



Frameline48 Strategic Partnerships 2024

# The Power of LGBTQ+ Cinema

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

With its distinguished 48-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 300 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 1,600 GSAs serving more than 30,000 students in all 50 states.

**Frameline Voices** is a curated program of short films and episodic content representing experiences unique to LGBTQ+ people and communities. Voices fosters career advancement for queer, transgender, and non-binary creators through the exhibition of their work, and in so doing, diversifies and equalizes mainstream media representations of LGBTQ+ people.

## FILMMAKER SUPPORT

### **Frameline Completion Fund**

annually awards grants to filmmakers with projects in their post-production phase. Since 1990, Frameline has awarded over \$642,000 to more than 182 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.<sup>1</sup>

**\$3.1 trillion**

Estimated purchasing power of LGBTQ+ adults globally<sup>1</sup>

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



# The LGBTQ+ Community by the Numbers

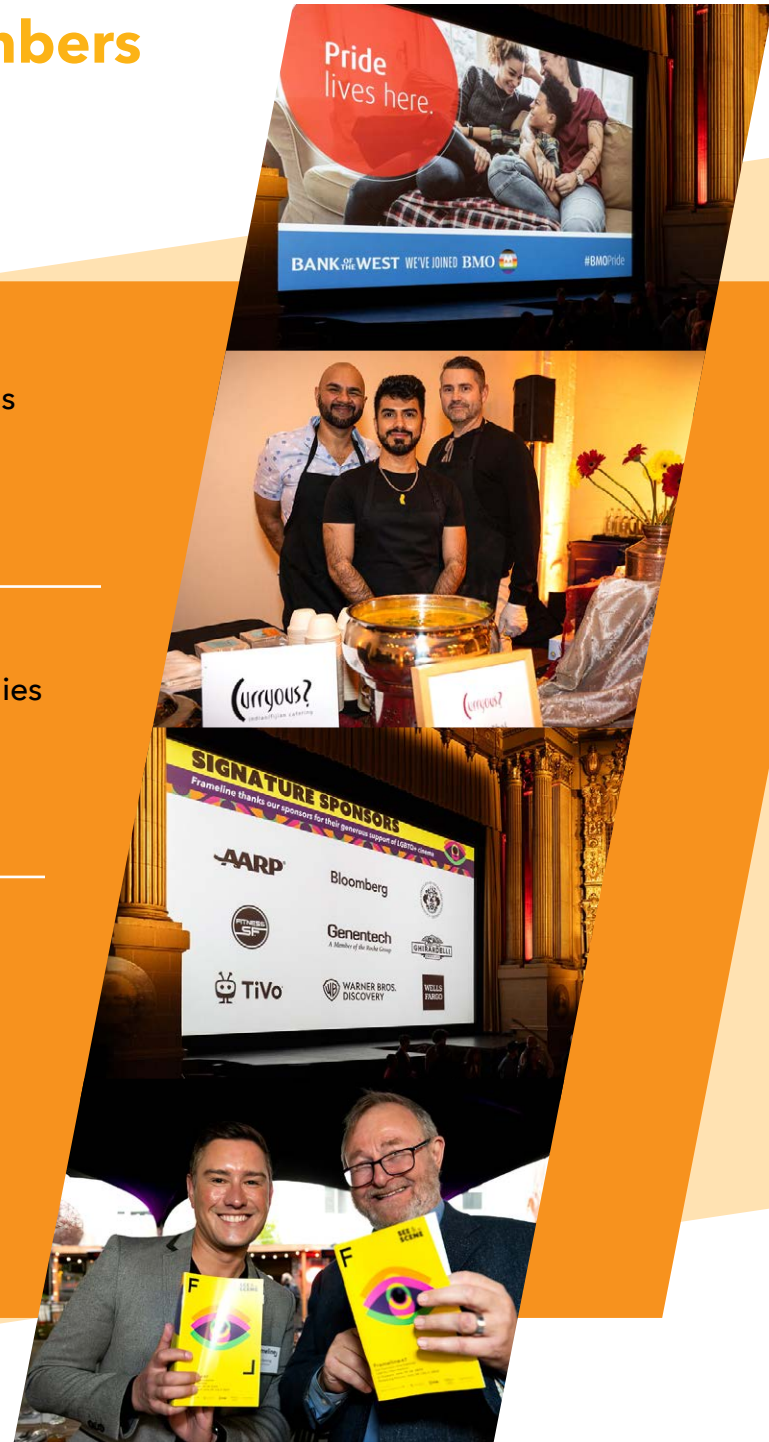
## Brand Loyalty

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

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

**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.<sup>2</sup>

<sup>2</sup> 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.<sup>3</sup>

MORE THAN  
**54%**

of **all millennials** said they would choose an LGBTQ+friendly brand over a competitor that wasn't "equality focused."<sup>4</sup>



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



<sup>3</sup> [http://www.richmond.com/business/article\\_c2212090-7883-545f-b28a-3a79c7ab0480.html](http://www.richmond.com/business/article_c2212090-7883-545f-b28a-3a79c7ab0480.html)

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

# Festival Firsts

## 2021

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**, and the first-ever **Frameline Fall Showcase, November 11-12, 2021**.

