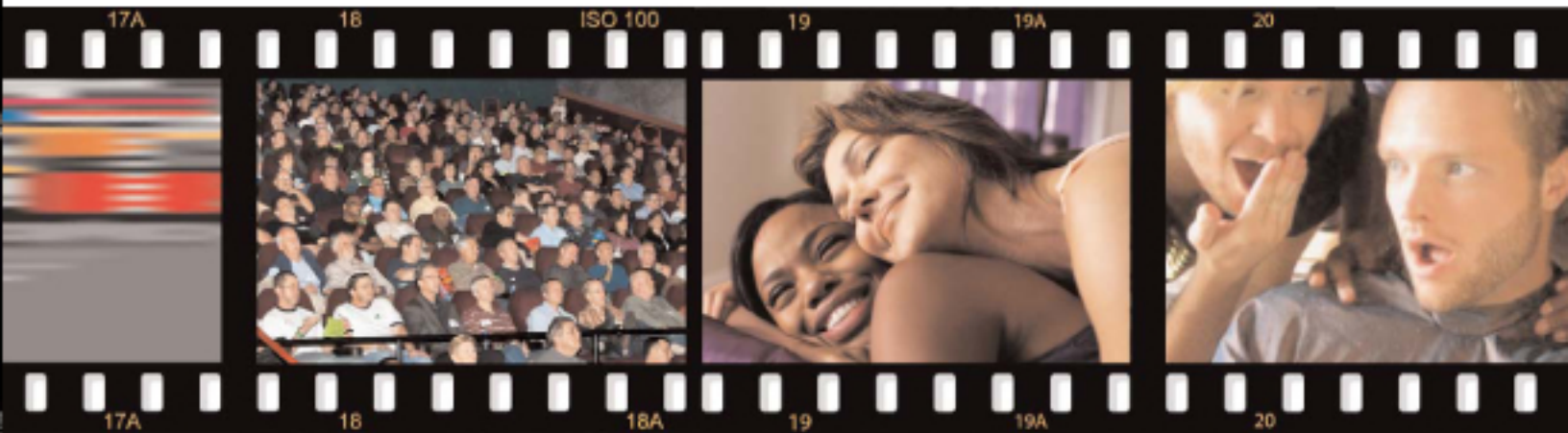


# TAMPA INTERNATIONAL **2010** GAY & LESBIAN FILM FESTIVAL

*"Celebrating Life in Pictures for 21 Years"*

## *Corporate Sponsorship Package*



*"...the winner of the 2008 Urban Excellence Award by the Tampa Downtown Partnership, this event has become one of the largest gay and lesbian film festivals in the country and one of our premiere cultural events."*

Mayor Pam Iorio

*October 7 - 17, 2010*

**Mission Statement:**

The mission of TIGLFF is to showcase a selection of compelling film and video by, for and about the Gay, Lesbian, Bi-sexual and Transgender Community that entertains, enlightens and celebrates the festival audience.

**Who:**

Friends of the Festival, Inc is the name of this non-profit 501(c)3 dba Tampa International Gay and Lesbian Film Festival (TIGLFF).

**What:**

The Tampa International Gay and Lesbian Film Festival is respected throughout the country as one of the finest, most attended and warmest film festivals of its kind. Over the 20 year history, directors, actors, writers, tourists, film buffs and GLBT supporters have flocked to the historic Tampa Theater; as was demonstrated in 2009 for the 20th Anniversary celebration with over 13,000 attendees.

**Why:**

- 11 day Film Festival
- 15, 000 programs distributed
- Average income is \$86k (vs. \$52k for general population of Tampa)
- Extremely brand loyal 89% of gay consumers are likely to seek brands that support the GLBT community
- Results show 63% will pay more for products from companies that are gay friendly
- 93% do not have children in the household
- Twice-named as the “Best Local Film Festival” by Creative Loafing
- Overall satisfaction is very high (92%), especially first timers (96%)
- 97% have recommended TIGLFF
- 20 years of loyal patrons

(Schwartz Consulting Partners, Inc.)

