



**OUT  
SHINE**  
L G B T Q +  
**FILM FESTIVAL**  
MIAMI FT LAUDERDALE

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**2022 CORPORATE  
SPONSORSHIP OPPORTUNITIES**

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**24TH ANNUAL MIAMI EDITION**

**APRIL 21 - MAY 1, 2022**

**14TH ANNUAL FORT LAUDERDALE EDITION**

**OCTOBER 13- 23, 2022**



# OUT SHINE LGBTQ+ FILM FESTIVAL

MIAMI FT LAUDERDALE



## WHAT:

**OUTshine LGBTQ+ Film Festival** is a critically acclaimed flagship South Florida event. The **Miami Edition** (formerly the Miami Gay & Lesbian Film Festival) in April, is in its **24th year**, and the **Fort Lauderdale Edition** (formerly the Fort Lauderdale Gay & Lesbian Film Festival) in October, is in its **14th year**, and are now all under one umbrella, the OUTshine LGBTQ+ Film Festival.

Both film festivals are renowned for their program of feature length films, documentaries, and short films by, about, and of interest to the lesbian, gay, bisexual, transgender and Queer (LGBTQ+) communities. Miami has a strong focus on Latin America, international and foreign language films, as well as a strong Latin American audience. Fort Lauderdale features many American independent films. Both festivals feature unique programming with very little overlap between the two.

Throughout the year, the organization also offers it's (very social) **Cocktails & Cinema Series™** in Miami, and Fort Lauderdale, as a monthly screening series for 3-months leading up to each festival both in person and virtually with OUTshine At Home™. As well as offering its members advanced screenings and discounts to upcoming new release films with distribution partners.

OUTshine is known for their spectacular Opening Night Film and Party Event and Closing Night Film and Awards Ceremony. **For 2022**, Miami & Fort Lauderdale festivals are currently planned to be presented back in-person along with offering a virtual-component with much of the festival available online through-out Florida with OUTshine At Home™.



## WHY:

OUTshine offers a unique way to “literally and repeatedly” get IN FRONT of your audience in cool locations that work with the CHIC vibe of Miami. OUTshine was created to **entertain, educate, and inspire** film-loving audiences of all persuasions by presenting the best of emerging international, national, and local LGBTQ+ oriented films to South Florida. We strive to enrich our audiences while encouraging a sense of community by presenting international and culturally diverse films that offer historical and contemporary perspectives on the LGBTQ+ experience.

# THE LGBTQ+ COMMUNITY



## AUDIENCE:

In-Person Events & Screening plus Virtual Screenings for 2021 drew more than 10,000 people from the Greater South Florida area, as well as virtual viewers statewide. The Festival's target audience is primarily composed of gay women and men from diverse cultural backgrounds, as well as interested cinephiles from the general population.

**The LGBT community in the United States was estimated to represent \$900 billion in total buying power.**

**78%** of LGBT people and their relatives are likely to consider brands that support nonprofits and/or causes that are important to them. <sup>2</sup>

**88%** of LGBT adults said they are likely to remain loyal to a brand that they believe to be very friendly to the LGBT community, even when less friendly companies may offer lower prices or greater convenience. <sup>1</sup>

**65%** of lesbians and **64%** of gay men are likely to make a point of telling their friends about a brand they like. <sup>3</sup>

**55%** earn more than \$75,000 a year. <sup>5</sup>

### In South Florida:

250K people identify as LGBTQ in South Florida <sup>6</sup>

\$8.2B estimated LGBTQ market GDP in South Florida <sup>4</sup>

88% of LGBTQ consumers are supportive of LGBTQ friendly brands <sup>1</sup>

1 - Witeck Communications

2 - Harris Interactive

3 - The Huffington Post

4 - Miami-Dade Gay & Lesbian Chamber of Commerce 2015

5 - Greater Miami Convention & Visitors Bureau

6 - 2014 Gallup Poll

# OUTSHINE SPONSORSHIP PACKAGES



OUTshine sponsors receive a complete package of advertising opportunities & benefits to meet their branding and promotional objectives targeting a diverse South Florida Market. These packages deliver nearly 2 million Individual impressions across various channels.

