

The heart of Sydney's LGBTIQ+ community



MARDI GRAS FILM FESTIVAL

12-26
FEB 2026

PRESENTED BY QUEERSCREEN



Highlights

Mardi Gras Film Festival

Now in its 34th year, Queer Screen is one of Australia's most trusted LGBTIQ+ arts organisations, best known for producing Mardi Gras Film Festival.

MGFF runs over two weeks every February as a key event in the *Sydney Gay & Lesbian Mardi Gras*, showcasing the world's best new LGBTIQ+ films while building community and supporting emerging filmmakers.

13,000+ ATTENDEES **80+** SESSIONS **2** WEEK FESTIVAL

FESTIVAL EXPERIENCE

150+ Award winning feature films, shorts + documentaries

Red carpet galas, world premieres, previews + parties

International + local filmmaker guests

SCREENINGS ACROSS SYDNEY

In-cinemas (Event Cinemas George Street, Randwick Ritz + Dendy Newtown)x

Plus On-demand (Virtual nationally)

100+ Volunteers

Net Promoter Score - 58
(Global benchmark 31)



84% rated festival very good to excellent |
30% first time attendees

Queer Screen festivals bring the community together to celebrate diversity, equality and inclusion.



Recent guests include
Carson Kressley, Rachel
Griffiths, Renee Zellweger,
Jessica Mauboy & Joel
Creasey



Exposure and Reach

Queer Screen delivers year-round audience engagement through its two major Sydney festivals - Mardi Gras Film Festival (February) and Queer Screen Film Fest (September) - alongside screenings, content and communications throughout the year. We connect with 16,000+ subscribers, members and attendees across cinema, digital and live experiences.

7.9+ MILLION
DIGITAL IMPRESSIONS

13,000+
FESTIVAL ATTENDEES

16,000+
SUBSCRIBERS
43% average open rate

DIGITAL / SOCIAL REACH

Website

107k+ sessions
70k+ users

Social media

30k+ Facebook followers
20k+ Instagram followers



PHYSICAL / EXTENDED REACH

Out of Home

Over 7 million reach

Printed Program Guide

60,000+ readership

Queer Screen Film Fest

3,500+ attendees annually

Cinema provides a high-attention environment where audiences are fully engaged, with no ad-skipping and 100% viewability.



“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

Audience Snapshot

- Average Age - 48
- 67% earn over \$100K
- 80% university educated
- 62% own property

Work



High Income Earning Professionals

67% earn over 100k/
27% over 200k /
12% over 300k



Highly Educated

80% hold an undergraduate
degree or higher



Career focused**

62% work in management or
professional roles positions at work*

Home



Sydney Metro 95%

(Inner West 36% East 17%, Central 16%,
South 8%, North 9%, West 7%
Outside Sydney 5%), Interstate 5%



51% are single

46% are in a relationship,
9% have kids*



62% own property*

59% own a car
(17% premium brand)

Interests



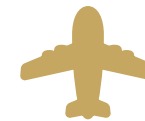
High Discretionary Spending

43% spend over \$400/month on dining,
entertainment & culture



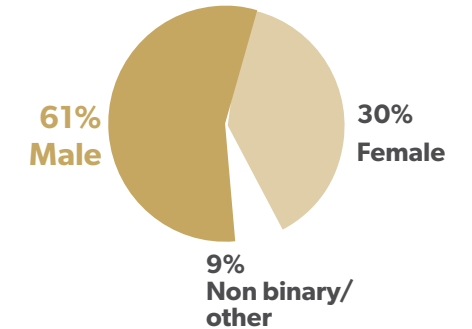
Nesting

Real estate, home decoration
& entertaining**



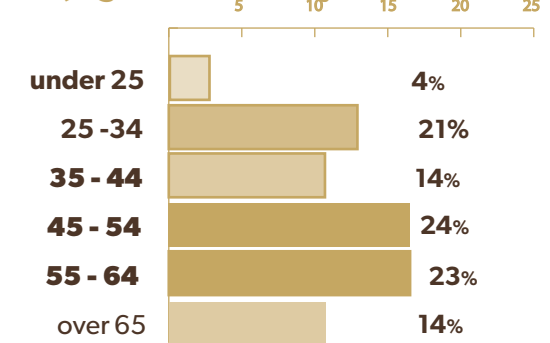
Interested in media (incl. books,
music, tv) & movies, travel, food,
tech, food, health, fitness, finance/
investing, home/ garden

Gender



Age

Average age: 48
(high discretionary income audience)



LIFESTYLE INDICATORS

• 80% ATTEND LIVE ARTS OR PERFORMANCES

• 62% PLAN INTERNATIONAL TRAVEL NEXT YEAR

• 46% GYM/FITNESS MEMBERS

MGFF has a highly engaged, culturally engaged, media savvy and prestige-minded audience.

Why Partner With Us?

Queer Screen offers brands a range of integrated marketing opportunities to connect with a highly engaged and loyal audience.

Position your brand within a trusted cultural platform and build meaningful connections in an environment where audiences are attentive, receptive and emotionally invested.

Drive brand awareness, engagement and consideration through a mix of premium cinema, digital and live experiences.

Your partnership delivers measurable brand impact while aligning with a respected cultural platform.

