DIGITAL ADVERTISING	Social media	40,000+	National	Per post (available all year)	\$500
	Solus eNewsletters inclusion- 9,900+ subscribers	10,000+		Per edm (available all year)	\$2,000
	eNewsletters inclusion- 9,800+ subscribers	10,000+		Per inclusion (available all year)	\$750
	Website banner ads - 90,000 +unique users	90,000+		CPM (available all year)	\$40
ON SITE	On site activation including session sponsorships, flyers on seats, pop ups, sampling, signage, brand ambassadors	~5,000	Sydney	-	Prices on application

ADVERTISING PACK		DISCOUNTED RATE (EX GST)
GOLD PACKAGE	30 second commercial or slide before every film + 2 x edm inclusions + 2 x social media post (all platforms) + solus enewsletter + 25 Admit 1 tickets	\$8,500
SILVER PACKAGE	30 second commercial or slide before every film + 1 x edm inclusion + 1 x social media post (all platforms) +10 Admit 1 tickets	\$5,000

SPONSORSHIPS		
PRESENTING PARTNER	Partnership packages are tailored to help our partner achieve their marketing, staff/ customer and community engagement objectives. Benefits include acknowledgment and logo placement, on-site activation, cinema and digital advertising, ticketing and hospitality and activation opportunities	\$35,000
MAJOR PARTNER		\$15,000

You're In Good Company

MGFF's 2023 partners included:

"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."

Optus

PRESENTING PARTNER



MAJOR PARTNERS



SPONSORS



Government
of Canada
in Australia

Gouvernement
du Canada
en Australie

SIGNATURE SUPPORTERS

GOVERNMENT SPONSOR



PRINCIPAL VENUE PARTNER

PRINCIPAL VENUE PARTNER



MAJOR BROADCAST PARTNER



Queer Screen & The Community

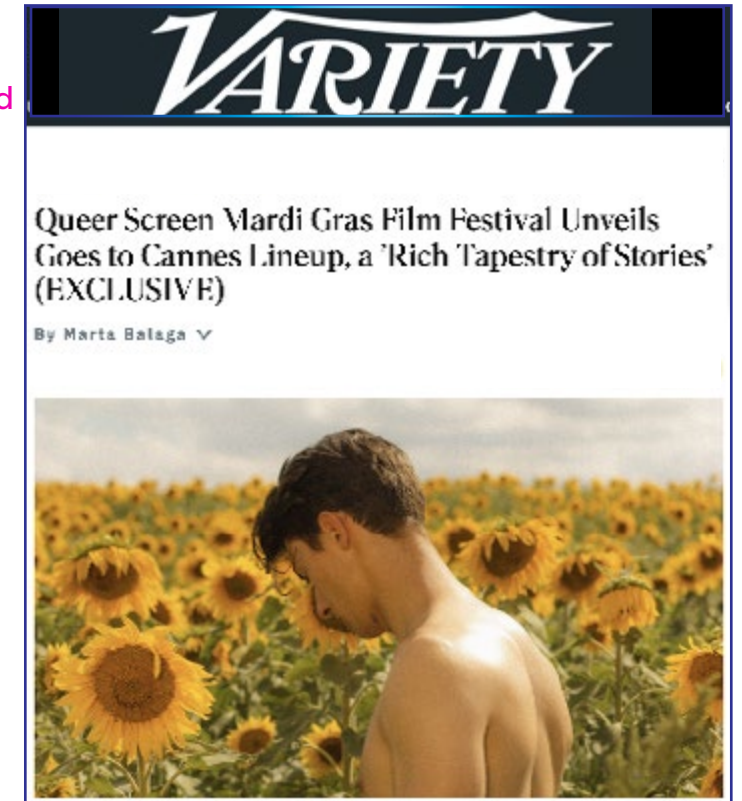


Queer Screen organises a range of vital community events and services and partners with many of Australia's LGBTIQ+ charities.

Queer Screen also runs a number of filmmaker support initiatives.

Some of Queer Screen's initiatives include:

- **Free and heavily discounted tickets to disadvantaged members of our community**
- **Filmmaker development support** including workshops, networking, resources & training
- **Film awards, My Queer Career short film competitions, Pitch Off pitching competition**
- **Queer Screen Film Funds and grants**
- **Filmmaker scholarships and mentoring**
- **Rainbow Families screenings** - events for gay parents and their children
- **Panels and Q&As** on important social and human rights issues
- **Free screenings** and safe spaces for at-risk LGBTIQ+ youth and for the often under-represented elderly
- **Volunteer program**
- **Regional Mardi Gras Film Festival**



Queer Screen At Cannes

In 2023 Queer Screen was the first ever LGBTIQ+ organisation and first Australian film festival to be invited to be part of the prestigious Cannes Film Festival's 'Goes To Cannes' program. Queer Screen showcased emerging Australian LGBTIQ talent and film productions.



Click Here
to see the Mardi Gras Film Festival
Highlights Reel
See you at the movies!



Bespoke Partnerships & Advertising



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



Sponsorship opportunities are limited.

To secure your spot contact:

Paul Kennedy

Head of Partnerships

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or phone 0411 125 779

queerscreen.org.au