Together, these two festival events *again* set a new nationwide festival attendance record of over **90,000 viewers**, re-securing Frameline's title as the **world's largest LGBTQ+ film festival**. Frameline45 also drew the **largest single Frameline screening attendance of over 8,000 attendees at Oracle Park** in June 2021.

## 2022

In 2022, Frameline returned to its grand home at the historic **Castro Theatre** for a complete 11-day run of nearly 100 film programs presented in-person for the first times since the pandemic.

Frameline also launched the new Festival Pavilion, **the largest outdoor, fully ADA-compliant LGBTQ+ guest services pavilion in the industry**.

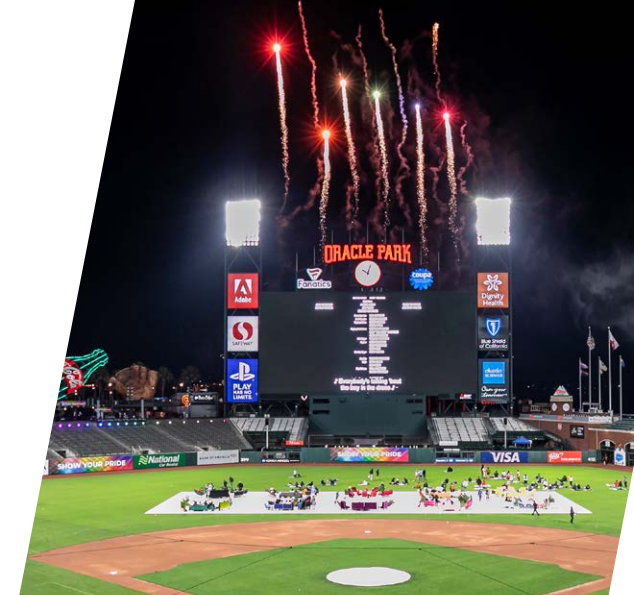
Frameline Programming also awarded the inaugural **Out in the Silence Award** honoring films that highlight brave acts of visibility, to Micheal Rice, director of the powerful documentary **BLACK AS U R** at the new Juneteenth screening at Frameline.

## 2023

For 2023, Frameline expanded its support to young filmmakers via the new **Colin Higgins Youth Filmmaker Grants**, generously underwritten by the Colin Higgins Foundation.

Together these grants provided a staggering \$45,000 in funding to three talented filmmakers: Daisy Friedman (As You Are), Karina Dandashi (Cousins), and Emilio Subía (Ñños).

Frameline is proud to partner again with the Colin Higgins Foundation on a new round of grantmaking in 2024.



# Audience Support

**82%** Returning Festival attendees



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



**46%** Individual income over \$75K



# Frameline48 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**.

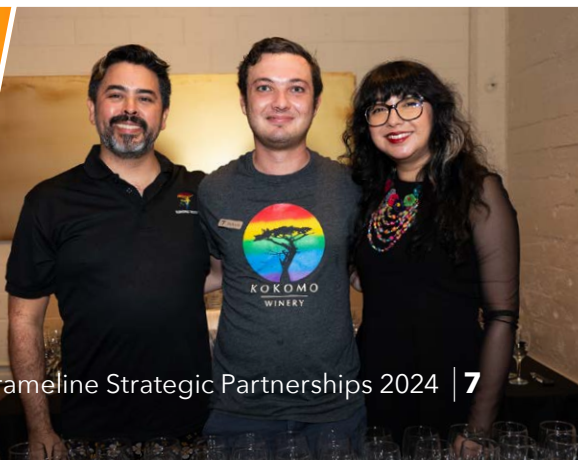
## ON-SITE DIRECT MARKETING

- 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.





# Frameline48 VIP Event & Ticket Packages

Frameline48 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\*

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

## VIP TICKET PACKAGE\*

- 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.*



# Frameline48 Sponsor Benefits

		GRAND \$75K+	PREMIER \$40K+	MAJOR \$20K+	SIGNATURE \$7K+	ASSOCIATE \$4K+
<b>ONLINE, EVENT &amp; PRESS PROMOTIONS</b>	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	★	★	★	★	★
<b>ADVERTISING</b>	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	★	★	★		
	<b>DIRECT MARKETING</b>	Castro Theatre Marquee Logo Placement	★	★		
Onsite Activation(s)		★	★			
Venue Signage		Logo	Logo	Logo	Logo	Logo
<b>HOSPITALITY</b>	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 DEI programming, and community outreach.

## Frameline Focus

presents free 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 300 award-winning LGBTQ+ films

## Frameline Completion Fund

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





# **Frameline48**

## **San Francisco International LGBTQ+ Film Festival**

**June 19–29, 2024**

**[www.frameline.org](http://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.

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