## MOST POPULOUS COUNTIES IN THE U.S.

**RANKED 8<sup>TH</sup> MOST POPULOUS COUNTIES, CENSUS 2020**

Miami - Dade County, FL 2,700,794

**RANKED 17<sup>TH</sup> MOST POPULOUS COUNTIES, CENSUS 2020**

Fort Lauderdale - Broward County, FL 1,944,375

Source: United States Census Bureau

# OUTSHINE SPONSOR BENEFITS

SPONSORSHIP BENEFITS	NAMING	PRESENTING	PREMIERE	GRAND	MAJOR	SUPPORTING
<b>SIGNATURE "PRE-FILM" BRANDING</b>						
Verbal Recognition at Screenings	ALL	ALL	Evening	Spotlight + 4	6	3
Commercial at Screenings	:30 - ALL	:30 - ALL	:30 - Evening	:30 - Spotlight + Four	:30 - Six	:15 - Three
Film Festival Video Trailer - SPONSOR GRID - LOGO	•	•	•	•	•	•
On-Screen AD	3A	3A	2A	2B	1B	1C
Banner / Signage	ALL	ALL	Evening	Spotlight + 4	6	3
<b>LOGO / BRANDING / ADVERTISING</b>						
Step & Repeat - LOGO	•	•				
Program Guide - Front Cover	•	•				
Program Guide - Sponsor Grid - LOGO	•	•	•	•	•	•
Program Guide AD(s)	2 Full Pages Premium Placement	2 Full Pages Premium Placement	1 Full Page	1 Full Page	1 Half Page	1 Quarter Page
Website Slider	•	•				
Website - LOGO w/link	•	•	•	•	•	•
Website Skyscraper Banner	•	•	•	•		
Festival Print ADs - LOGO	•	•				
Festival Email Footer - LOGO	•	•	•	•	•	•
Official Festival Poster - LOGO	•	•	•	•	•	•
Festival Flyers - LOGO	•	•	select	select		
Festival Trailer - LOGO	•	•	•	•	•	•
Festival Tickets - LOGO	•	•				
Festival Ballots - LOGO	•	•				
<b>ADD ONS</b>						
Sampling / Distribution at Screenings	ALL	ALL	Evening	Spotlight + 4	6	3
Other Promotional Activities	•	•	•	•		
<b>HOSPITALITY</b>						
Tickets / VIP Passes	12 VIP Passes	10 VIP Passes	8 VIP Passes	4 VIP Passes	2 VIP Passes	16 Tickets (Regular Screenings)



**OUTSHINE**  
LGBTQ+  
FILM FESTIVAL

# OUTSHINE NAMING SPONSOR

Naming Sponsorships are offered at  
**\$50,000 for Miami - \$45,000 for Fort Lauderdale**  
**\$85,000 for both festivals**

## BENEFITS OF THE NAMING SPONSORSHIP INCLUDE:

### SIGNATURE “PRE-FILM” BRANDING AT GALA EVENTS & THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- Verbal recognition and acknowledgment of support as Naming Sponsor at **ALL** festival screenings and events (at home and in-person)
- :30 Commercial shown before **ALL** festival screenings (at home and in-person)
- Banner/Signage displayed at **ALL** festival venues (at home and in-person)
- **3** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (8 seconds each)  
*(Sponsor must provide commercial, signage and on-screen ads)*

### BRANDING-LOGO PROMINENTLY PLACED AS NAMING SPONSOR

- Film Festival Step & Repeat
- Front Cover of Festival Program Guide (print & electronic)
- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (homepage loop & sponsor page)
- Media Print ads promoting festival
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival tickets
- Audience Ballots
- Festival flyers, mailer and other print items
- Festival App (Logo on app open and on sponsor page)

### ADVERTISING

- **2** Full Page premium placement ads in the festival program book (print & electronic)
- Skyscraper Banner ad with link on the festival website homepage
- Dedicated Website Slider with link on the festival website homepage
- Logo Loop Banner ad on the festival website homepage
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling / distribution at **ALL** festival screenings
- additional promotional activities can be explored

### HOSPITALITY

- **12** VIP Passes (each grants admission to all screenings and events for 1 person)



# OUTSHINE PRESENTING SPONSOR

Presenting Sponsorships are offered at  
**\$30,000 for Miami - \$25,000 for Fort Lauderdale**  
**\$50,000 for both festivals**

