



Simply Fabulous!

For 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 2018, they estimate that 4.5% of the U.S. adult population has identified as LGBT, up from 4.1% in 2016 and 3.5% in 2012 when Gallup began tracking the measure.

- Rise in LGBT identification mostly among millennials
- 5.1% of women identify as LGBT, compared with 3.9% of men.

According to **advocate.com**, 01/02/2018, More than 75% of LGBT adults and their friends, family, and relatives say they would switch to brands that are known to be LGBT friendly. In 2017 alone, the LGBT consumer buying power was over \$917 billion.

According to **bizjournals.com**, 06/22/2018, LGBT buying power up \$80 billion nationally since 2015.

LGBTQ+ buying power within 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.

According to (CMI) communitymarketinginc.com,
The LGBTQ community: Responsive and proven

- ✓ Immense buying power: Approaching US \$1 trillion, in the USA alone.
- ✓ Discretionary income: Significant, and spent with LGBTQ-inclusive companies.
- ✓ Diverse: Spans all races, generations, ethnicities; singles, couples, married, families.

Connecting, engaging and ultimately marketing to the LGBTQ community comes with a deep understanding:

- ✓ How is your company perceived among your own LGBTQ employees?
- ✓ How the LGBTQ community views you and your category, and your competition.
- ✓ What will it take to market effectively, to and from within the community?

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.

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.

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

Please contact, 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>	\$330	\$560	\$110	\$2,020	\$5,770	\$9,480
Notification of all TIGLFF Programs and Events (electronic)	Y	Y	Y	Y	Y	Y
Program Guide Mailed	Y	Y	Y	Y	Y	Y
Sponsor Listing in Festival Program Guide (***) When purchased by 08/01)	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 Festival 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	4	6
Access to All Festival Talent Gatherings	N/A	N/A	2	4	4	6
Program Guide Advertisement	N/A	N/A	1/2 Ad	Full	Full (Choice of Available)	Full (Choice of Available)
Film Screen Listing	Y	Y	Y	Y	Y	Y
Film Screen Advertisement	N/A	N/A	Y	Y	Y	Y
Logo on TIGLFF Website Sponsors' page*	Y	Y	Y	Y	Y	Y
Logo on TIGLFF Website Homepage**			Y	Y	Y	Y
Logo on Festival Banner			Y	Y	Y	Y
Festival On-Stage Introductions				Y	Y	Y
Sponsor-Provided Corporate Banner Allowed at Venues				Y	Y	Y
:15 (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. **						