



NINTH ANNUAL • JUNE 1-4, 2017  
CHARLOTTELGBOFILM.COM



# SPONSORSHIP PACKAGE





## About The Film Festival

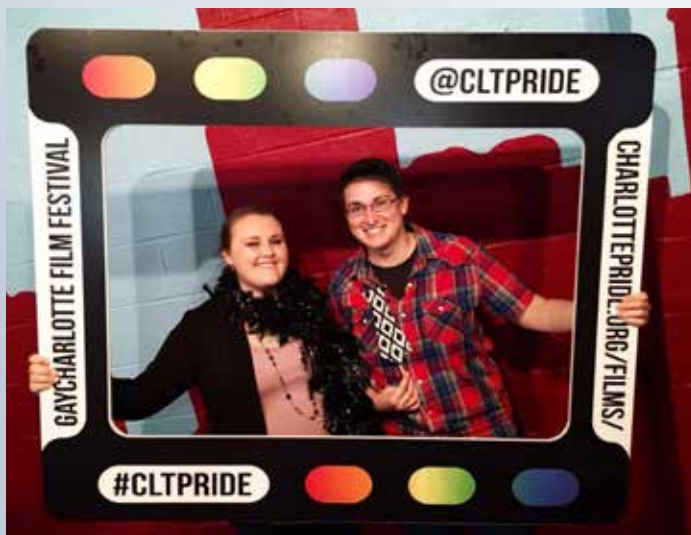
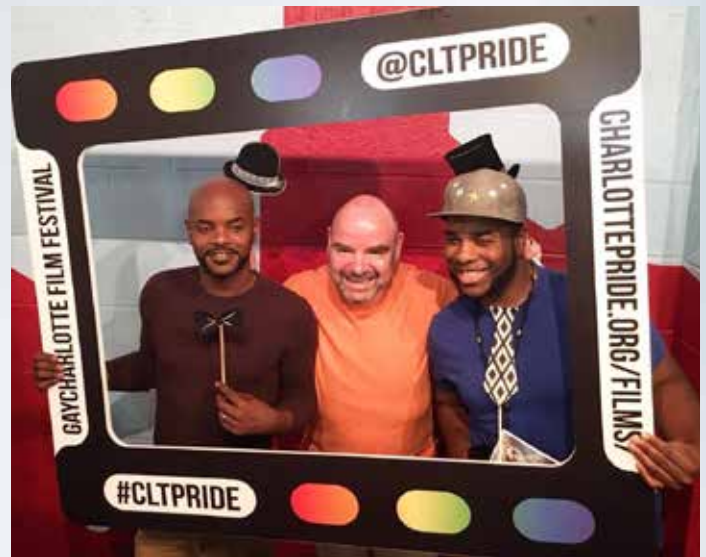
### WELCOME...

The GayCharlotte Film Festival, first established in 2009, has become an annual event in the Queen City and since 2014 has been a program of Charlotte Pride. Our mission is to entertain, enlighten, and build valuable bridges of understanding, support, and acceptance within and between the LGBTQ and ally communities in the Charlotte region.

Today, the GayCharlotte Film Festival is one of Charlotte's premiere arts and cultural events, which has brought thousands of attendees together to celebrate the artistic, cultural, and historical contributions of LGBTQ and ally individuals, all through the power of film.

Each year, we work to strengthen our program by expanding the diversity and subject matter of the films we show. In addition, to enhance the overall experience for film goers, we have introduced new features to engage our community, including our new audience awards and free admission events to educational film screenings and panel discussions.

All of this is made possible thanks to the generous support of sponsors like you.



### ABOUT CHARLOTTE PRIDE...

Charlotte Pride is the leader in LGBTQ visibility in Charlotte and the Carolinas. We present and collaborate on programs, projects, and activities, including the annual Charlotte Pride Festival and Parade, Charlotte Trans Pride, Charlotte Latin Pride, and the GayCharlotte Film Festival, among others. Since its founding in 2000, Charlotte Pride has expanded its year-round programming and partnerships to better connect community members with its mission, vision, and values. It is now one of the largest LGBTQ Pride organizations in the American Southeast.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-807-2214 or 888-830-4989 for North Carolina residents.

GayCharlotte Film Festival • [charlottelgbtfilm.com](http://charlottelgbtfilm.com)

PO Box 32362 • Charlotte, NC 28232

# 2017 Sponsorship Levels

## Presenting Sponsor (\$3000+) ONE AVAILABLE

- Designation as presenting sponsor of film festival
- Exclusive branding for film festival's opening reception
- Full-page ad with logo in the festival program with priority placement
- Opportunity to display corporate banners (provided by sponsor) at the festival
- Logo placed in all print media and any event banners
- Logo with click-through link and short company bio on film festival website
- Opportunity to show short on-screen video (provided by sponsor, 4 minutes max length) in trailer loop shown 15 minutes prior to each film
- Speaking opportunities at the festival's opening and/or closing night
- Opportunities to distribute company information at the venue via dedicated display/exhibit table
- Eight festival passes to all films
- 30 donated individual screening tickets to charity of sponsor's choice



## Red Carpet Sponsor (\$1500+)

- Full-page ad with logo in the festival program with priority placement
- Opportunity to display corporate banners (provided by sponsor) at the festival
- Logo placed in all print media and any event banners
- Logo with click-through link and short company bio on film festival website
- Opportunity to show short on-screen video (provided by sponsor, 3 minutes max length) in trailer loop shown 15 minutes prior to each film
- Speaking opportunities at the festival's opening and/or closing night
- Opportunities to distribute company information at the venue via display/exhibit table
- Six festival passes to all films

## Silver Screen Sponsor (\$750+)

- Half-page ad with logo in the festival program
- Logo placed in all print media and any event banners
- Logo with click-through link on film festival website
- Opportunity to show short on-screen video (provided by sponsor, 3 minutes max length) in trailer loop shown 15 minutes prior to each film
- Four festival passes to all films

## Box Office Sponsor (\$500+)

- Third-page ad in festival program
- Logo placed in all print media and any event banners
- Logo with click-through link on film festival website
- Logo included in on-screen trailer loop shown 15 minutes prior to each film
- Two festival passes to all films

## Spotlight Sponsor (\$250+)

- Business card ad in festival program
- One festival pass to all films
- Logo included in on-screen trailer loop shown 15 minutes prior to each film





# FAST FACTS

The GayCharlotte Film Festival, a program of Charlotte Pride, has a demonstrated history of growth and community engagement

 **30%**

**30% growth in festival attendance year over year from 2014-2016**



Number of new and continuing community partnerships and collaborations



On the map: The festival hosted two Southeastern U.S. regional premieres in 2016



Increased free community events including educational panels and short film showcase

## Diverse audiences attend each festival:

- **Race:** 55% white, 45% non-white, including 33% African-American, 7% Latino/a.
- **Age:** 20% ages 56+ and 20% ages 18-25
- **Gender:** 57% female, 39% male, 4% transgender
- **Sexual Orientation:** 37% lesbian, 33% gay, 10% bisexual, 12% straight, 4% queer, 3% pansexual, 1% asexual



## New in 2016: Free short films screening & audience award

The 2016 festival opened with a free, widely diverse short films screening night. First-ever Best Shorts winner, STEALTH, featured trans teen and actress Kristina Hernandez.