**When:**

October 7 – 17, 2010



**Where:**

Tampa Theatre  
711 N Franklin Street  
Tampa, FL 33602

Built in 1926 as one of America's most elaborate "movie palaces".

Named to the National Register of Historic Places

Number of Seats: 1,446

Muvico Baywalk 20 & IMAX  
2nd Avenue South  
St. Petersburg, FL 33715

Muvico Theaters believes in offering their guests an integrated experience that is not just about the movie. It is the overall entertainment experience.

# TAMPA INTERNATIONAL **2010** GAY & LESBIAN FILM FESTIVAL

"Celebrating Life in Pictures for 21 Years"

## Sponsorship Packages and Benefits

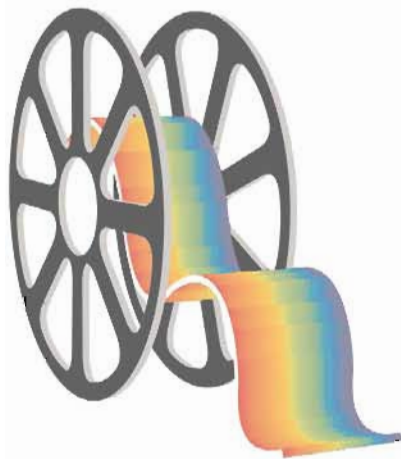
	Presenting	Platinum	Producing	Directing	Contributing	Supporting	Casting
Sponsorship Benefits	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
<b>Corporate Logo</b>							
Festival program front cover; as "Presenting Sponsor"	Yes	-	-	-	-	-	-
All Festival posters	Yes	Yes	Yes	Yes	-	-	-
Festival banner	Yes	Yes	Yes	Yes	-	-	-
Banner to displayed at both venues throughout Festival (sponsor provided)	Yes	Yes	Yes	Yes	-	-	-
All Festival tickets (front)	Yes	-	-	-	-	-	-
Misc Festival marketing material	Yes	Yes	Yes	-	-	-	-
<b>Program Advertising</b>							
Special recognition on program sponsor page	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Premium position full ad in Festival program	*Yes	-	-	-	-	-	-
Program banner ad (page footer - excluding other full page ads)	Yes	-	-	-	-	-	-
Program - special thank you page from TIGLFF to Presenting Sponsor	Yes	-	-	-	-	-	-
Back inside cover full ad	-	Yes	-	-	-	-	-
Full page program ad	-	-	Yes	Yes	-	-	-
Half page program ad	-	-	-	-	Yes	-	-
1/4 page program ad	-	-	-	-	-	Yes	-
<b>Media Recognition</b>							
1 on screen ad at each Festival Film	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in ALL print media ads	Yes	Yes	Yes	-	-	-	-
Logo on all print media ads promoting Festival	Yes	Yes	Yes	Yes	-	-	-
1 on screen ad at each Festival and series Film	Yes	Yes	Yes	Yes	-	-	-
<b>Promotional Opportunities</b>							
Inclusion into opening night gift bag	Yes	Yes	Yes	Yes	Yes	Yes	-
Inclusion of sponsor materials on information table	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Street Exhibit Space outside the Theatre (10x10)	Yes	Yes	Yes	-	-	-	-
<b>Festival Access</b>							
VIP passes provided upon request	Yes	6	4	-	-	-	-
Tickets provided upon request	Yes	Yes	Yes	10	8	6	4

	Presenting	Platinum	Producing	Directing	Contributing	Supporting	Casting
<b>Sponsorship Benefits</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>
<b>Website Advertising</b>							
<b>Linked banner ad on website 2010 sponsors page</b>	Yes	Yes	Yes	Yes	Yes	Yes	-
<b>Primary banner ad on website - 12 month (number of rotations TBD)</b>	Yes	Yes	Yes	-	-	-	-
<b>Secondary banner ad on website - 12 month (number of rotations TBD)</b>	-	-	-	Yes	-	-	-
<b>Secondary banner ad on website - 4 month (number of rotations TBD)</b>	-	-	-	-	Yes	-	-

