



# Partnership Pack

**The heart of Sydney's LGBTIQ+ community**

# Queer Screen's Mardi Gras Film Festival

Now in its 30th 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**

**9 VENUES ACROSS SYDNEY, NSW & ACT  
INCLUDING EVENT CINEMAS GEORGE STREET,  
RANDWICK RITZ & MOONLIGHT CINEMA**

**20,000+ ATTENDEES  
150+ 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 & VIRTUAL**

**Recent guests include  
Rachel Griffiths, Renee  
Zelwegger, Jessica Mauboy  
& Hugh Sheridan**

**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**

**64**

(GLOBAL BENCHMARK 31)

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 mini-festival 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.



**15,600+ FACEBOOK LIKES**  
1.5M IMPRESSIONS (6% ↑)

**57,000+ UNIQUE WEBSITE USERS**  
& **345,000+ PAGE VIEWS** (41% ↑)

**Insta 7k+ (31% ↑)**  
**Twitter 5k+ (3% ↑)**

**250+  
MEDIA  
ARTICLES**

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



**400% audience  
increase since 2015**

**9,000+ eDM  
subscribers**  
70+ eDMs per year, 23%  
average open rate/ 7%

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

Queer Screen produces its second film festival  
for five days each September **Queer Screen  
Film Fest** with 5,000+ attendees

**Digital campaign -  
2.5 million+ viewable  
impressions**

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



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



**Educated**  
75% hold an undergraduate degree or higher



**Career focused\*\***  
Professional, 62% are in management positions at work\*

46% members of gym/fitness centre

## Home



**Inner Sydney**  
37% live Inner West | 30% East  
6% South | 10% North  
12% Outside Sydney/ Rural | 5% interstate



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



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

80% regularly attend live arts or performance

## Interests



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



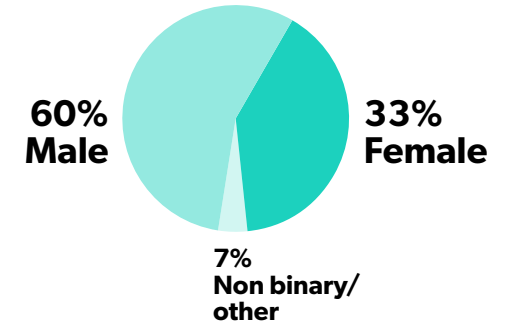
**Nesting**  
Real estate, home decoration & entertaining\*\*



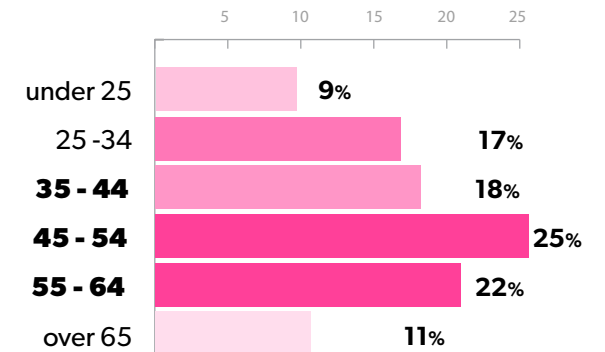
Love travel, food, health/fitness, fashion/beauty, media (incl. books, music, tv) and green living\*\*

62% said they plan to book an international holiday next year

## Gender



## Age



# 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 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](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 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 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 2022 Rate Card

Please contact us to discuss tailoring an advertising or sponsorship package to meet your specific marketing, staff or community objectives.

MEDIA	DETAILS	REACH	LOCATION	INSERTS	COST (EX GST)
PRE ROLL (PRE FILM SCREEN ADVERTISING (FEBRUARY))	Slide or videos shown before public sessions at the festival (Approx 60 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 + Regional tour (in- cludes Newcastle, Lismore, Canberra, Parramatta, Blue Mountains	TV commercial (quicktime file e.g. .mov)	\$18,000 week 1 & 2 \$9,500 week 1 or 2
	Slide (.Jpg)			\$6,000/ \$4000	
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 (Back page )	\$4,500
				Full Page	\$4,000
				Half Page Vertical	\$2,500
				Quarter Page Vertical	\$1,500
OPENING NIGHT	Sample in opening night gala goodie bags for VIPs	450	Sydney	450 bags	\$1,000
DIGITAL	Social media	25,000+	National	Per post (available all year)	\$500
	Solus eNewsletters inclusion- 9,000+ subscribers	9,000+		Per edm (available all year)	\$2,000
	eNewsletters inclusion- 9,000+ subscribers	9,000+		Per inclusion (available all year)	\$750
	Website banner ads - 90,000 +unique users	90,000+		CPM	\$40
ON SITE	On site activation including session sponsorships, flyers on seats, pop ups, sampling, signage, brand ambassadors	~20,000	Sydney, NSW, ACT	-	Prices on application
<b>ADVERTISING PACKAGES</b>					<b>RATE (EX GST)</b>
GOLD	30 second commercial before every film + full page ad + 2 x edm inclusions + 1 x social media post + 40,000 impressions				\$21,000
SILVER	Slide before every film + 1/2 page ad + 1 x edm inclusion + 10,000 banner ad impressions				\$8,500
BRONZE	Full page ad in the guide + 1 edm story inclusion + 1 x social media post + complimentary tickets				\$5,000

# Queer Screen Film Fest - September 2021

Please contact us to discuss tailoring an advertising or sponsorship package to meet your specific marketing, staff or community objectives.

MEDIA	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 (Approx 15 sessions over 5 days in September)	~6-8,000+	Sydney	TV commercial (quicktime file e.g. .mov)	\$6,000
				Slide (.Jpg)	\$3,000
OPENING NIGHT	Sample in opening night gala goodie bags for VIPs	400	Sydney	400 bags	\$1,000
DIGITAL	Social media	25,000+	National	Per post (available all year)	\$500
	Solus eNewsletters inclusion- 9,000+ subscribers	10,000+		Per edm (available all year)	\$2,000
	eNewsletters inclusion- 9,000+ 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	6-8,000+	Sydney	-	Prices on application
<b>ADVERTISING PACKAGES</b>					<b>DISCOUNTED RATE (EX GST)</b>
GOLD PACKAGE	30 second commercial before every film + 2 x edm inclusions + 1 x social media post + 25,000 banner ad impressions				\$8,000
SILVER PACKAGE	Slide before every film + 1 x edm inclusion + 1 x social media post + complimentary tickets + 10,000 banner ad impressions				\$3,500

# You're In Good Company - MGFF 2021 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





# 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



**Sponsorship opportunities are limited.**  
To secure your spot contact Paul Kennedy  
Head of Partnerships  
[paul.kennedy@queerscreen.org.au](mailto:paul.kennedy@queerscreen.org.au)  
or phone 0411 125 779  
[queerscreen.org.au](http://queerscreen.org.au)