



Frameline46

Strategic Partnerships 2022



The Power of LGBTQ+ Cinema

Frameline's mission is to change the world through the power of queer cinema.

With its distinguished 46-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 LGBTQ+ Film Festival, founded in 1977, is the largest, longest-running, and most widely recognized LGBTQ+ film exhibition event in the world.

Frameline Focus is a free, year-round film series that gives 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 is home to over 250 award-winning films.

Youth in Motion provides free LGBTQ+ themed movies with curricula to students and educators in middle and high schools across the country. Youth in Motion supports over 1,400 GSAs serving more than 28,000 students in all 50 states.

Frameline Voices distributes short films and episodic content with LGBTQ+ themes to a global audience, fostering career advancement for queer and gender non-binary creators through the exhibition of their work.

FILMMAKER SUPPORT

Frameline Completion Fund annually awards grants to filmmakers with projects in their post-production phase. Since 1990, Frameline has awarded over \$595,000 to more than 168 projects, with many going on to receive national exposure.

The LGBTQ+ Community by the Numbers

💰 Buying Power

\$1.1 trillion

Estimated purchasing power of
LGBTQ+ adults in the U.S.¹

\$3.9 trillion

Estimated purchasing power of
LGBTQ+ adults globally¹

¹ LGBT Capital (<http://www.lgbt-capital.com>), December 2019

The LGBTQ+ Community by the Numbers

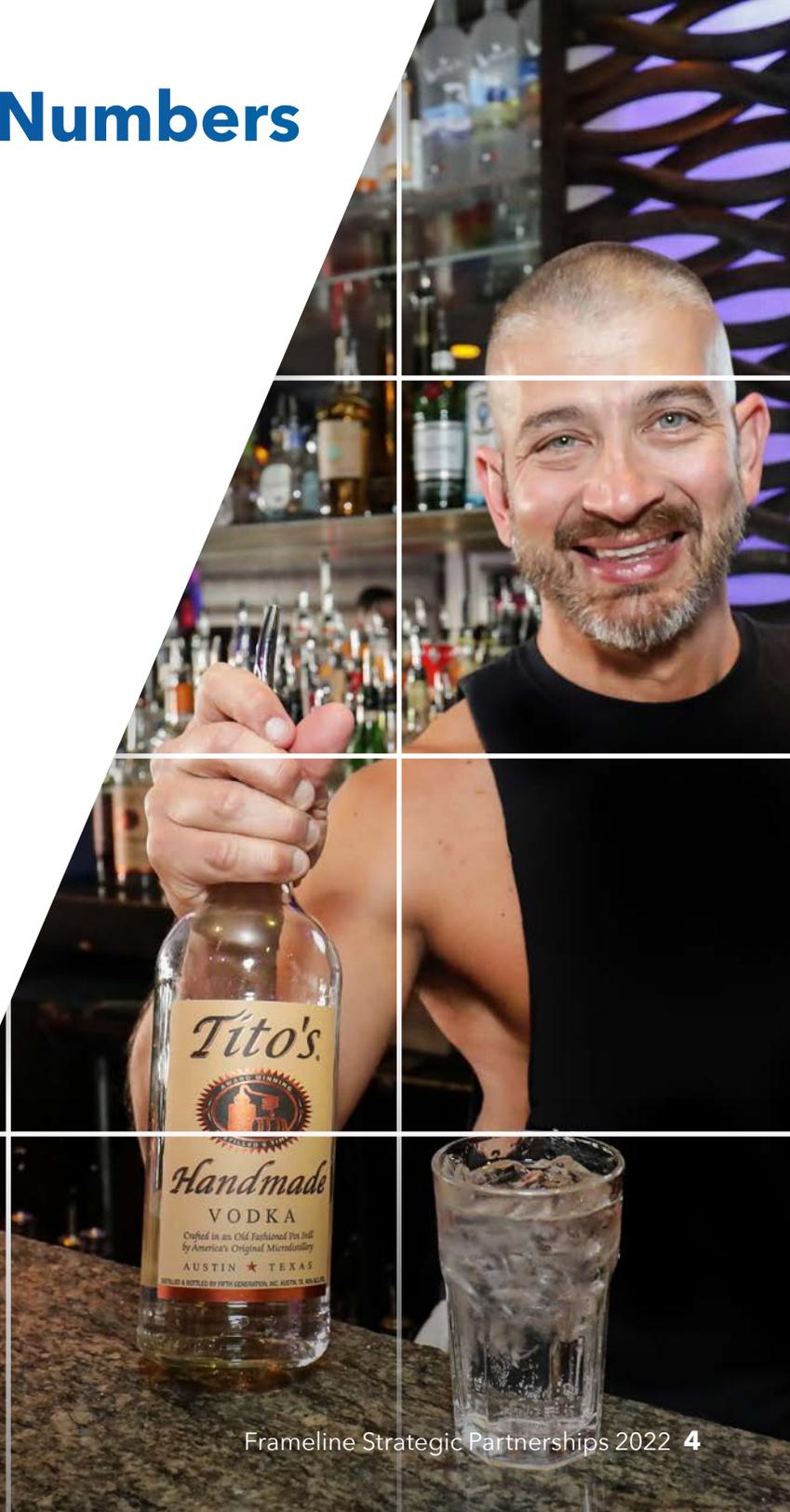
Brand Loyalty

85% of LGBTQ+ adults say “corporations that support LGBTQ+ equality are more important than ever.”²

80% of LGBTQ+ adults report that “companies that support LGBTQ+ equality will get more of my business this year.”²

