

# Frameline42 San Francisco International LGBTQ Film Festival June 14–24, 2018

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## ABOUT THE FESTIVAL

The world's largest and longest-running exhibition of LGBTQ media, screening a record number of U.S. and world premieres, drawing over 60,000 attendees, and hosting numerous branded events, activating direct audience engagement in the LGBTQ community.

## FESTIVAL STATS

- June 14-24, 2018 (PR Launch May)
- 150+ films from 20+ countries
- 11 special events and galas
- 5 Bay Area venues
- 400+ volunteers
- 280+ media mentions in print, online, radio, and television

## ATTENDEES

- 60,000+
- 18-44: 34%; 45-54: 33%; 55+: 33%
- M: 39%, F: 52%, Trans/Queer: 9%
- Returning attendees: 91%
- Individual income >\$75K: 43%
- Attendees extremely likely to do business with a Frameline sponsor: 63%

## SPONSORSHIP LEVELS

Six levels custom-tailored to meet your brand goals and maximize exposure. Sponsorship also includes VIP Event and Ticket Packages for your corporate hospitality and client entertainment needs.

|  |  | PRESENTING<br>\$125K              | GRAND<br>\$70-90K         | PREMIERE<br>\$30-60K | MAJOR<br>\$15-25K | SIGNATURE<br>\$5-10K | ASSOCIATE<br>\$3-4K |
|--|--|-----------------------------------|---------------------------|----------------------|-------------------|----------------------|---------------------|
| ONLINE, EVENT &<br>PRESS PROMOTION     | Category Exclusivity                       | ★                                 | ★                         |                      |                   |                      |                     |
|  | Film Screening(s)                          | 5-6                               | 3-4                       | 2-3                  | 2                 | 1-2                  | 1                   |
|  | Festival Programs & Events                 | 4                                 | 3                         | 2                    | 1                 |                      |                     |
|  | Logo Placement (Print, Digital, Screening) | ★                                 | ★                         | ★                    | ★                 | ★                    | ★                   |
|  | In-theater Slideshow Slides                | 6 singular                        | 4 singular                | 3 singular           | 2 singular        | 1 singular           | 1-2 category        |
|  | Website Slideshow                          | ★                                 | ★                         | ★                    |                   |                      |                     |
|  | Festival Trailer                           | Logo                              | Logo                      | Logo                 |                   |                      |                     |
|  | Step & Repeat Logo Placement               | ★                                 |                           |                      |                   |                      |                     |
|  | Custom Press Release Inclusion             | ★                                 | ★                         | ★                    |                   |                      |                     |
|  | Press Release Logo Placement               | ★                                 | ★                         | ★                    |                   |                      |                     |
| Sponsor Press Release Acknowledgment   | ★  | ★                                 | ★                         | ★                    | ★                 | ★                    |                     |
| ADVERTISING                            | Program Guide Ad                           | Full Page +<br>Inside Front Cover |                           | 1-2 pages            | 1/2-1 page        | 1/2 page             | 1/4 page            |
|  | Pre-Screening Promo Video                  | 60 sec                            | 60 sec                    | 60 sec               | 30 sec            | 30 sec               |                     |
|  | In-Theater Slideshow Ad                    | ★                                 | Full Page +<br>Back Cover |                      |                   |                      |                     |
|  | Festival Street Posters                    | Logo                              | Logo                      | Logo                 | Name              | Name                 | Name                |
|  | Public Transit & Café Posters              | Logo                              | Logo                      | Logo                 |                   |                      |                     |
|  | eNews Feature Ad                           | 6 annually                        | 4 annually                | 3 annually           | 2 April - July    | 1 April - July       |                     |
| DIRECT<br>MARKETING                    | Social Media Blasts                        | ★                                 | ★                         | ★                    | ★                 |                      |                     |
|  | Branded Event Space                        | ★                                 | ★                         |                      |                   |                      |                     |
|  | Castro Theatre Marquee Logo Placement      | ★                                 | ★                         | ★                    |                   |                      |                     |
|  | Onsite Activation(s)                       | ★                                 | ★                         | ★                    | ★                 | ★                    |                     |
| HOSPITALITY                            | Venue Signage                              | Logo                              | Logo                      | Logo                 | Logo              | Logo                 | Logo                |
|  | Sponsor Priority Passes                    | ★                                 | ★                         | ★                    |                   |                      |                     |
|  | Sponsored Screening Reserved Seating       | ★                                 | ★                         | ★                    |                   |                      |                     |
|  | Sponsored Screening Tickets                | 16                                | 12                        | 10                   | 8                 | 6                    | 4                   |
| Screening Vouchers & Event Invitations | ★  | ★                                 | ★                         | ★                    | ★                 | ★                    |                     |