## BENEFITS OF PRESENTING SPONSORSHIP INCLUDE:

### SIGNATURE “PRE-FILM” BRANDING AT GALA EVENTS & THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- Verbal recognition and acknowledgment of support as Presenting Sponsor at **ALL** festival screenings and events (at home and in-person)
- **:30** Commercial shown before **ALL** festival screenings (at home and in-person)
- Banner/Signage displayed at **ALL** festival venues (in-person only)
- **3** Full On-Screen ADs to play in sponsor loop before **PHYSICAL** festival screenings (in-person only)  
*(Sponsor must provide commercial, signage and on-screen ads)*

### BRANDING-LOGO PROMINENTLY PLACED AS PRESENTING SPONSOR

- Film Festival Step & Repeat
- Front Cover of Festival Program Guide (print & electronic)
- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (homepage loop & sponsor page)
- Media Print ads promoting festival
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival tickets
- Audience Ballots
- Festival flyers, mailer and other print items
- Festival App (Logo on app open and on sponsor page)

### ADVERTISING

- **2** Full Page premium placement ads in the festival program book (print & electronic) (physical festival only)
- Skyscraper Banner ad with link on the festival website homepage
- Dedicated Website Slider with link on the festival website homepage
- Logo Loop Banner ad on the festival website homepage
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling / distribution at **PHYSICAL** festival screenings
- additional promotional activities can be explored

### HOSPITALITY

- **10** VIP Passes (All-Access Passes for Virtual Festival)



# OUTSHINE PREMIERE SPONSOR

Premiere Sponsorships are offered at  
**\$20,000 for Miami - \$17,500 for Fort Lauderdale**  
**\$35,000 for both festivals**

## BENEFITS OF PREMIERE SPONSORSHIP INCLUDE:

### SIGNATURE “PRE-FILM” BRANDING AT GALA EVENTS & THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- Verbal recognition and acknowledgment of support as Premiere Sponsor at **ALL** festival screenings and events (at home and in-person)
- **:30** Commercial shown before **EVENING** festival screenings (at home and in-person)
- Banner/Signage displayed at festival venues during the **EVENING** films (in-person only)
- **2** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (in-person only)  
*(Sponsor must provide commercial, signage and on-screen ads)*

### BRANDING-LOGO PROMINENTLY PLACED AS PREMIERE SPONSOR

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (homepage loop & sponsor page)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival App (on sponsor page)

### ADVERTISING

- **1** Full Page ad in the festival program book (print & electronic)
- Skyscraper Banner ad with link on the festival website homepage
- Logo Loop Banner ad on the festival website homepage
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling / distribution at **EVENING** festival screenings
- additional promotional activities can be explored

### HOSPITALITY

- **8** VIP Passes (each grants admission to all screenings and events for 1 person)





# OUTSHINE GRAND SPONSOR

Grand Sponsorships are offered at  
**\$10,000 for Miami - \$7,500 for Fort Lauderdale**  
**\$15,000 for both festivals**

## BENEFITS OF GRAND SPONSORSHIP INCLUDE:

### SIGNATURE “PRE-FILM” BRANDING AT GALA EVENTS & THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- **:30** Commercial shown before **SPOTLIGHT +4** festival screenings (at home and in-person)
- Banner/Signage displayed at festival venues during the **SPOTLIGHT +4** films (in-person only)
- **2** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (in-person only)  
*(Sponsor must provide commercial, signage and on-screen ads)*

### BRANDING-LOGO PLACED AS GRAND SPONSOR

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (homepage loop & sponsor page)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival App (on sponsor page)

### ADVERTISING

- **1** Full Page ad in the festival program book (print & electronic)
- Skyscraper Banner ad with link on the festival website homepage
- Logo Loop Banner ad on the festival website homepage
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling / distribution at **EVENING** festival screenings
- additional promotional activities can be explored

### HOSPITALITY

- **4** VIP Passes (each grants admission to all screenings and events for 1 person)



# OUTSHINE MAJOR SPONSOR

Major Sponsorships are offered at  
\$5,000 for Miami - \$5,000 for Fort Lauderdale  
\$7,500 for both festivals

## BENEFITS OF MAJOR SPONSORSHIP INCLUDE:

### SIGNATURE “PRE-FILM” BRANDING THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- **:30** Commercial shown before **SIX** festival screenings (at home and in-person)
- Banner/Signage displayed at festival venues during the **SIX** films (in-person only)
- **1** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (in-person only)  
*(Sponsor must provide commercial and on-screen ads)*

