



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

OUTSHINE'S BIG NIGHT OUT

Celebrate Hollywood's biggest night with OUTshine Film Festival

FEBRUARY 9

92nd Academy Awards | Watch Party Event

RED CARPET ATTIRE + COMPLIMENTARY VALET

ENTERTAINMENT

COMMUNITY AWARDS

PASSED APPETIZERS

FULL SIT DOWN DINNER

3 HR OPEN BAR

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ABOUT OUTSHINE'S BIG NIGHT OUT:

An evening of sophistication on Hollywood's Biggest Night—the Academy Awards, February 9th, 2020—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 2020. Proceeds from the event will benefit OUTshine's new education initiative, SHINE.

SHINE EDUCATION INITIATIVE

(STUDENTS HONORING INCLUSION, NARRATIVE, & EDUCATION)

OUTshine's new education initiative SHINE, will bring the stories of LGBTQ+ history and experiences to students in Broward and Miami-Dade schools. Showcasing age appropriate LGBTQ+ Film as part of the curriculum to 8th grade students, so our stories can be shared in a way only film can. Our goal is to teach a broader understanding of what it is to be LGBTQ+ so that kids can better understand and be more accepting of themselves, their family, friends, and classmates.

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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OUTSHINE'S BIG NIGHT OUT FEBRUARY 9, 2020

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: **5,635**

FACEBOOK LIKES: **15,123**

INSTAGRAM FOLLOWERS: **1,859**

TWITTER FOLLOWERS: **3,574**

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

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



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OUTSHINE'S BIG NIGHT OUT FEBRUARY 9, 2020



IN 2016, THE LGBTQ 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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OUTSHINE'S BIG NIGHT OUT FEBRUARY 9, 2020

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.
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