

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\*\*

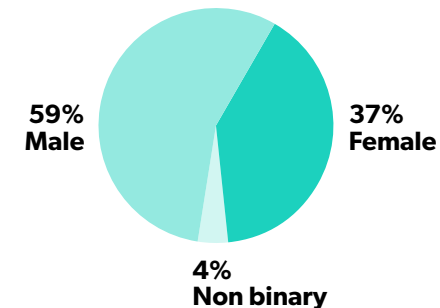


Real estate, home decoration and nesting\*\*

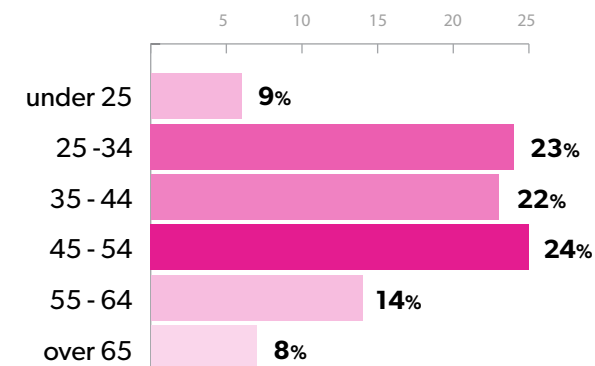


Love travel, technology and fashion\*\*

## 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

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 million social 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**

# 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.**

# 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



**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](mailto:paul.kennedy@queerscreen.org.au)

or phone 0411 125 779

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