### BRANDING-LOGO PLACED AS MAJOR SPONSOR

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (sponsor page)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival App (on sponsor page)

### ADVERTISING

- **1** Half Page ad in the festival program book (print & electronic)
- Logo Loop Banner ad on the festival website homepage
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling / distribution at **SIX** festival screenings

### HOSPITALITY

- **2** VIP Passes (each grants admission to all screenings and events for 1 person)



# OUTSHINE SUPPORTING SPONSOR

Supporting Sponsorships are offered at  
**\$2,500 for Miami - \$2,500 for Fort Lauderdale**  
**\$4,500 for both festivals**

## BENEFITS OF SUPPORTING SPONSORSHIP INCLUDE:

### SIGNATURE 'PRE-FILM" BRANDING THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- **:15** Commercial (sponsor to create) **OR** 2-minute presentation before **THREE** film screenings
- Banner/Signage displayed during your respective screenings
- **1** Full On-Screen AD to play in sponsor loop before **ALL** festival screenings  
*(Sponsor must provide commercial and on-screen ads)*

### BRANDING-LOGO PLACED AT SUPPORTING SPONSOR LEVEL IN:

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (sponsor page)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival App (on sponsor page)

### ADVERTISING

- **1** Quarter Page ad in festival program (print & electronic)
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling/distribution at your respective screenings

### HOSPITALITY

- **16** regular screening tickets (max 4 tickets per film)



# OUTSHINE COMMUNITY SPONSOR

Community Sponsorships are offered at  
**\$2,000 for Miami - \$2,000 for Fort Lauderdale**  
**\$3,500 for both festivals**

## BENEFITS OF COMMUNITY SPONSORSHIP INCLUDE:

### SIGNATURE BRANDING THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- Verbal recognition and acknowledgment of support at **TWO** film screenings
- 2-minute presentation before **TWO** film screenings (recorded or in-person)
- Banner/Signage displayed during your respective screenings (Sponsor to provide signage)
- Logo Placement included in description of your respective screenings in festival program & website. *\*Each screening can have a maximum of 3 sponsors.*

### BRANDING-LOGO PLACED AT COMMUNITY SPONSOR LEVEL IN:

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (sponsor page)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival App (on sponsor page)

### ADVERTISING

- 50% off a Half Page ad in festival program (print & electronic)
- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling/distribution at your respective screenings

### HOSPITALITY

- **4** regular screening tickets (max 4 tickets per film)



# OUTSHINE SCREENING SPONSOR

Screening Sponsorships are offered at  
\$600 for Miami - \$600 for Fort Lauderdale  
\$1,000 for both festivals

## BENEFITS OF SCREENING SPONSORSHIP INCLUDE:

### SIGNATURE BRANDING THROUGHOUT FESTIVAL

*These screenings feature critically acclaimed films that are highly attended and offer maximum exposure for your brand through:*

- Verbal recognition and acknowledgment of support at **ONE** film screening
- 2-minute presentation before **ONE** film screening (recorded or in-person)
- Banner/Signage displayed during your respective screening (Sponsor to provide signage)
- Logo Placement included in description of your respective screening in festival program & website. *\*Each screening can have a maximum of 3 sponsors.*

### BRANDING-LOGO PLACED AT COMMUNITY SPONSOR LEVEL IN:

- On-screen sponsor loop prior to all films (in-person only)
- Website Logo link (sponsor page)
- Individual Sponsored Film Page

### ADVERTISING

- Sponsor Logo ad with link on festival website

### ADDITIONAL OPPORTUNITIES (optional)

- Sampling/distribution at your respective screenings

### HOSPITALITY

- **4** regular screening tickets



# OUTSHINE MEDIA PARTNERS

The support of our Media Partners is what enables OUTshine to get the word out about our upcoming festival to the prime LGBTQ+ markets.

WE RECOGNIZE EVERY OUTLET HAS SOMETHING DIFFERENT TO OFFER BUT THESE ARE THE TYPICAL BENEFITS OUTSHINE LOOKS FOR FROM MEDIA PARTNERS.

