

37th Annual

# OUT ON FILM

## 2024 SPONSOR OPPORTUNITIES

Atlanta's LGBTQ+ Film Festival

9.26 – 10.6.2024

[www.outonfilm.org](http://www.outonfilm.org)

CELEBRATING PRIDE AT THE MOVIES



THEATRE PARTNERS



2023 USA TODAY 10BEST READERS' CHOICE AWARDS WINNER FOR BEST FILM FESTIVAL



# THE POWER OF LGBTQ+ FILM

Out On Film is a 501(c)3 tax-deductible nonprofit with a mission to entertain, enrich and inform the lives of LGBTQ+ people through the power of film. Entering its 37th year, the Oscar® qualifying Out On Film Festival remains at the forefront of LGBTQ+ storytelling to a diverse and influential audience. The festival, founded in 1987, is one of the longest running LGBTQ+ festivals and engages audiences not only during the annual festival but with programs throughout the year that advance the conversation on diversity, representation, inclusion and social justice in the community.



## RECENT AWARDS & RECOGNITION FOR OUT ON FILM

2024 – Ranked #4 in USA TODAY 10Best Readers' Choice Awards for Best Film Festival

2023 – Listed #1 of "15 Organizations to Support in 2024" by GA Voice

2023 – USA TODAY 10Best Readers' Choice Awards Winner for Best Film Festival

2022 – "Film Festival for a Cause" Best of Honor, Atlanta Magazine

2022 – Finalist, Nonprofit of the Year, OUT Georgia Business Alliance

2022 – 50 Film Festivals Worth the Entry Fee by MovieMaker Magazine.

2021 – 2024 – Top 100 Best Reviewed Festivals on FilmFreeway

2021 – Recognized as Best of Atlanta Film Festival Pivot, Atlanta Magazine

2020 – Designated as an Oscar qualifying festival from the Academy of Motion Picture Arts and Sciences



# A LASTING CONNECTION

Movies bring people together to experience their lives on screen as a community. Top-rated films, intimate settings, audience participation and special events give moviegoers and sponsors a way to connect and a way to extend a film into a lasting relationship. The annual event attracts thousands of patrons from Metro Atlanta, the surrounding areas and, with our digital programs, the world. We are not just in theaters anymore—you can find great queer fare online, in our very own virtual cinema.

64%



Will see 2+ films

77%



Dinner & a Movie

63%



Attended Before

74%



Attended with Friends

## BRAND LOYALTY

**78%** of LGBTQ+ adults, their friends, family and relatives would switch to brands that are known to be LGBTQ+ friendly



## PURCHASING POWER

Over  
**\$1.1 TRILLION**



# OUT ON FILM 37 AND SPONSOR BRAND VISIBILITY



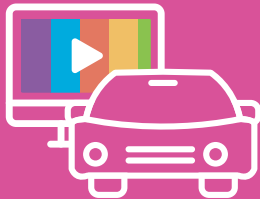
Reached more than 15k people through the festival



Email Marketing 7.6k people with an average open rate exceeding 40%



Social Media 240k people



Special in-person and online events



YouTube Channel has nearly 300 filmmaker conversations with more than 230k views all over the world



155 films from 24 countries with both in-theatre and virtual viewing options

## Virtual Festival Reach (Globally)



330 Cities



52 States/  
Provinces/Regions



7 Countries

*\*Southeast reach includes 76 cities in Georgia, 17 cities in Florida, 7 cities in South Carolina, 11 cities in Tennessee, and 8 cities in Alabama*

## 2023 PARTNERS & SPONSORS





# FILMMAKER FUND:

## *Empowering the Future of Queer Cinema*

In 2023, Out in Film achieved a significant milestone by **raising over \$10,000 through our inaugural Filmmaker Fund Kickstarter campaign**. This remarkable achievement underscores our commitment to supporting the LGBTQIA+ filmmaking community. The Filmmaker Fund directs its focus towards empowering filmmakers through educational programs, cash awards, and project funds, contributing to the thriving landscape of queer, independent cinema.

### **HIGHLIGHTS OF THE FILMMAKER FUND:**

- ① Educational Programs:**  
Channeling funds into educational initiatives that uplift and strengthen the skills of emerging LGBTQIA+ filmmakers.
- ② Cash Awards:**  
Recognizing and rewarding excellence in queer cinema with cash awards to inspire and motivate our vibrant community.
- ③ Project Funds:**  
Providing crucial financial support to ensure the realization of LGBTQIA+ film projects, fostering creativity and diversity within the industry.

### **GRANT OPPORTUNITIES:**

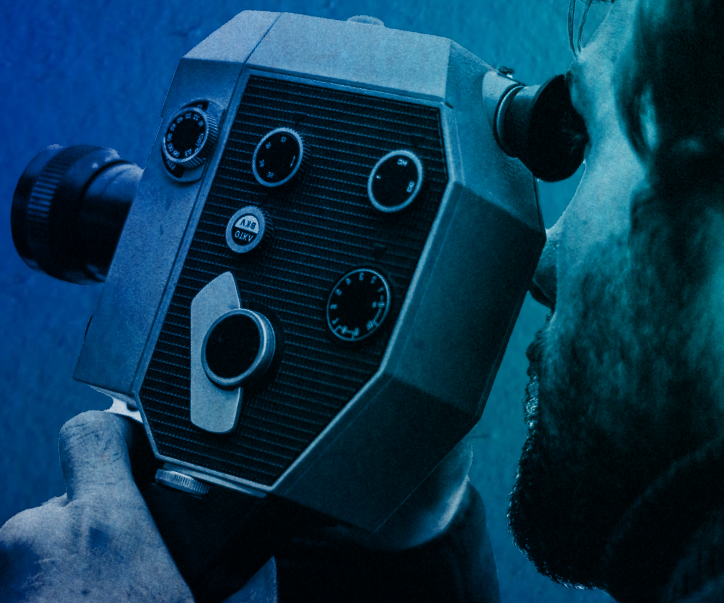
In our first year, we are thrilled to announce the initiation of grants ranging from \$250 to \$2,500. These grants will be unveiled in May, marking a significant step towards realizing our vision of supporting groundbreaking LGBTQIA+ film projects.

