Queer Screen brings the gay community together to be entertained, informed and inspired by the best new LGBTIQ feature films, documentaries and short films.

Queer Screen operates throughout the year with an annual audience of over 25,000 and is best known for producing Mardi Gras Film Festival in February at Event Cinemas George Street Sydney, one of the top five film festivals in Australia and one of the most highly anticipated LGBTIQ events in the country each year with over 20,000 attendees.

More than just a film festival MGFF is one of the largest and most thought-provoking LGBTIQ events in the country and Sydney’s Gay & Lesbian Mardi Gras calendar with attendees coming together to watch award-winning LGBTIQ films from around the world, celebrate at gala parties, see world premieres and join discussions about important human rights issues. Audiences also have the opportunity to mingle with international and local celebrities and filmmakers. Recent festival guests have included Rachel Griffiths, Ian Thorpe and Sigrid Thornton.

Queer Screen, which will celebrate it’s 25th anniversary in 2018, is an arts and community registered charity and continues to grow year after year with a 500% audience increase since 2013.

As well as MGFF the largely volunteer run organisation also produces a second film festival, Queer Screen Film Fest each September with up to 5,000 attendees.

Queer Screen screenings and events are held at venues across Sydney as well as travelling to regional NSW, ACT and other Australian cities.

Queer Screen promotes diversity by producing a range of engaging initiatives and events to support the full spectrum of the LGBTIQ community.

Queer Screen also provides funding and support for LGBTIQ filmmakers so that their stories can be told and preserved for future generations.

Queer Screen partners with many of Australia’s LGBTIQ charities to support them with fundraising and awareness of their vital work.

Educate, Empower and Entertain

The Heart of the LGBTIQ Community
Meet our LGBTIQ Audience

**Work**
- 44% earn over 75k*
- 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*

**Interests**
- 510 15 20 25
- frequently dine-out and attend cultural events and shows**
- 38% live in the Inner West
- 29% East
- 8% South
- 8% North
- 17% Outside Sydney*
- 50% in a relationship*
- 12.17% have children*
- Love travel, technology and fashion**
- real estate, property and home decoration**

**Gender**
- 56% Male
- 40% Female
- 4% Non binary

**Age**
- under 25: 6%
- 25 - 34: 24%
- 35 - 44: 23%
- 45 - 54: 25%
- 55 - 64: 14%
- over 65: 7%
“Queer Screen and Mardi Gras Film Festival reflects TRUE DIVERSITY”
- Paul Capsis
Exposure and Reach

*Queer Screen* has a loyal audience we communicate with all year round and our festivals receive extensive local and national mainstream media coverage.

**11,000 FACEBOOK** likes (1000% increase since 2013, 3.5 million impressions)

**8,000 eDM subscribers** (70+ edms per year, 26% average open rate)

**355 MEDIA ARTICLES** (print, tv, radio, online)

**Festival posters and postcards** distributed across Sydney

**100+ screenings and events** at up to **11 venues**

**MGFF 2017 - HIGHEST ATTENDANCE OF ANY LGBTIQ FESTIVAL IN AUSTRALIA,**
23% increase from 2016 (280% increase from 2013)

**200,000+ WEBSITE sessions** during MGFF 2017

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

**25,000 + combined annual audience**
Why Partner With Us?

Queer Screen can provide you with a range of opportunities for reaching and supporting the LGBTIQ community.

- **Brand awareness and association**
- **Showcase your product & company values**
- **Client & customer relationship building**
- **Community engagement**
- **Get qualified leads and generate sales**
- **Partner with one of the largest LGBTIQ organisations in the country**
- **Increase LGBTIQ awareness** internally and improve employee engagement
- **Be seen as an inclusive organisation** for all employees and an employer of choice for LGBTIQ staff
- **Show your support** for the Arts and LGBTIQ community. Your support is invaluable and helps empower bold new voices and support the marginalised.

87% of our survey respondents said they would be more likely to give their business to a company that supported the LGBTIQ community.
Partner Benefits

Queer Screen offers a complete range of partnership levels and benefits to help you reach your marketing and community goals. Partners are invited to discuss their objectives with us and can select from our benefits menu as well as bring their own partnership ideas.

- Festival only or Year round including two festivals and regular screenings partnerships
- Pre screening cinema advertising
- Full page ads in festival program guide + 100,000 views of online edition
- On-site branding - advertising, acknowledgement, speaking, sampling and activation
- Naming / hosting rights for movies, gala nights and festival lounge
- Awards & community initiative sponsorship
- Logo placement (including on national TV commercial, street posters, cover of printed program guide)
- Social & digital marketing
- VIP hospitality and ticketing
- Staff engagement through volunteering, private screenings, free & discounted tickets, and money can’t buy experiences
- Potential for interstate screenings and events for staff outside Sydney
You’re In Good Company
MGFF 2017 Main Sponsors

QUEER SCREEN MAJOR PARTNER

THE STAR

QUEER SCREEN SPONSORS

OPTUS
monash
ivf
acon

MARDI GRAS FILM FESTIVAL MAJOR PARTNERS

AMERICAN EXPRESS
AGL
Energy in action.

MARDI GRAS FILM FESTIVAL SPONSOR

accenture
LUSH
FRESH

GOVERNMENT SPONSOR

PRINCIPAL VENUE PARTNER

NSW
SCREEN NSW
SYDNEY CITY OF FILM
EVENT

MAJOR BROADCAST PARTNERS

SBS
SBS ON DEMAND
WORLD MOVIES
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 Babies 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.
Click Here to see the Mardi Gras Film Festival 2017 Highlights Reel

See you at the movies!
Bespoke Partnerships

Queer Screen creates bespoke proposals to help meet our partner’s objectives.

Please contact us to discuss how we can help you reach your marketing and community goals.

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