## MEDIA PARTNERS can provide the following:

- Print and electronic ads in your magazine:
- Custom e-mail blasts to your registered readers
- Online banner advertising on your media outlet homepages
- Written articles regarding the festival both in print and online
- Festival to be included on any Arts, Culture and Event calendars both in print and online
- Dedicated landing page on your media outlet websites about the festival, including link to the festival website
- Social Media support through all media sponsor outlets
- Photographers representing the media sponsor at all festival film & party events, as well as all screenings with filmmakers & talent present
- Video segments recorded during festival - edited for social media posting post festival

## OUTshine will provide:

*(All partnerships are negotiated individually on a in-kind trade basis. Benefits are determined by value)*

### Featured branding at regular screenings

- Verbal recognition & acknowledgment of support at your respective screenings
- **:30** commercial shown before respective screenings (sponsor to create content)
- Logo placement included in the description of your respective screenings in festival program and website

### Branding-Logo Placed at Media Sponsor Level

- Film Festival Program (print & electronic)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- On-screen video loop prior to all screenings
- Select festival e-mail promotions
- Festival posters
- + more



# ADVERTISING AT OUTSHINE

## PROGRAM BOOK & ON-SCREEN

### Advertising style guidelines and pricing for the Festival Program Guide

All sponsors must follow advertising guidelines. Size and format restrictions are strongly enforced.

### PRICING:

AD SIZES	MIAMI	FORT LAUDERDALE	BOTH FESTIVALS
FULL SPREAD	\$1,500	\$1,200	\$2,250
FULL PAGE	\$1,000	\$750	\$1,250
HALF PAGE	\$600	\$450	\$750
ON-SCREEN AD (4s / 8s)	\$600 / \$900	\$500 / \$800	\$800 / \$1,400
FULL PAGE + ON-SCREEN AD (4s / 8s)	\$1,250 / \$1,500	\$1,000 / \$1,250	\$1,750 / \$2,250

### FORMAT & DIMENSIONS:

**FULL PAGE AD: LIVE:** 6 in (w) x 9in (h) BLEED 6.25 in x 9.25 in

**HALF PAGE AD:** 6 in (w) x 4.5 in (h) BLEED 6.25 in x 4.75 in

**ON-SCREEN:** 3840 x 2160 pixels at 150 dpi RGB

\* Refer to spec sheet sent by Alexis - no print marks please.

*Please send in JPEG or PDF format only.*



# AMPLIFY YOUR BRAND

## EXPAND YOUR OUTSHINE EXPOSURE

The extra OUTshine exposure your brand deserves!  
A variety of exclusive branding options for our favorite sponsors.



### OUTshine Miami & Fort Lauderdale 2022

**Miami:** April 21 - May 1

**Fort Lauderdale:** October 13 - 23



### Host A OUTshine Party / \$2,000 - \$5,000

*Be the talk of the party, literally!*

- Become the naming sponsor one of our official festival parties
- Name listed as title of the event - ex " Showtime presents OUTshine's Opening Night Event"
- Speak before the film / during event
- Tickets for your company and friends
- Named in programs, online, social, print, and press releases

**++ Opening Night: \$5,000**

**++ Centerpiece/Closing/Prelude: \$3,000**

**++ Awards Ceremony /Ladies/Men's Night: \$2,000**

### Volunteer T-Shirts / \$1,000

(\$1,750 for both festivals)

Be seen at over 65 films and events

- Logo placement on shirt sleeve
- 5 -10 Volunteers at each event/film
- Additional exposure at Miami Beach Pride, Cocktails & Cinema Screenings, and other OUTshine marketing events.



### Sponsor the OUTshine Awards / \$5,000

**\$5,000 for Miami - \$5,000 Fort Lauderdale**

**\$9,000 for both festivals**

**Filmmaker Awards** Include, Best Feature Film & Runner-Up, Best Short Film & Runner-Up and Best Documentary & Runner-Up for both Jury and Audience + Programmer Award for Excellence (13 awards total) **Industry Awards** include: Ally Award, Angel Award and Vanguard Award.







**OUT  
SHINE**  
**LGBTQ+**  
**FILM FESTIVAL**

**OUTSHINE CONTACT:**

Mark Gilbert

Interim Executive Director

305-598-2222 ext2 / [markyg@outshinefilm.com](mailto:markyg@outshinefilm.com)

Mailing Address:

P.O. Box 530280, Miami, FL 33135

[WWW.OUTSHINEFILM.COM](http://WWW.OUTSHINEFILM.COM)