



OUTSHINE'S BIG NIGHT OUT

Celebrate Hollywood's biggest night with OUTshine Film Festival

FEBRUARY 24



Proceeds Benefit the OUTshine Film Festival Education Initiative



ABOUT OUTSHINE'S BIG NIGHT OUT:

An evening of sophistication on Hollywood's Biggest Night—the Academy Awards, February 24th, 2019—OUTshine's Big Night OUT is our newest fundraiser in South Florida. Featuring a cocktail reception with passed hors d'oeuvres, a formal dining experience, entertainment, and the simulcast of the Oscar's, OUTshine's Big Night OUT is already one of the LGBTQ+ community's most anticipated events of 2019. Proceeds from the event will benefit OUTshine's new education initiative.

OUTSHINE'S EDUCATION INITIATIVE

In order to fulfill our mission, we have started an education initiative to bring the stories of LGBTQ+ history and experiences to students in Broward and Miami-Dade schools - stories to let LGBTQ+ youth know they are part of a community and stories to educate their peers about what it means to be LGBTQ+.

CHALLENGES FACED BY LGBTQ+ YOUTH IN SCHOOLS:

- **1 in 2** LGBTQ+ youth receive negative reactions from parents when they come out.
- **86%** of LGBTQ+ youth report being verbally harassed at school because of their sexual orientation.
- **22%** of LGBTQ+ youth report being physically attacked at school; 60% didn't report the assault because they believed that no one would care.



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ABOUT OUTSHINE:

The *OUTshine Film Festival* is the largest LGBTQ+ cultural arts event in South Florida. It was started in 1998 as the Miami Gay & Lesbian Film Festival and expanded in 2008 with the Fort Lauderdale Gay & Lesbian Film Festival. Both were brought together under one brand name in 2015, with an 11-Day Miami Edition in April and 8-Day Fort Lauderdale Edition in October. Critically and internationally acclaimed, OUTshine is everything you want in a cultural arts event: inviting, glowing, and eclipsing all others before it.

Our mission is to inspire, entertain, and educate; encouraging a sense of community through international and culturally diverse film, video, and other media that offer historical and contemporary perspectives on the gay, lesbian, bisexual, and transgender experience.

OUTSHINE'S NETWORK & MEDIA REACH:

EMAIL BLAST REACH: **5,048**

FACEBOOK LIKES: **14,793**

INSTAGRAM FOLLOWERS: **1,380**

TWITTER FOLLOWERS: **3,479**

FESTIVAL PRESENTING SPONSOR MEDIA VALUE: **\$797K**

BIG NIGHT OUT PRESENTING SPONSOR (ANTICIPATED) MEDIA VALUE: **\$80K**



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In 2016, the LGBT community in the United States was estimated to represent \$900 billion in total buying power.

78% of LGBTQ+ people and their relatives are likely to consider brands that support nonprofits and/or causes that are important to them. ²

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

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

55% earn more than \$75,000 a year. ⁵

In South Florida:

250K people identify as LGBTQ+ ⁶

\$8.2B estimated LGBTQ+ market GDP ⁴

88% of LGBTQ consumers are supportive of LGBTQ+ friendly brands ¹

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

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PRESENTING SPONSOR - \$10,000

- Gobo with sponsor name projected in main ballroom throughout the evening.
- Opportunity to welcome guests from the stage at the event (1 minute max).
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- Featured Header on Step and Repeat.
- Listed as "Presented by" on all materials.
- 1 Table (10 Guests).
- Listed on your own slide on screens throughout the evening.
- Designated banner advertisement on outshine website. (www.outshinefilm.com)
- Logo listed on www.outshinefilm.com sponsors page.
- Online Advertisement on www.outshinefilm.com, linked for 4 months.
- Placement of up to 2 promotional items in each gift bag.
- 6 promotional e-blasts to our electronic mailing list throughout the year.

CO-PRESENTING SPONSOR - \$5,000

- Gobo with sponsor name projected in main ballroom throughout the evening.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 6 event tickets.
- Logo on Step and Repeat.
- Listed on your own slide on screens throughout the evening.
- Designated banner advertisement on outshine website. (www.outshinefilm.com)
- Logo listed on www.outshinefilm.com sponsors page.
- Online Advertisement on www.outshinefilm.com, linked for 3 months.
- Placement of up to 2 promotional items in each gift bag.
- 3 promotional e-blasts to our electronic mailing list throughout the year.

VEHICLE SHOWCASE SPONSOR - \$5,000

- Banner placement at Valet Parking booth.
- Up to 2 vehicles on display in courtyard at the event.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- Listed on your own slide on screens throughout the evening.
- 6 event tickets.
- Logo on Step and Repeat.
- Designated banner advertisement on outshine website. (www.outshinefilm.com)
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DECOR SPONSOR - \$3,000

- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 4 event tickets.
- Logo on Step and Repeat.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.
- Online Advertisement on www.outshinefilm.com, linked for 2 months.
- Placement of up to 1 promotional item in each gift bag.
- 2 promotional e-blasts to our electronic mailing list throughout the year.

COCKTAIL HOUR SPONSOR - \$3,000

- Signage at the after-party with your logo.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 4 event tickets.
- Logo on Step and Repeat.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.
- Online Advertisement on www.outshinefilm.com, linked for 1 month.
- Placement of up to 1 promotional item in each gift bag.
- 2 promotional e-blasts to our electronic mailing list throughout the year.

ENTERTAINMENT SPONSOR - \$3,000

- Signage at the after-party with your logo.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 2 event tickets.
- Logo on Step and Repeat.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.
- Placement of up to 1 promotional item in each gift bag.
- 2 promotional e-blasts to our electronic mailing list throughout the year.



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GIFT BAG SPONSOR - \$3,000

- Logo featured with OUTshine logo on 300 reusable gift bags.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 2 event tickets.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.
- Placement of up to 1 promotional item in each gift bag.
- 2 promotional e-blasts to our electronic mailing list throughout the year.

REGISTRATION SPONSOR - \$1,500

- Signage and branding at event Registration.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 2 event tickets.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.

MENU SPONSOR - \$1,500

- Your logo integrated with the Menu on every table for every guest.
- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 2 event tickets.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.

COMMUNITY SUPPORTER - \$1,000

- Sponsor name/logo in all event-related materials, publicity, and email marketing.
- 2 event tickets.
- Listed on your own slide on screens throughout the evening.
- Logo listed on www.outshinefilm.com sponsors page.



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