73% of LGBTQ+ adults report they have made a conscious decision to make a purchase in the last 12 months at least in part due to a company’s visible support of the LGBTQ+ community.²

² Community Marketing & Insights (<https://cmi.info>), June 2020



The LGBTQ+ Community by the Numbers

Influence

THE
10% advantage

LGBTQ+ consumers are **10% more likely to keep up** with the latest styles, trends, and technology than consumers identifying as heterosexual.³

MORE THAN
54% of **all millennials** said they would choose an LGBTQ+-friendly brand over a competitor that wasn't "equality focused."⁴



In marketing specifically to an LGBTQ+ audience, you're also encouraging engagement with a substantial number of **non-LGBTQ+ consumers**.

³ http://www.richmond.com/business/article_c2212090-7883-545f-b28a-3a79c7ab0480.html

⁴ Chief Marketer (<https://www.chiefmarketer.com/marketers-most-wanted-lgbt/>), March 2017



Frameline45

Festival Stats

Following the COVID19 outbreak in 2020, Frameline was one of the first film festivals in the world to successfully pivot to streaming presentation. In 2021, Frameline expanded its efforts to offer more ways to attend. This included 3 drive-in, 2 ballpark, and 8 in-theatre screenings in addition to dozens of streaming films, talks, and panels presented in a landmark 18-day hybrid film festival: **Frameline45, June 10-27, 2021.**

In doing so, we honored our commitments to longtime corporate and community partners by safely presenting some of the best new LGBTQ+ content for Pride Month. Additionally, Frameline presented the first-ever **Frameline Fall Showcase, November 11-12, 2021.**

In combination, these two festival events succeeded in setting a new nationwide festival attendance record of over **90,000 viewers**, once again securing Frameline's title as the **world's largest LGBTQ+ film festival.**

Frameline45 also drew the **largest single screening Frameline attendance of over 8,000 attendees at Oracle Park.**