Brand & Audience Outcomes

- Build brand awareness and preference
- Attract new customers and drive consideration
- Build relationships with clients and communities
- Generate leads and grow your database
- Showcase your brand in a premium, high-attention environment

Cultural Alignment & Engagement

- Align with one of Australia's most trusted cultural platforms
- Engage audiences through shared experiences and storytelling
- Connect with staff and customers through events and screenings
- Strengthen brand perception and cultural relevance
- Demonstrate authentic connection with diverse audiences



Australia's LGBTIQ+ Market

11% of Australians identify as LGBTIQ+ or gender diverse (approximately 2.7 million people), making this one of Australia's most valuable consumer segments.

Australia's LGBTIQ+ "Pink Dollar" is estimated at \$40 billion annually and continues to grow.

87% are more likely to support brands that actively support the LGBTQ+ community
70% say they would pay a premium for brands that demonstrate genuine inclusivity.

Brands that engage authentically with the LGBTIQ+ community have a significantly greater opportunity to build trust, loyalty and long-term brand affinity.



LGBTIQ+ CONSUMERS CONSISTENTLY INDEX HIGHER FOR:

- DISCRETIONARY INCOME • BRAND LOYALTY • TRAVEL & LIFESTYLE SPENDING • EARLY ADOPTION OF NEW BRANDS

Partner Benefits

We offer a flexible range of partnership opportunities designed to help brands achieve their marketing, audience engagement and business objectives.

From cinema and digital campaigns to live activations and content, Queer Screen creates opportunities for brands to connect meaningfully with audiences.

Flexible, multi-platform opportunities tailored to your brand and campaign objectives

- In-cinema pre-film advertising
- Social media, eNews & website campaigns
- Event sponsorship across festivals and screenings
- On-site branding and experiential activations
- Client, staff & customer engagement experiences
- VIP hospitality & ticketing packages
- Comprehensive reporting and campaign insights

We work closely with partners to tailor packages aligned to specific marketing and engagement objectives.

Cinema advertising delivers up to 6x the engagement of TV in a highly attentive, lean-in environment.



Mardi Gras Film Festival 2027 - Audience & Media Opportunities Rate Card

COST (EX GST -
COMMISIONALBLE,
AGENCY COMMIS-
SION ADDITIONAL)

MEDIA	DETAILS	REACH	LOCATION	INSERTS	
PRE ROLL (PRE FILM CINEMA ADVERTISING (FEBRUARY 12 - 26 2025))	Unmissable brand presence across the entire festival cinema experience	~13,000	Sydney	TV commercial (quicktime file e.g. .mov)	\$12,000 - all screenings \$6,000 - week 1 or week 2 only
	Slide or videos shown before public cinema 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			Slide (.jpg)	\$5,000 - all screenings / \$2,500 - week 1 or week 2 only
				Virtual / On-demand each 10% of sessions	\$300
PRINTED PROGRAM GUIDE	7 week shelf life from mid January + digital version Artwork delivery deadline - December 21	~60,000 readership	National	Double Page Spread	\$6,000
				Full Page	\$4,000
				Half Page Vertical	\$2,500
				Quarter Page Vertical	\$1,500
DIGITAL	Social media (Facebook 30k, Insta 15k)	45,000+	National	Per post (available all year)	\$500
	Solus eNewsletters - 16,500+ subscribers	16,500+		Per edm (available all year)	\$2,000
	eNewsletters inclusion (either banner or full story 150 words and image)	16,500+		Per inclusion (available all year)	\$750
	Website banner ads - 84,000 +unique users	280,000+ impressions		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	-	Prices on application

You're In Good Company

MGFF Partners included:

MAJOR PARTNER



SPONSORS



Morgan Stanley



GOVERNMENT PARTNER



PRINCIPAL VENUE PARTNER



Mardi Gras Film Festival attracts a culturally engaged LGBTIQ+ audience who actively support brands that support their community.

Supporting LGBTIQ+ Communities Through Film

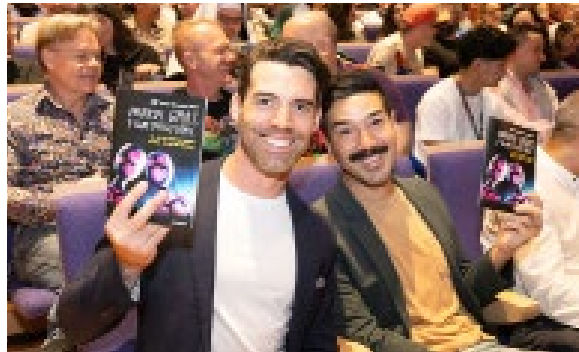


Queer Screen delivers year-round programs that support LGBTIQ+ communities, champion emerging filmmakers and create inclusive cultural spaces.

These initiatives ensure LGBTIQ+ stories are seen, supported and celebrated across Australia.

KEY INITIATIVES INCLUDE:

- Free and subsidised festival access for elderly and youth LGBTIQ+ communities
- Filmmaker development including workshops, mentoring and networking
- Film awards and competitions supporting emerging talent
- Grants and funding for LGBTIQ+ storytellers
- Free screenings for LGBTIQ+ parents and their children
- Panels and Q&As exploring social and cultural issues



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 engagement objectives



Sponsorship opportunities are limited.
To secure your spot contact:
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or phone 0411 125 779
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