Strategic Partnerships
2020
THE POWER OF LGBTQ+ CINEMA

Frameline’s mission is to change the world through the power of queer cinema. With its distinguished 44-year history as a media arts non-profit, Frameline remains at the forefront of presenting diverse LGBTQ+ films to a discerning and influential audience demographic through the following programs:

EXHIBITION

Frameline San Francisco International LGBTQ+ Film Festival, founded in 1977, is the largest, longest-running, and most widely recognized LGBTQ+ film exhibition event in the world.

Frameline Encore is a free, year-round film series that seeks to give exposure to diverse, socially relevant works that engage audiences and advance discussions on diversity, representation, inclusion, and social justice across the LGBTQ+ community.

DISTRIBUTION & EDUCATION

Frameline Distribution, established in 1981, is the only nonprofit distributor solely catering to LGBTQ+ film. Frameline’s collection of over 250 award winning films serves educational institutions, public libraries, film festivals, and community members at large.

Youth In Motion provides free LGBTQ+ films and curriculum guides to Genders & Sexualities Alliances (formerly known as Gay-Straight Alliances) and educators in schools nationwide. Youth in Motion now supports more than 28,000 students in over 1,400 schools across all 50 states.

Frameline Voices is Frameline’s renowned digital platform for free viewing of the best LGBTQ+ films online. Films from the Frameline Voices collection have been viewed in every country in the world, reaching over a million viewers.

FILMMAKER SUPPORT

Frameline Completion Fund annually awards grants to filmmakers with projects in their post-production phase. Since 1990, Frameline has awarded over $550,000 to more than 150 projects, with many going on to receive national exposure.
THE LGBTQ+ COMMUNITY BY THE NUMBERS

Buying Power

Over $917 billion

The buying power of LGBTQ+ adults in the U.S., rivaling the buying power of other U.S. minorities.¹

Over $1 trillion

Estimated LGBTQ+ buying power by 2020.¹

Brand Loyalty

78% of LGBTQ+ adults and their friends, family and relatives would switch to brands that are known to be LGBTQ+ friendly.³

71% of LGBTQ+ adults said they are likely to remain loyal to a brand that they believe to be very friendly to the LGBTQ+ community, even when less friendly companies may offer lower prices or greater convenience.⁴

Influence

70% of LGBTQ+ adults who would pay a premium for a product from a company that supports the LGBTQ+ community.³

10% advantage

LGBTQ+ consumers are early adopters and influencers. LGBTQ+ consumers keep up with the latest styles and trends over 10% more than heterosexual consumers.²

² http://www.richmond.com/business/article_c2212090-7883-545f-b28a-3a79c7ab0480.html
³ http://jenntgrace.com/lgbt-buying-power-estimated-830-billion/
⁴ Community Marketing Inc., 7/12
Frameline 44
San Francisco International LGBTQ+ Film Festival
June 18–28, 2020

2019 FESTIVAL STATS

63K attendees
174 films from 38 countries
over 320 volunteers
5 SF Bay Area theaters

ATTENDEE DEMOGRAPHICS

Age
- 18-44: 34%
- 45-54: 33%
- 55+: 33%

Gender
- Female: 39%
- Male: 53%
- Transgender/Genderqueer/Non-Binary: 8%

83% Returning Festival attendees
57% Very likely to do business with a Frameline sponsor
46% Individual income >$75K
FESTIVAL SPONSORSHIP OPPORTUNITIES

Frameline’s Festival, the world’s most prestigious LGBTQ+ film event, showcases a record number of U.S. and world premieres, and hosts numerous branded events that offer direct audience and community engagement during San Francisco’s official Pride Month. Cash and in-kind sponsorship packages can be custom-tailored to meet your brand and outreach goals, maximizing your exposure throughout the Festival.

EXCEPTIONAL EXPOSURE
The Festival brings your brand face-to-face with brand-loyal, highly discerning, LGBTQ+ consumers. Frameline’s integrated marketing delivers high-profile brand positioning through multiple channels: on site, online, social media, street promotion and print advertising.

EXCEPTIONAL SERVICE
Frameline’s sponsorship program is among the most respected in the LGBTQ+ community. Frameline prides itself on exceptional service, reporting, and the longevity of its partners, with an 85% sponsor retention rate.

FESTIVAL ON-SITE DIRECT MARKETING
• Exclusive sponsor recognition and placement at select Festival events
• In-theater ad, logo and video presentation opportunities prior to Festival screenings
• Integrated promotional opportunities at sponsored screenings and Festival events
• Event signage brand placement at all Festival venues and screenings

FESTIVAL INTEGRATED MARKETING PLATFORMS
• Program Guide/Advertising
• Festival website, social media, and eNews blasts
• Street promotion throughout San Francisco Bay Area
• Festival online and print advertising
• Press campaign
## Frameline44 Sponsor Benefits

<table>
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<tr>
<th>Category</th>
<th>Presenting $125K</th>
<th>Grand $70-90K</th>
<th>Premier $40-60K</th>
<th>Major $15-25K</th>
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**FrameLine: Strategic Partnerships 2020**
VIP EVENT & TICKET PACKAGES

Frameline44 sponsorship includes custom-tailored VIP Event & Ticket packages which provide access to key Festival events.

Festival events offer ample opportunity to connect with influential SF/Bay Area stakeholders, including other corporate partners, high end donors, political representatives, city officials, members of the film industry, media, and community organizations.

**VIP EVENT PACKAGE***
- Opening Night Film & Gala – June 18, 2020
- Closing Night Film & Gala – June 28, 2020
- Corporate Sponsors Lunch – May, 2020
- Festival Launch Party – May, 2020
- Select Festival Parties – 4-6 events

**VIP TICKET PACKAGE***
- VIP Access to sponsored screenings
- Gold Passes, Castro Passes
- Festival tickets to individual screenings
- Invitations to year-round preview screenings

* Ticket and invitation packages vary dependent on sponsorship level

Executive producer Danny Glover and director Yance Ford at the west coast premiere of *Strong Island* at Frameline41.

Producers/siblings Nate & Eliza Dushku at the Castro Theatre during the Bay Area premiere of *Mapplethorpe* at Frameline42.

Stars Vanessa Williams & Sheria Irving with Creator Sidra Smith at the world premiere of *A Luv Tale: The Series* at Frameline43.
YEAR-ROUND OPPORTUNITIES

Extend your brand’s reach in the LGBTQ+ community by engaging with Frameline’s ongoing, innovative, and vital LGBTQ+ media programs.

Frameline sponsorship packages can be upgraded to include additional opportunities for year-round brand exposure via the following programs:

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Collaborate with our team to create a custom sponsorship package that meets all of your corporate and community goals.

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