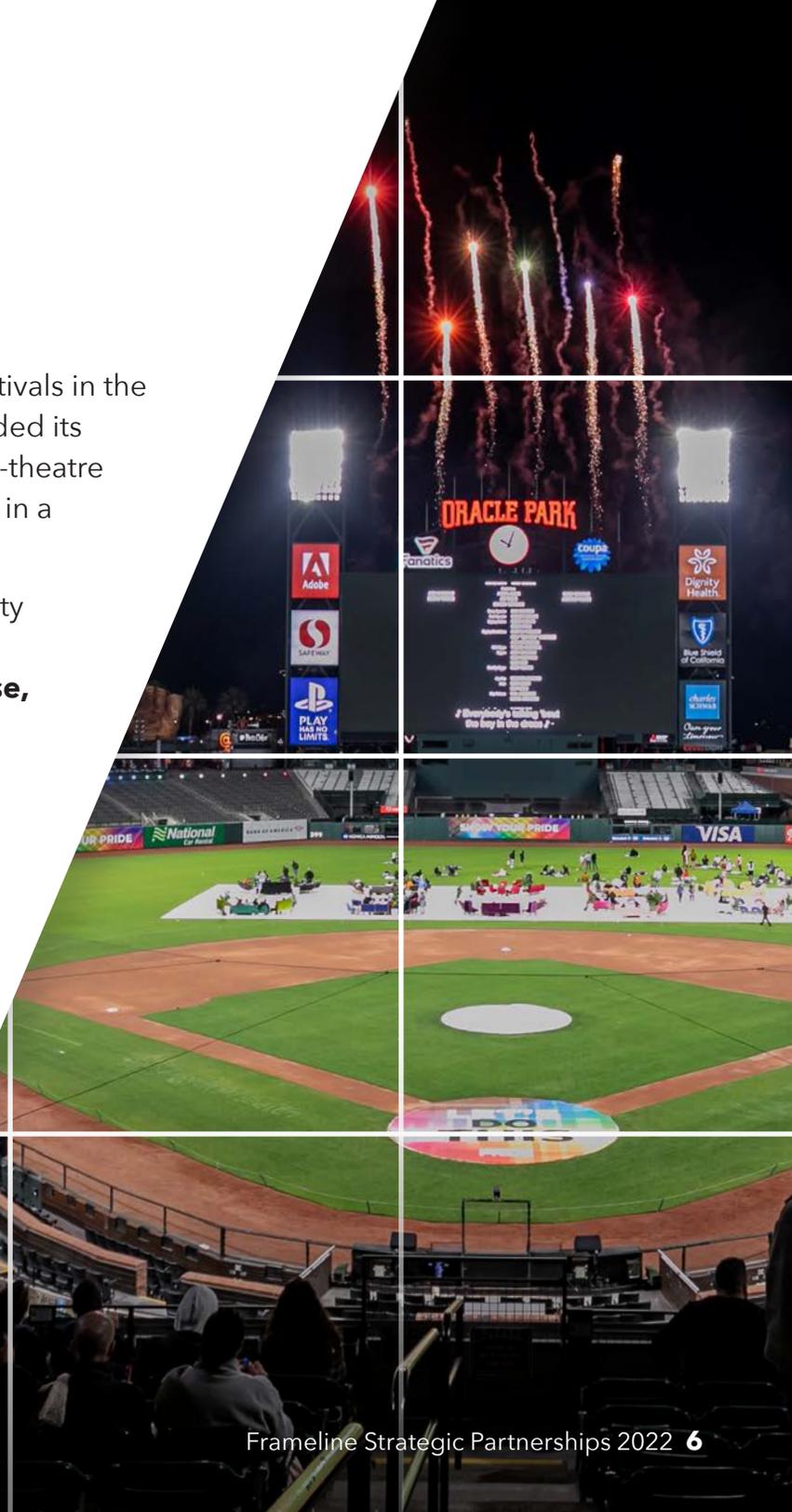
record-breaking attendance

OVER **90k**

Frameline's largest annual overall audience

THE **LARGEST**
Single Screening

June 11, 2021
Oracle Park, San Francisco
8,349 attendees



Frameline45

Audience Support

82% Returning Festival attendees

82% Very likely to do business with a company because they sponsor Frameline

46% Individual income over \$75K

Frameline46 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 virtual and in-person events offering high-value, direct audience engagement during San Francisco's world-renowned LGBTQ+ Pride Month celebration.

Exceptional Exposure & Service

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, streaming video, street promotion, and print advertising.

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**.

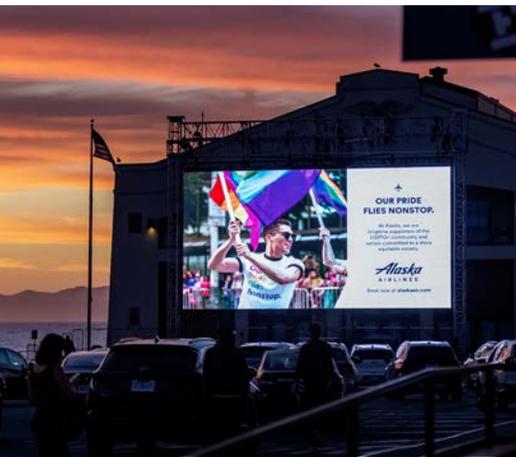
ON-SITE DIRECT MARKETING

- Exclusive recognition and placement across online platforms and in-person events
- Pre-screening ad, logo and video presentation opportunities
- Integrated promotional opportunities at sponsored screenings and Festival events
- Brand placement at all virtual and in-person venues

INTEGRATED MARKETING

- Print & digital Program Guide advertising
- Web, social, and email marketing
- Custom broadcast and online video marketing
- San Francisco Bay Area street and transit marketing
- Festival PR marketing
- Frameline.org advertorial opportunities

Cash and in-kind sponsorship packages can be custom-tailored to meet your brand and outreach goals, maximizing your exposure throughout the Festival.



