



www.watch.eventive.org/TIGLFF2021

Simply Fabulous!

For 32 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
- Event and Movie Tickets
- Hospitality
- Social Media Marketing

The *Tampa Bay International Gay & 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:

- TEN 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
- 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 survey of 15,000 interview conducted throughout 2020 with Americans aged 18 and older, the Gallup's latest Feb 2021 [news article](#) update on lesbian, gay, bisexual or transgender identification finds 5.6% of U.S. adults identifying as LGBT. The current estimate is up from 4.5% in Gallup's previous update based on 2017 data.

- More than half of LGBT adults (54.6%) identify as bisexual.
- About a quarter (24.5%) say they are gay, with 11.7% identifying as lesbian and 11.3% as transgender.
- An additional 3.3% volunteer another non-heterosexual preference or term to describe their sexual orientation, such as queer or same-gender-loving.

Noting, respondents can give multiple responses when describing their sexual identification; thus, the totals exceed 100%.

- U.S. adult population finds 3.1% of Americans identifying as bisexual, 1.4% as gay, 0.7% as lesbian and 0.6% as transgender.

- The vast majority of Generation Z adults who identify as LGBT -- 72% -- say they are bisexual.
- About half of millennials (those aged 24 to 39 in 2020) who identify as LGBT say they are bisexual.
- In older age groups, expressed bisexual preference is not significantly more common than expressed gay or lesbian preference.

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. While LGBTQ+ Americans are the smallest sized based on actual population, they have two to four times more buying power than their diverse counterparts. **LGBT buying power up \$80 billion nationally since 2015.**

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.

The Tampa Bay International Gay & Lesbian Film Festival brings in emerging directors, first-time talents and marquee names like John Waters, Lea DeLaria, and Leslie Jordan. Corporate partners have included PNC, AT&T, Macy's, Walgreens, Tito's, 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, Renee Cassette at 813.879.4220 or at renee@tiglff.com, and let us create the perfect marketing opportunity for your group, company or non-profit.

 TICKETING & SPONSORSHIP LADDER BENEFITS*	TICKETS			PASSES		SPONSORSHIPS				
	Student Virtual/Live	Adult Virtual/Live	4 Pack Virtual/Live	Crown Circle One	Crown-Add On Live Events (Paid at the door)	Cast	Star	Director	Producer	Presenting
<small>*All tickets good for 1 year from date purchased. #All sponsorships and passes expire Dec 31 of each year.</small>	\$7/\$12	\$10/\$15	\$30/\$45	\$125	\$8	\$500	\$1,000	\$2,000	\$5,000	\$10,000
Sponsor Listing in Festival Program Guide						Y	Y	Y	Y	Y
Crown Circle Pass						1	2	2	2	4
Launch Party Tickets						N/A	N/A	2	2	4
Reserved Festival Seating at Tampa Theatre venue						N/A	N/A	2	4	4
Program Guide Advertisement						1/4 Ad	1/4 Ad	1/2 Ad	Full	Preferred Placement
Film Screen Listing						Y	Y	Y	Y	Y
On Screen Ad						N/A	N/A	Y	Y	2
Logo on TIGLFF Website Sponsors' page*						Y	Y	Y	Y	Y
Logo on TIGLFF Website Homepage**							Y	Y	Y	Y
Logo on Festival Banner							Y	Y	Y	Y
Sponsor-Provided Corporate Banner Allowed at Venues								Y	Y	Y
Festival On-Stage Introductions										Y
Logo on all Marketing Materials										Y
** All Advertising is subject to review and approval by the TIGLFF Board. **										

Updated Aug 2021