



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 LGBTQ+ community.

Let Us **ENTERTAIN, EMPOWER, AND ENLIGHTEN** 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

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 60 films shown each year

- International filmmakers, actors and producers in attendance
- Located in Tampa Bay area theatres, including the Tampa Theatre and freeFall theatre.
- Social media reach: 1.8 million +
- Media coverage in Tampa Bay Times, Creative Loafing, Watermark, Tampa Bay Business Journal, and other national publications
- Festival Launch and Opening Night Events
- Free youth programs

We reach an audience that has exceptional buying power and is brand loyal to those that support their causes. Each year, thousands of Tampa Bay area residents will attend events and screenings all year long presented by the **Tampa Bay International Gay & Lesbian Film Festival**.

Sponsorship opportunities may include special events, extensive advertising and media coverage, constituency outreach, and social media promotion.

In a nationwide Gallup survey in 2016, they estimate that 4.1% of the U.S. adult population has identified as LGBT, which is approximately 10 million people, up from 3.7% in 2014. 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.

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 have included PNC, AT&T, Macy's, Walgreens, Bright House, and more.

We reach an audience with exceptional buying power:

Percentage of U.S. Adults Identifying as LGBT by Annual Household Income and Educational Attainment, 2012-2016

	2014	2015	2016
	%	%	%
Less than \$36,000	4.9	5.1	5.5
\$36,000 to <\$90,000	3.5	3.9	4.0
\$90,000 or more	3.6	3.6	3.7
High school or less	3.9	4.1	4.1
Some college	3.9	3.9	4.1
College graduate	3.5	3.6	4.1
Postgraduate	3.7	3.9	3.9

Source: Gallup Survey

<http://news.gallup.com/poll/201731/lgbt-identification-rises.aspx>

So why not let us customize a sponsorship or some advertising for you and your organization?

Please contact Board Member, Ed Lally at ed@tiglff.com, and let us create the perfect marketing opportunity for your group, company or non-profit.

 TICKETING & SPONSORSHIP LADDER BENEFITS*	SPONSORSHIPS					
	Mogul	Visionary	Luminary	Directing	Producing	Presenting
	\$600	\$1,000	\$2,500	\$5,000	\$10,000	\$15,000
*All tickets good for 1 year from date purchased. *All sponsorships and passes expire Dec 31 of each year.						
<u>Potential Tax Deductible Portion</u>	\$176	\$402	\$202	\$2,104	\$5,846	\$9,598
Notification of all TIGLFF Programs and Events (electronic)	Y	Y	Y	Y	Y	Y
Program Guide Mailed	Y	Y	Y	Y	Y	Y
Complimentary TIGLFF T-Shirt	1	2	2	4	6	8
Sponsor Listing in Festival Program Guide	Y	Y	Y	Y	Y	Y
Crown Circle and CC Lounge Access	1	2	N/A	2	N/A	N/A
All Access Pass to all October Festive ticketed events (Simply Fabulous)	N/A	N/A	2	2	4	6
Launch Party Tickets	1	2	2	4	4	6
Reserved Festival Seating at Tampa Theatre venue	N/A	N/A	2	4	4	6
Festival Green Room Access	N/A	N/A	2	4	6	8
Access to All Festival Talent Gatherings	N/A	N/A	2	4	6	8
Program Guide Advertisement	1/4 Ad	1/4 Ad	1/2 Ad	Full	(Inside Cover/Back)	(Cover/Back)
Film Screen Listing	Y	Y	Y	Y	Y	Y
Film Screen Advertisement			Y	Y	Y	Y
Logo on TIGLFF Website Sponsors' page*			Y	Y	Y	Y
Logo on TIGLFF Website Homepage**			Y	Y	Y	Y
Logo on Festival Banner				Y	Y	Y
Festival On-Stage Introductions				Y	Y	Y
Sponsor-Provided Corporate Banner Allowed at Venues				Y	Y	Y
:30 (second) Video Ad (provided by sponsor)						Y
Logo on All Festival Tickets *(Except when purchased at the Tampa Theatre Box Office)						Y
** All Advertising is subject to review and approval by the TIGLFF Board. **						