



*Queer Screen Presents*

# ***Mardi Gras Film Festival***

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

**Two weeks every February**

# **Highlights**

# Queer Screen's Mardi Gras Film Festival

Now in its 32nd 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 PREMIER LGBTIQ+ ARTS FESTIVAL

9 VENUES ACROSS SYDNEY INCLUDING EVENT CINEMAS, OPENAIR, SYDNEY OPERA HOUSE, RANDWICK RITZ, PLUS REGIONAL TOUR (CANNBERRA/ BLUE MOUNTAINS)

20,000+ ATTENDEES  
180+ VOLUNTEERS

IN CINEMA  
(SYDNEY)  
&  
ON DEMAND  
(NATIONALLY)

150+ FILMS SCREENED PLUS RED CARPET GALAS, WORLD PREMIERES, PREVIEWS & PARTIES

Recent guests include Carson Kressley, Rachel Griffiths, Renee Zellweger, 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

58

(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 13,000 LGBTIQ+ subscribers/members, volunteers all year round meaning you can too.



28K+ FACEBOOK (12%+YOY)  
470K IMPRESS/ 380K REACH

14 million+ impressions across paid  
and organic platforms (23% increase)

Insta 11k+ (20% ↑)  
Twitter 5k+ (2% ↑)

211+  
MEDIA  
ARTICLES

MGFF TRAILER  
ON TV OVER  
JAN/ FEB



20,000+  
attendees

EDM -12.7K+  
SUBSCRIBERS  
24%+YOY, 53+ eDMs in MGFF,  
43% average open rate

12,000+ PRINTED PROGRAMS  
(2 month shelf life) plus online digital guide

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

WEBSITE - 159K+ SESSIONS (11% INCREASE)  
& 438K+ PAGE VIEWS  
109K+ USERS (16%↑)

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 LGBTQIQ+ Audiences

## Work



High income earning  
61% earn over 100k/  
20% over 200k /  
9% over 300k



Educated  
77% hold an undergraduate  
degree or higher



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

## Home



Sydney Metro 92%  
(Inner West 40%  
East 25%, South 9%, North 11%, West 7%  
Outside Sydney 8%), Interstate 7%



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)\*

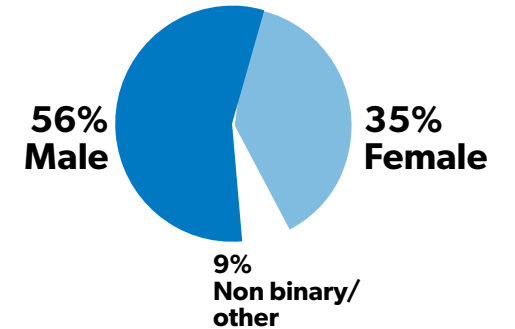


Nesting  
Real estate, home decoration  
& entertaining\*\*



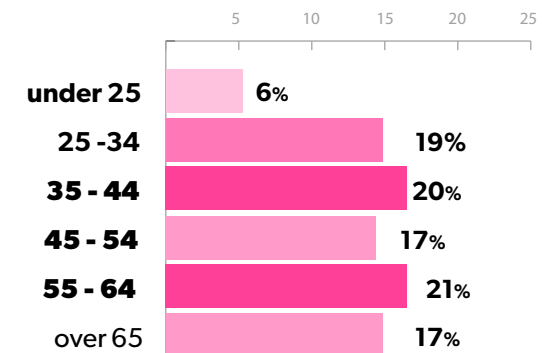
Interested in media, travel, food,  
health/ fitness, fashion/beauty,  
media (incl. books, music, tv),  
investing and green living\*\*

## Gender



## Age

Average age - 48



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+ community leaders & influencers
  - Attract new customers & generate sales
  - Grow community engagement/ CSR
  - Get leads and build your database
  - Be seen as a contemporary 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 - 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



# You're In Good Company

MGFF's 2024 partners included:

## PRESENTING PARTNER

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**OPTUS**

## MAJOR PARTNERS

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**Allianz** 

**AMERICAN EXPRESS**

JOHNNIE  WALKER

## SPONSORS

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MACQUARIE  
BANK

  
MINI

**UNITED AIRLINES**   
A STAR ALLIANCE MEMBER 

  
acon  
HERE FOR HEALTH

## SIGNATURE SUPPORTERS

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CRUMPLER

Morgan Stanley

 designlogic

## GOVERNMENT PARTNER

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NSW  
GOVERNMENT

 SYDNEY  
CITY OF FILM

## PRINCIPAL VENUE PARTNER

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PRINCIPAL VENUE PARTNER

  
EVENT™  
GEORGE STREET

# Queer Screen & The Community

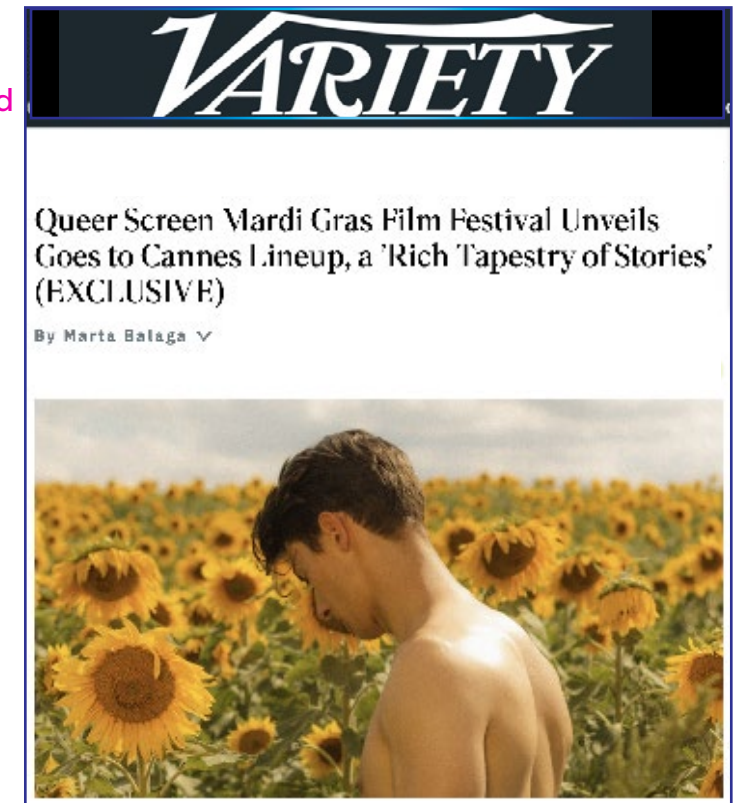


Queer Screen organises a range of vital community events and services and partners with many of Australia's LGBTIQ+ charities.

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.

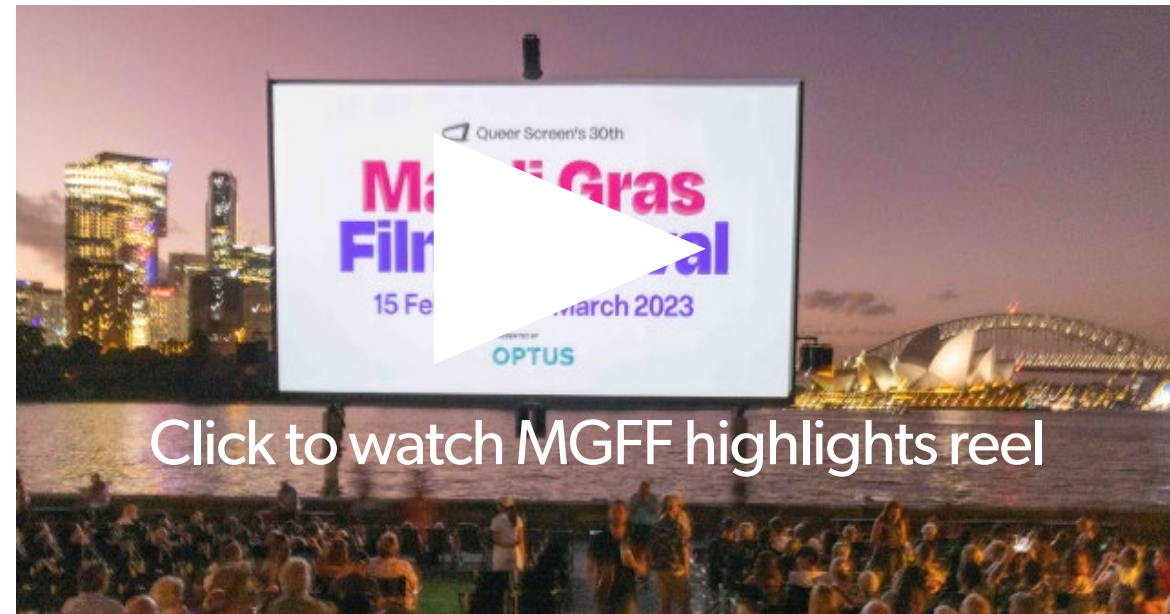
# Queer Screen's Mardi Gras Film Festival 2025 (Feb 13 to 27) Advertising Rate Card

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	~20,000	Sydney	TV commercial (quicktime file e.g. .mov)	\$13,000 - all screenings \$8,000 - week 1 or week 2 only
				Slide (.jpg)	\$6,000 - all screenings / \$3,500 - week 1 or week 2 only
				Virtual / On-demand each 10% of sessions	\$1,000
PRINTED PROGRAM GUIDE	20,000+ printed guides (National distribution, 6 week shelf life from mid Jan) + digital Artwork deadline - December 21	~20,000+	National	Double Page Spread	\$6,000
				Full Page	\$4,000
				Half Page Vertical	\$2,500
				Quarter Page Vertical	\$1,500
DIGITAL	Social media (Facebook 28k/ Insta 11k)	39,000+	National	Per post (available all year)	\$500
	Solus eNewsletters - 12,500+ subscribers	12,500+		Per edm (available all year)	\$2,000
	eNewsletters inclusion (either banner or full story 150 words and image)	12,500+		Per inclusion (available all year)	\$750
	Website banner ads - 109,000 +unique users	109,000+		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	-	\$3-10,000
ON SITE	On site activation including flyers on seats, pop ups, sampling, signage, brand ambassadors	~20,000	Sydney, NSW, ACT	-	Prices on application

# Queer Screen Film Fest 2024 (August 28 to Sept 1)

# Advertising Rate Card

	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	TV commercial (quicktime file e.g. .mov)	\$5,000
				Slide (.jpg)	\$3,000
DIGITAL ADVERTISING	Social media (Facebook 28k/ Insta 11k)	39,000+	National	Per post (available all year)	\$500
	Solus eNewsletters inclusion- 12,500+ subscribers	12,500+		Per edm (available all year)	\$2,000
	eNewsletters inclusion- 12,500+ subscribers	12,500+		Per inclusion (available all year)	\$750
	Website banner ads - 109,000 +unique users	109,000+		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
<b>ADVERTISING PACKAGES</b>					<b>DISCOUNTED RATE (EX GST)</b>
GOLD PACKAGE	30 second commercial or slide before every film + 2 x edm inclusions + 2 x social media post + 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 +10 Admit 1 tickets				\$5,000



Click to watch MGFF highlights reel



# 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](http://queerscreen.org.au)