

Frameline43 San Francisco International LGBTQ+ Film Festival June 20–30, 2019

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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 20-30, 2019 (PR Launch May)
- 150+ films from 20+ countries
- 11 special events and galas
- 5 Bay Area venues
- 320+ volunteers
- 280+ media mentions in print, online, radio, and television

ATTENDEES

- 60,000+
- 18-44: 27%; 45-54: 19%; 55+: 54%
- M: 53%, F: 39%, Trans/Queer/Non-Binary: 8%
- Returning attendees: 83%
- Individual income >\$75K: 46%
- Attendees extremely likely to do business with a Frameline sponsor: 57%

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 \$125K	GRAND \$70-90K	PREMIERE \$30-60K	MAJOR \$15-25K	SIGNATURE \$5-10K	ASSOCIATE \$3-4K
ONLINE, EVENT & 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	5 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 + Inside Front Cover	Full Page + Back Cover	1-2 pages	1/2-1 page	1/2 page	
	Pre-Screening Promo Video	60 sec	60 sec	60 sec	30 sec	30 sec	
	In-Theater Slideshow Ad	★					
	Festival Street Posters	Logo	Logo	Logo	Name	Name	Name
	Public Transit & Café Posters	Logo	Logo	Logo			
	eNews Feature Ad	★	★	★	★	★	★
DIRECT MARKETING	Social Media Blasts	★	★	★	★		
	Branded Event Space	★	★				
	Castro Theatre Marquee Logo Placement	★	★	★			
HOSPITALITY	Onsite Activation(s)	★	★	★	★	★	
	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	★	★	★	★	★	★