### **ANNUAL FUNDRAISER AND FUTURE ASPIRATIONS:**

Our commitment doesn't end here. Out in Film is dedicated to hosting an annual fundraiser, with aspirations to expand our Filmmaker Fund to cover distribution grants as our initiative grows and gains momentum. This strategic expansion aligns with our vision of creating a robust ecosystem for queer cinema, fostering both creativity and accessibility.

By partnering with Out in Film, sponsors have the unique opportunity to contribute to this vital Filmmaker Fund in addition to their sponsorship. This "yes and" approach allows sponsors to not only align with our festival's mission but also directly impact the future of queer, independent filmmaking.

Join us in championing the voices and stories that shape the LGBTQIA+ film landscape. Your support matters, and together, we can create a lasting legacy for generations to come.





# SPONSORSHIP LEVELS & BENEFITS

LOGO PLACEMENT

FILM SPONSORSHIP

	PLATINUM \$25,000	MARQUEE \$10,000	PREMIER \$5,000	FEATURE \$2,500	PRESENTING \$1,000	MAJOR \$500	SUPPORTING \$250
Program Guide: Front Cover	●						
Program Guide: Sponsor List	●	●	●	●	●	●	●
Website: Homepage	●	●					
Website: Schedule Page	●	●					
Website: Sponsor Page	●	●	●	●	●	●	●
Festival Trailer	●						
Pre-Show Sponsor Reel	●	●	●	●	●	●	●
Festival Signage	ALL SIGNAGE	ALL SIGNAGE	ALL SIGNAGE	SPONSOR BOARD	SPONSOR BOARD	SPONSOR BOARD	SPONSOR BOARD
Fest. Presented By	ALL GRAPHICS						
Program Guide: Ad	2 FULL PAGES	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE		
On-Screen Ad	60 SECS	30 SECS	15 SECS	STILL AD			
All-Access Passes	16	8	6	4	2		
Tickets	40	20	15	10	8	6	4
Social Media	12 POSTS	6 POSTS	4 POSTS	2 POSTS			
Email Marketing	12 BANNER 3 DEDICATED	6 BANNER	3 BANNER				
Verbal Recognition	ALL SCREENINGS	ALL SCREENINGS	ALL SCREENINGS				
Introduce 1 Film	●	●	●	●	●		
Collateral Handout	●	●	●	●	●		
Virtual Film Introduction	●	●	●	●	●		
“Host” Attending Talent	●	●	●	●			
Q&A Sponsorship	●	●	●	●			

FOR MORE INFO CONTACT US AT [SPONSORSHIP@OUTONFILM.ORG](mailto:SPONSORSHIP@OUTONFILM.ORG)

## PROGRAM GUIDE

Promote your business, event, or message in our 2024 Out On Film Program Guide! Secure a **half page at \$300** or a **full page at \$500!** Reserve your spot today and elevate your visibility!

## PRINT SPECS:

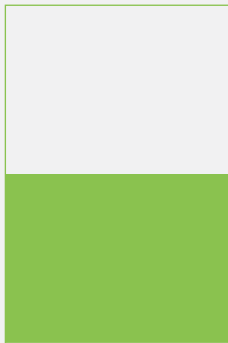
### FULL

#### Document Page Size:

5 IN. X 8 IN.

**\*Bleed Fulls:**  
(Please allow for overlap of image by .25 on each side tht bleeds. Also make sure text is inset by .25 from document size.)  
\*If text is too close to the edge in will get cut off when printed.

### HALF



4.5 IN. X 3.67 IN

## CAMERA-READY ART:

- **TIFF & JPG:** 300 DPI resolution
- **PDF:** Press or Press Optimized settings; fonts embedded
- **CMYK** with appropriate bleeds (only full page ads require bleeds), but please **no crop marks, registration marks, file information or borders** on the ad
- **Document size** should equal listed ad size

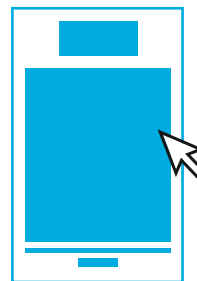
## EMAIL

### BANNER



1200 px x 300 px

### FULL EBLAST



1200 px x 1600 px

### FILE FORMAT:

- JPEG or PNG
- RGB

## SOCIAL MEDIA



### FACEBOOK

1200 px x 630 px

#### FILE FORMAT:

JPG or PNG  
RGB



### INSTAGRAM

1080 px x 1080 px

#### FILE FORMAT:

JPG or PNG  
RGB



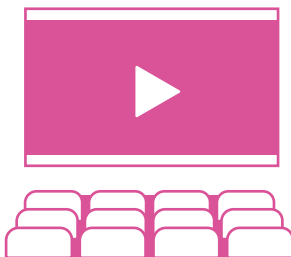
### TWITTER

1200 px x 675 px

#### FILE FORMAT:

JPG or PNG  
RGB

## PRE-SHOW SPONSOR REEL



### FILE FORMAT SLIDE:

- 1920 px x 1080 px
- JPEG or PNG
- 300 DPI RES
- RGB

### FILE FORMAT VIDEO:

- 1920 px x 1080 px
- MP4 or MOV

### FILE LENGTH:

15 secs, 30 secs or 60 secs depending on Sponsorship Level