



Simply Fabulous!

For nearly 30 years, **Tampa Bay International Gay & Lesbian Film Festival (TIGLFF)** has paved the way for the Tampa Bay community in artistic excellence and equality for her citizens.

We are proud to have a home in one of the most progressive cities in Florida and are honored to partner with the many companies who support our LGBTQQ community.

Let Us Educate, Empower, & Entertain You!

TIGLFF offers a variety of branding opportunities customized to meet your marketing and sales objectives.

Sponsorship Benefits may include a combination of the following elements:

- Your branded ad before each film
- Festival Advertising
- On-Site Activation
- Outdoor signage
- Product Placement
- Event and Movie Tickets
- Hospitality
- Social Media Marketing
- Contests

The **Tampa Bay International Gay and Lesbian Film Festival's** audience is one of the most sought-after markets in the U.S., one rich in diversity and backgrounds; with a high level of cultural savvy and brand loyalty.

TIGLFF represents a prime opportunity to speak to a valuable and influential market segment during the festival and at events throughout the year.

TIGLFF AT A GLANCE:

- NINE days of festival screenings
- More than 75 films shown each year
- International filmmakers, actors and producers in attendance
- Located in Tampa Bay area theatres, including The Palladium and freeFall theatres
- Social media reach: 1.8 million +
- Media coverage in Tampa Bay Times, Creative Loafing, Watermark, Tampa Bay Business Journal, Tampa Tribune, WUSF, and other national publications
- Festival Launch and Opening Night Parties
- Free youth programs



Purpose marketing is becoming popular . . . because of the growing number of shoppers who say that what a company stands for makes a difference in what they do and do not buy.

—Advertising, Stuart Elliott, *New York Times*, 02/14/2013

We reach an audience that has exceptional buying power and is brand loyal to those that support their causes. Each year, more than 5,000 Tampa Bay residents will attend events and screenings all year long of the Tampa Bay International Gay & Lesbian Film Festival. Sponsorship opportunities include special events, extensive advertising and media coverage, constituency outreach, and social media promotion.

A nationwide Gallup survey estimates that 3.4% of the U.S. adult population has identified as LGBTQ, which is approximately 9 million people. Among that number, 76% are gay men and 87% lesbians, according to Community Marketing Inc. An estimated 7.7 households out 1,000 are same-sex couples in the U.S.

Numbers show that 70% of LGBTQ adults would pay for a premium product from a company that supports the LGBTQ community. Also, 74% of them are likely to consider brands that support nonprofits/causes important to LGBTQ consumers. And 78% of LGBTQ adults, their friends, family, and relatives would switch to brands that are known to be LGBTQ-friendly.

The LGBTQ buying power with the top four niche segments, LGBTQ consumers have four times the buying power per person than Hispanics and African Americans, and double the buying power of Asian Americans. So while LGBTQ Americans are the smallest sized based on actual population, they have two to four times more buying power than their diverse counterparts.

We reach an audience with exceptional buying power:

| Age: | | Income: | |
|----------|-----|---------------------|-----|
| Under | 11% | \$200,000+ | 14% |
| 21 to 30 | 8% | \$100,000 - 199,999 | 20% |
| 31 to 40 | 16% | \$75,000 - 99,000 | 18% |
| 41 to 50 | 31% | \$50,000 - 74,999 | 20% |
| 51 to 64 | 26% | \$35,000 - 49,999 | 12% |
| 65+ | 8% | Under \$34,999 | 16% |

The Tampa Bay International Gay & Lesbian Film Festival audience:

Is loyal. 75% have attended for longer than six years.

Is growing. More than 10% were first-time attendees.

Is happy with our performance. 91% were satisfied with the festival last year; 98% said they would attend next year, and 95% would highly recommend TIGLFF.

- 52% of TIGLFF constituents have annual household income is \$75,000 or greater.
- 89% of lesbian and gay adults say they are more likely to consider brands that support the LGBTQ non-profits and their causes.

The Tampa Bay International Gay and Lesbian Film Festival brings in emerging directors, first-time talents and marquee names like John Waters and Lea DeLaria. Corporate partners included PNC, AT&T, Macy’s, Walgreens, Bright House, and others. We would love to include your company.

Let us customize a sponsorship partnership for your organization. **Please contact Interim Executive Director Scott Skyberg** at scott@tiglff.com, and let us create the perfect marketing opportunity for your company or non-profit.

| SPONSORSHIP BENEFITS | PRESENTING | PLATINUM | PRODUCING | DIRECTING | CONTRIBUTING |
|--|------------|----------|-----------|-----------|--------------|
| | \$20,000 | \$15,000 | \$10,000 | \$5,000 | \$2,500 |
| Video ad at all screenings option (60 sec) | X | | | | |
| Video ad at all screenings option (30 sec) | | X | X | | |
| Logo included in all festival communications | X | X | X | | |
| Logo on Festival Banner | X | X | X | X | X |
| Logo placed on www.tiglff.com | X | X | X | X | X |
| Banner at all venues | X | X | X | X | |
| Program Guide Sponsor listing page | X | X | X | X | X |
| Front or Back Program Guide Cover (if available) | X | X | | | |
| Premium Full-page ad | X | X | X | | |
| Program Guide 1/2 page ad | | | | X | X |
| On-screen ad (all festival screenings) | X | X | X | X | X |
| Optional Street Exhibit (10X10 tent) | X | X | X | X | |
| Crown Circle Passes (screenings and events) | 10 | 8 | 6 | 4 | 2 |
| Admission to Opening Night Party (if applicable) | X | X | X | X | X |
| On-stage Introductions | X | X | X | | |