Frameline
Strategic Partnerships 2020

Frameline44
Opening Night
June 18 - 28
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**

**$917 billion**

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

**$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

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

**Influence**

the 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

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²http://www.richmond.com/business/article_c2212090-7883-545f-b28a-3a79c7ab0480.html
³http://jenntgrace.com/lgbt-buying-power-estimated-830-billion/
⁴Community Marketing Inc., 7/12
### 2019 Festival Stats

- **63,000** attendees
- **174** films from **38** countries
- **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%**

#### Statistics
- **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
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<th>ONLINE, EVENT &amp; PRESS PROMOTION</th>
<th>PRESENTING $125K</th>
<th>GRAND $70-90K</th>
<th>PREMIER $30-60K</th>
<th>MAJOR $15-25K</th>
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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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