Frameline46 VIP Event & Ticket Packages

Frameline46 sponsorship includes custom-tailored VIP hospitality packages providing exclusive access to, and premiums at, key Festival events. Frameline's virtual and in-person Festival events offer valuable opportunities to connect with influential SF/Bay Area stakeholders, including corporate partners, community leaders, donors, political representatives, city officials, and film and media industry representatives.

VIP EVENT PACKAGE*

- Frameline46 Launch Party
- Frameline46 Sponsors Luncheon
- Frameline46 Opening Night Gala
- Frameline46 Centerpiece Party
- Select Festival Filmmaker panels & mixers

VIP TICKET PACKAGE*

- FL46 Festival Passes for exclusive virtual screenings, reserved seating and priority entrance for in-person screenings
- Custom ERG screenings (streaming nationally and Bay Area onsite)
- Invitations to exclusive year-round preview screenings

**Ticket and invitation packages vary dependent on sponsorship level and CDC and local public health guidelines.*



Frameline46 Sponsor Benefits

		GRAND \$75K+	PREMIER \$40K+	MAJOR \$20K+	SIGNATURE \$7K+	ASSOCIATE \$4K+
ONLINE, EVENT & PRESS PROMOTIONS	Category Exclusivity	★				
	Sponsored Film Screening(s)	All	3	2	1-2	1
	Sponsored Programs & Events	All	2	1		
	Logo Placement – Festival Homepage	★	★			
	Logo Placement – Virtual Platform Footer	★	★			
	Sponsor Page Logo Placement (Print & Digital)	★	★	★	★	★
	Screening Logo Placement (Print & Digital)	★	★	★	★	★
	Pre-screening Slideshow Slides	3 Singular	2 Singular	1 Singular	Category	Category
	Website Slideshow	★	★			
	Festival Trailer	Logo	Logo			
	Festival Step & Repeat Logo Placement	★				
	Custom Press Release Inclusion	★	★			
	Press Release Logo Placement	★	★			
	Sponsor Press Release Acknowledgment	★	★	★	★	★
ADVERTISING	Program Guide Ad	Back Cover	1 or 2 Pages	Half to 1 Page	Half Page	
	Paid Social	★	★			
	Pre-Screening Promo Video	60 sec (All)	60 sec	30 sec	30 sec	
	Pre-Screening Slideshow Ad	★	★			
	Street Campaign	Logo	Logo	Name	Name	Name
	Café Posters	Logo	Logo			
	eNews Feature Ad	★	★	★	★	★
	Organic Social	★	★	★		
	DIRECT MARKETING	Castro Theatre Marquee Logo Placement	★	★		
Onsite Activation(s)		★	★			
Venue Signage		Logo	Logo	Logo	Logo	Logo
HOSPITALITY	Sponsor Priority Passes	★	★			
	Sponsored Screening Reserved Seating	★	★			
	Sponsored Screening Tickets	24	16	8	6	4
	Film Screening Ticket Vouchers	★	★	★	★	★
	Exclusive Event Invitations	★	★	★		

Year-Round Opportunities

Frameline is more than just a Festival! We host events, screen films, and create LGBTQ+ youth programming year round. Extend your brand's reach in the LGBTQ+ community by upgrading your partnership to include additional opportunities for year-round brand exposure, custom in-house D&I programming, and community outreach.

Frameline Focus

presents free virtual community screenings and premieres



Frameline Youth In Motion

provides free queer films and accompanying curricula to GSAs nationwide



Frameline Voices

presents short form and episodic LGBTQ+ content accessible any time and anywhere in the world



Frameline Distribution

manages over 250 award-winning LGBTQ+ films



Frameline Completion Fund

awards thousands of dollars in post-production grants to upcoming filmmakers annually





Frameline46
San Francisco International
LGBTQ+ Film Festival
June 16–26, 2022
www.frameline.org

Collaborate with our team to create a custom sponsorship package that meets all of your marketing, team building, and community outreach goals.

DAVID WARCZAK

Director of Marketing & Strategic Partnerships
 dwarczak@frameline.org · 415.703.8650 x322

ALBERTO NAVAR

Sponsorship Associate
 anavar@frameline.org · 415.703.8650 x308

