

# 2019 CORPORATE SPONSORSHIP OPPORTUNITIES

21<sup>ST</sup> MIAMI EDITION: APRIL 18-28, 2019

11<sup>TH</sup> FORT LAUDERDALE EDITION: OCTOBER 10-20, 2019



**OUT  
SHINE**  
FILM FESTIVAL  
MIAMI FT LAUDERDALE







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# WHO WE ARE

**OUTshine Film Festival's** mission is to **inspire, entertain, and educate.** We encourage a sense of community through international and culturally diverse films that offer historical and contemporary perspective on the **LGBTQ+ experience.**

The Festival was founded in 1998 as the Miami Gay and Lesbian Film Festival and is a 501(c)(3) not-for-profit. In the 21 years since we started this journey, we have enriched the sense of community in the South Florida area.

**The Miami Edition** is entering its 21st year in April 2019 and is an 11-day event with 80+ films across multiple venues and includes; an Opening Night Party, Ladies' Spotlight Party, Men's Spotlight Party, Centerpiece Party, and Closing Night Party & Awards Presentation. The Miami Edition has a strong focus on international and foreign language films.

**Fort Lauderdale Edition** is entering its 11th year in October 2019 and has been expanded to an 8-day event with 50+ films across multiple venues and includes; an Opening Night Party, Ladies' Spotlight Party, Centerpiece Party, and Closing Night Party & Awards Presentation. The Fort Lauderdale Edition has a strong focus on American independent and English language films.

**GLOW Screenings** are our monthly screenings program before each Edition. The Festival presents one film in January, February, and March in Miami-Dade County before the Miami Edition, and in July, August, and September in Broward County before the Fort Lauderdale Edition.

**Social Justice Programming** is new for 2018. The Festival is presenting three Social Justice films as part of a special programming initiative and will be featured at area universities.



**Gloria & Emilio Estefan**  
Vanguard Award Recipients 2017



**James Franco**  
Ally Award Recipient 2013



**Tommy Dorfman**  
Lavender Award Recipient 2017



**Kit Williamson & John Halbach**  
Vanguard Award Recipients 2018



**Michael Hamilton**  
Ally Award Recipient 2014



**Dreya Weber**  
Lavender Award Recipient 2018

The **OUTshine Film Festival** also presents a number of awards during each Edition. Both **Jury and Audience Awards** are presented for Best Narrative Feature, Best Documentary Feature, and Best Short as well as Runner-Ups in each category.

The Festival also honors individuals with the presentation of our **Ally Award, Lavender Award, and Vanguard Awards.**



**OUTshine Film Festival** provides the unique opportunity to build meaningful connections with the LGBTQ+ community. Other events offer one-time exposure to a distracted audience. With OUTshine, brands and companies are repeatedly in front of attendees on multiple fronts over a longer period of time.

Advertisements in the program book, logos on the website, and commercials before films occur over the duration of the festival (10 days for Miami, 8 Days for Fort Lauderdale). This multi-channel approach yields high brand recall and solidifies a connection between brands and the LGBTQ+ community.



### EXCEPTIONAL EXPOSURE

- Multichannel approach delivers nearly 2 million individual impressions
- The only LGBTQ+ event that provides repeated exposure year round
- Targeted access to an affluent LGBTQ+ audience
- Guaranteed eyes on the screen for your commercial before screenings
- Program guide distribution for six weeks in the South Florida area
- Logo rotation with live link to your website on the Festival homepage
- Media Value of Presenting Sponsorship with OUTshine: **\$797K**



### AUDIENCE

In 2018 OUTshine's screenings and special events attracted more than 17,000 people from the Greater South Florida area, as well as national and international visitors.

OUTshine attendees are comprised of mostly gay women and men from diverse cultural backgrounds who are dual-income-no-kids (dink) and have an average income of \$120k+. The remainder is made up of interested cinephiles from the general population.



# THE LGBTQ+ COMMUNITY

over

**\$987 billion**

Is the buying power of LGBTQ+ adults, with a \$70 billion increase since 2015. <sup>1</sup>

**\$8.2 billion**

Estimated LGBTQ+ market GDP in South Florida. <sup>4</sup>

**250K**

People identify as LGBTQ+ in South Florida. <sup>5</sup>

**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. <sup>2</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>

1 - Tampa Bay News 2 - Witeck Communications 3 - The Huffington Post  
4 - Miami-Dade Gay & Lesbian Chamber of Commerce 2015  
5 - 2014 Gallup Poll

# 2019 OUTshine Sponsorship Opportunities

SPONSORSHIP BENEFITS	NAMING	PRESENTING	PREMIERE	GRAND	MAJOR	SUPPORTING
	\$50,000 - MIA \$45,000 - FTL \$85,000 - BOTH	\$30,000 - MIA \$25,000 - FTL \$50,000 - BOTH	\$20,000 - MIA \$17,500 - FTL \$35,000 - BOTH	\$10,000 - MIA \$7,500 - FTL \$15,000 - BOTH	\$5,000 - MIA \$5,000 - FTL \$7,500 - BOTH	\$2,500 - MIA \$2,500 - FTL \$4,500 - BOTH
<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 + 4	:30 - 6	:15 - 3
Film Festival Video Trailer	•	•	•	•	•	•
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 Ballots - LOGO	•	•				
Festival Tickets - 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)

# AMPLIFY YOUR BRAND

## EXPAND YOUR OUTSHINE EXPOSURE

**Have a unique idea?** Is there something specific and creative you have in mind? We love creative sponsorships that increase value for our sponsors and our guests. Our goal is to make sure that you get the elements you want out of this. Contact us to create your unique sponsorship package!

### OUTshine Miami and Fort Lauderdale 2019

**Miami:** April 18 - 28 | **Fort Lauderdale:** October 10 - 20



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

- Become the naming sponsor on an official festival event
  - Name listed as title of the event - "ABC Corp sponsors OUTshine's Opening Night Party"
  - Tickets for your company and friends
  - Additional exposure in programs, online, social, print, and press releases
- ++ Opening Night: \$5,000 ++ Centerpiece/Closing/Prelude: \$3,000**  
**++ Awards Brunch/Ladies Night/High Heel: \$2,000**



### 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.



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

**\$1,000 for Miami - \$1,000 Fort Lauderdale - \$1,750 for both festivals**

- Logo placement on shirt sleeve
- 5 - 10 Volunteers wearing your branded t-shirts at over 65 films/events including Miami Beach Pride, GLOW Screenings, and other OUTshine events.



# ADVERTISING AT OUTSHINE

## PROGRAM BOOK & ON-SCREEN

Advertising in OUTshine's Festival Program Guides and On-Screen.

AD SIZES	MIAMI	FORT LAUDERDALE	BOTH FESTIVALS
FULL SPREAD	\$950	\$850	\$1,700
FULL PAGE	\$550	\$450	\$900
HALF PAGE	\$350	\$250	\$500
ON-SCREEN AD	\$700	\$600	\$1,200
FULL PAGE + ON-SCREEN AD	\$1,100	\$900	\$1,900
SCREENING SPONSORSHIP	\$600	\$600	\$1,000





# OUT SHINE

## FILM FESTIVAL

MIAMI FT LAUDERDALE

### OUTSHINE CONTACTS:

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