<b>Recognition</b>							
<b>Speak to film audience opening and closing nights w/ ad back drop and podium signage from stage</b>	Yes	-	-	-	-	-	-
<b>Verbal recognition at all Festival screenings</b>	Yes	-	-	-	-	-	-

<b>Recognition</b>							
<b>Four Festival Film sponsorships</b>	-	Yes	-	-	-	-	-
<b>Two film sponsorships (2 Festival and 2 Series)</b>	-	-	Yes	-	-	-	-
<b>One Film sponsorship (Festival)</b>	-	-	-	Yes	-	-	-
<b>VIP guest and recognition at Founders Reception - includes guest passes (10 Presenting, 6 Platinum, 4 Producing)</b>	Yes	Yes	Yes	-	-	-	-

<b>Add'l Promotional Sponsorship Opportunities</b>	\$10,000	\$5,000	\$2,500	\$1,000	\$500
**Film Sponsor					
Gala Sponsorship					
Lanyards					
Logo - back of Festival tickets		SOLD			
Crown Circle Lounge			SOLD		
Spirits Sponsor					
Film Maker Lounge		SOLD			
Sugar Party					
Surge Party					
Street Exhibit Space outside the Theatre (10x10)					
Festival T-shirts					
Green Room					
Travel			SOLD		
Hotel					
Audience Ballots					



\* Front page Logo as presenter unless; underwriter chooses front cover then Logo will be moved to another primary position  
Presenting sponsor will have 1st choice of back cover or inside front cover

\*\* Film Sponsor - Call out recognition and invite to speak on stage prior to a Film, recognition next to film description in Program, one on screen ad shown prior to each Film during Festival, a stand alone 10 sec ad - acknowledging Film sponsor and 4 tickets

# TIGLFF Sponsors

## Corporate Sponsors

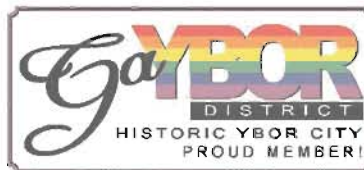


## Media Sponsors

Nick Cardello Photography



## Local Sponsors



## More than Just Films - 11 Days of FUN!!

Over 40 film screening events, a Gala, panel discussions, parties, receptions, stars and more!

### **Sponsorship Opportunities**

Connect to the passion and excitement of an international film festival.

Reach second largest local and regional gay and lesbian film festival market in the Southeastern U. S.

Associate your business with the success of an annual event with a 20+ year history and loyal fan base.

### **Copernicus Marketing states:**

"While a small group relative to the total population, the gay male market - established by some experts to be worth \$500 billion - and the lesbian market - which has sustained the Subaru brand among others - are hardly anything to pooh-pooh or to lump into general consumer marketing efforts."

### **Get access to a community that is**

"more upbeat about the economy's direction"

"more optimistic about their own financial prospects"

"viewing the recession as a "buying opportunity"

Source: Adweek



## TIGLFF - More Than Just Movies

- Benefit/Charity
- Buttoned-Down, Formal GALA
- Casual dress
- Celebrity Appearances  
Directors, Writers, Actors and STARS!
- Civic Pride
- Exhibits & Displays
- Gay & Lesbian
- General Public Admission
- Live Music/Entertainment
- Media Coverage
- Ethnic/Multicultural
- Multi-Venue Event
- Student Discounts!

Friends of the Festival, Inc.  
3150 5th Ave N  
Ste 325  
St. Petersburg, FL 33713

Phone: 727.828.0735 or 813.879.4220  
FAX: 727.828.0736

[www.tiglff.com](http://www.tiglff.com)

