

**Queer Screen's  
Mardi Gras Film Festival  
and  
Queer Screen Film Fest**

*Highlights*

**The heart of Sydney's LGBTIQ community  
QSFF - September 2019 & MGFF - February 2020**

**Event Cinemas & Dendy Cinemas**

# Queer Screen's Mardi Gras Film Festival

Queer Screen is one of Australia's most trusted LGBTIQ community organisations. Now in its 27th year Queer Screen is best known for producing Sydney's fabulous Mardi Gras Film Festival for two weeks in February each year. MGFF is one of the country's top film festivals and largest LGBTIQ events of the year.

**MGFF IS AUSTRALIA'S PREMIERE LGBTIQ ARTS FESTIVAL**

**8 VENUES ACROSS SYDNEY, NSW & ACT INCLUDING EVENT CINEMAS GEORGE STREET & THE STAR SYDNEY**

**25,000+ ATTENDEES AT QUEER SCREEN EVENTS EACH YEAR**

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



**100+ EVENTS (9% INCREASE IN 2019) INCLUDING SCREENINGS, RED CARPET GALAS, WORLD PREMIERES, PREVIEWS & PARTIES**

**Recent festival guests have included Rachel Griffiths, Sigrid Thornton and Orange Is The New Black cast**

**Award-winning feature films, docs and shorts**

**International celebrity guests, performance, panels, workshops, Q&As and forums on important human rights issues**

**QUEER SCREEN FESTIVALS CELEBRATE & PROMOTE DIVERSITY & INCLUSION**

**QUEER SCREEN IS A REGISTERED ARTS CHARITY OPERATING ALL YEAR ROUND**

97% of attendees rated the festival good to excellent

22% were first time attendees of the festival





**“Mardi Gras Film Festival reflects TRUE DIVERSITY”**  
- Paul Capsis



# Exposure and Reach

Queer Screen produces regular events in and out of festival season and communicates with its members, volunteers and subscribers all year round meaning our partners can too.



**13,500+ FACEBOOK LIKES**  
1.2 MILLION IMPRESSIONS

**50,000+ UNIQUE WEBSITE USERS**  
& **500,000+ PAGE VIEWS**

Two festivals plus year round screenings across Sydney

**350+ MEDIA ARTICLES**

**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

**40,000+ PRINTED PROGRAMS**  
(national distribution, 2 month shelf life) plus online digital guide & festival app

Queer Screen also produces a second film festival in September Queer Screen Film Fest with 5,000+ attendees & 200+ volunteers

**Print, TV, digital, street ad campaign**





**“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 LGBTIQ.”**

Alex Greenwich MP

# Meet our LGBTIQ Audiences

## Work



25% have a household income over \$125,000  
11% over \$200k\*



73% are university educated\*



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

## Home



28% live in East | 28% Inner West  
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 a property\*

## Interests



Frequently dine-out and attend movies, music, festivals and theatre shows\*\*

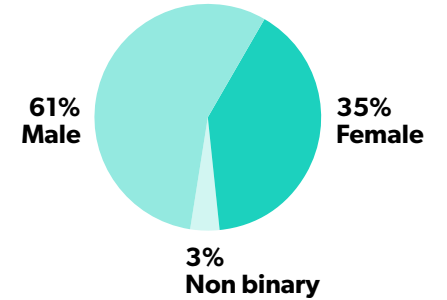


Real estate, home decoration and nesting\*\*

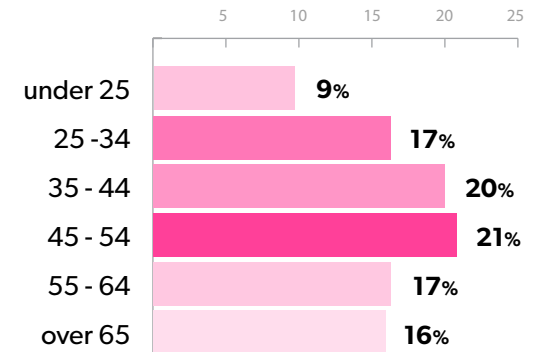


Love travel, food, fitness, and green living\*\*

## Members



## Age



59% own a car | 46% members of gym/fitness centre | 80% regularly attend live arts or performance | 62% 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 marketing opportunities to help you effectively reach LGBTIQ consumers and forge emotional connections with them as well as build your own internal LGBTIQ staff and client engagement/ hospitality programs.

- Build brand awareness & brand preference
- Align your company with a trusted LGBTIQ brand
- Showcase your work/brand's values
- Build relationships with clients, customers and LGBTIQ tastemakers
- Attract new customers & sales
- **Grow community engagement/ CSR**
- Get leads and **build your database**
- Be seen as a **contemporary and inclusive** organisation
- Build LGBTIQ staff programs - staff and engagement. Queer Screen can help our partners with both their Sydney and interstate staff diversity movie events
- Improve your AWEI Index ranking
- Exclusive and year-round access

Your involvement is invaluable and helps build a unique LGBTIQ community experience and empower bold and talented new storytellers.

**87% OF OUR SURVEY RESPONDENTS SAID THEY WOULD BE MORE LIKELY TO GIVE THEIR BUSINESS TO A COMPANY THAT SUPPORTED THE LGBTIQ COMMUNITY.**

**70% SAID THEY WOULD PAY A PREMIUM TO A COMPANY THAT WAS SUPPORTIVE OF THE LGBTIQ COMMUNITY.**





# Partner Benefits

We offer a complete range of partnership levels and benefits for you to choose from to help you achieve your marketing and community goals.

Queer Screen wants to help you create genuine connections with our audiences.

Some key partner benefits include:

- **CINEMA ADVERTISING**
- **FULL PAGE ADS** in festival program guide
- **SOCIAL MEDIA & DIGITAL MARKETING** all year round
- **ON-SITE** branding and activation
- Interactive, experiential engagement
- **LOGO PLACEMENT**
- **VIP HOSPITALITY & TICKETING**
- **NAMING RIGHTS** for festival, awards, popular movie sessions, and community initiatives such as filmmaker funds or scholarships
- **STAFF, CLIENT & CUSTOMER** engagement and benefits including private screenings, free & discounted tickets, 'money can't buy' experiences and volunteer opportunities
- **SURVEYS & WRAP REPORTS**

Partners are invited to discuss their objectives with us and can select from our benefits menu as well as bring their own ideas.

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





# You're In Good Company

## MGFF 2019 Main Sponsors

“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, National Manager Experience & Culture at Optus

### PRESENTING PARTNER



### MARDI GRAS FILM FESTIVAL MAJOR PARTNERS



### MARDI GRAS FILM FESTIVAL SPONSORS



### GOVERNMENT SPONSOR



### PRINCIPAL VENUE PARTNER



### MAJOR BROADCAST PARTNER



A large graphic with a blue and purple gradient background. In the center is a white play button icon. Below the icon, the text reads: "Click Here to see the Mardi Gras Film Festival Highlights Reel See you at the movies!".

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





# Queer Screen & the Community

**Queer Screen** organises a range of vital community events and services including:

- Free screenings for under 18s and special events for seniors in the LGBTIQ community
- 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 Funds
- Filmmaker scholarships and mentoring
- Fundraising galas for our charity partners
- Free Rainbow Families screenings and events for LGBTIQ parents and their children
- Volunteer program for over 500 registered volunteers
- Travelling film festival touring NSW and ACT



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



# Bespoke Partnerships



We look forward to collaborating with you to help find the most effective way to achieve your marketing, community and staff engagement objectives



To discuss contact **Paul Kennedy**  
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