FAIRY TALES QUEER
FILM FESTIVAL

2018 SPONSORSHIP & ADVERTISING GUIDE

20TH ANNUAL FAIRY TALES QUEER FILM FESTIVAL

THE festival

The Fairy Tales Annual Queer Film Festival is a premiere event for queer culture in Alberta. The festival showcases over 35 features, documentaries, short films and other events made by, about, or of interest to the LGBTTQA community and its supporters. We feature local, national, and international filmmakers. Since 1999, Fairy Tales Queer Film Festival has been a distinguished champion of queer artists and cinema in Alberta. 2018 marks our 20th anniversary festival!

Fairy Tales presents the third largest LGBTTQA Film Festival in Canada, attracting over 2,000 audience members. Our innovative programming launches film into the lived experience, and the Festival includes panels, galas, parties, and networking events to engage the community in shared experiences and stories. **The 20th Anniversary Festival takes place May 25 – June 2, 2018**.

> We are being hit with new stories, new ideas, new concepts, and new ways of exploring humanity. I think by watching these kinds of movies that get us thinking, there is a growth potential…that affects society and over time, makes changes.
>
> – Festival Attendee

OUR mandate

Fairy Tales Presentation Society is a non-profit, charitable organization located in Calgary, Alberta, that celebrates queer culture and artists through film. We are passionate about bringing new experiences to Albertans, and our vision is to promote diversity, inclusion, and community-building. Fairy Tales also provides year-round programming through diversity education (OUTReels), community partnerships, and youth education (Youth Queer Media Program); the annual Fairy Tales Queer Film Festival is at the heart of our organization.

> There is that strong sense of community that's a **celebration of the queer community**. Everyone comes together and there's such positive energy.
>
> – Festival Attendee

LGBTTQA *audiences*

- **over $150/person** - average spending directly associated with The Festival (not including festival admission & fees)
- **over $2 million** – audience expenditures estimated over past 20 years, on products & services directly related to The Festival
- **$72,800** - the average LGBTTQA household income in Canada
- **3.7 million** – approximate LGBTTQA consumers in Canada
- **94%** - of LGBTTQA consumers would go out of their way to purchase products and services marketed directly to them

OUR audience

Over 2,000 audience members attend The Festival each year, as well as over 10,000 participants in our other year round arts and education programs. Our festival audiences are:

- Over 50% are between 21 & 44 years old
- 35% identified as gay, 29% as lesbian, 9% as allies, 9% as bisexual, 11% as queer & 7% as other
- 35% of our audience are new; 65% are repeat patrons
- Most patrons came 2 or more times to festival events
- **100% of our patrons said they would attend a Fairy Tales event again**

From 2015 Focus Group research, our audience enjoys the Fairy Tales festive atmosphere to gather, socialize, and share. Audiences attend and participate for many personal and community reasons, and most often describe the Festival as social, welcoming and engaging.

> I experienced the Festival for the first time last year and I had just arrived here. There was a sort of **welcome wagon of inclusivity**: welcome to the Festival! – Festival Attendee

fairytales &YOU

Fairy Tales targets a unique niche for your marketing and promotional needs. Each year, our website and marketing materials **reach over 8,000 Calgarians, and 1,000 regional patrons** in southern and central Alberta. The festival also receives extensive media coverage, **averaging over 46 articles, stories and mentions** in print, web, radio, and television.

The 2017 Film Festival received 42 sponsors, with over 30 of them being long-term sponsors of two years or more. Supporting the Fairy Tales Queer Film Festival places your business as a leader in the community. Positioning your brand messaging as open and inclusive appeals to consumers across a wide range of demographics. Championing diversity benefits everyone!

We work with our sponsors to address your sponsorship goals. Benefits can include;

- Logo and verbal name recognition at events & in print, web and promotional materials; including our festival program guide circulated to over 3,000 Calgarians.
- Opportunities for networking & VIP exposure through our annual VIP gala.
- Increased traffic in the Kensington community, providing opportunity for local businesses to market to consumers directly through discounts and special promotions.
- Volunteer opportunities to engage your staff, as well as complimentary tickets for clients & team-building events.

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SPONSORSHIP LEVELS

	PRESENTING SPONSOR	PLATINUM SPONSOR $10,000+	GOLD SPONSOR $5,000+	SILVER SPONSOR $2,000+	BRONZE SPONSOR $1,000+	FESTIVAL SUPPORTER $550+	FESTIVAL FRIEND $350+
LOGO PLACEMENT							
Film Festival Pre-Show Slide Presentation	✓	✓	✓				
Film Festival Trailer	✓	✓	✓	✓			
Festival Poster	✓	✓	✓	✓	✓		
Festival Program Guide	✓	✓	✓	✓	✓	✓	✓
Festival Foldout Schedule Guide	✓	✓	✓	✓	✓	✓	✓
Website, with name and link	✓	✓	✓	✓	✓	✓	✓
ADVERTISING & RECOGNITION							
Two-week website banner ad*	✓	✓					
Naming sponsor for select galas**	✓	✓					
Repeated stage recognition at special events and key films	✓	✓	✓				
E-newsletter spotlight inclusion	✓	✓	✓				
20 second commercial*	✓	✓	✓				
Option to distribute literature at Festival*	✓	✓	✓	✓			
Name on Volunteer T-Shirt	✓	✓	✓	✓	✓		
Banner at Festival*	✓	✓	✓	✓	✓		
Social media mentions	✓	✓	✓	✓	✓		
One-time stage recognition at opening and closing galas	✓	✓	✓	✓	✓	✓	
Festival Program Guide Ad Size	FULL PAGE (back cover or inside front cover**)	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE	LOGO ONLY
TICKETS							
Complimentary Festival Passes	10	10	8	6	4	2	2
Complimentary client tickets to selected screenings	20	16	16	12	8	6	6
Sponsor/Donor Networking Party	✓	✓	✓	✓	✓	✓	✓
VIP Invite to year-round special events	✓	✓	✓	✓	✓	✓	✓
Priority Festival Member Line-Up	✓	✓	✓	✓	✓	✓	✓

*The sponsor must provide these items to Fairy Tales Presentation Society **while available

Media in-kind sponsorship will be valued at 100% fair market value.
Sponsorships based on product donations receive up to Festival Supporter Level.

Sponsorship Term: Sponsorship agreements are valid for a 12-month period from October 1 each year, with multi-year sponsorships available.

We are happy to discuss customized packages that are tailored to your needs!

Sponsorship Contact: 403.244.1956 ▪ operations@fairytalesfilmfest.com

FAIRY TALES QUEER FILM FESTIVAL

ADVERTISING

Cash only; available in addition to, or independently from Sponsorships

PROGRAM GUIDE ADS

FULL PAGE (8.5w x 10.875h")	$1,400
HALF PAGE (Horizontal 7.5w x 4.5h" | Vertical 3.5w x 9.125h")	$900
QUARTER PAGE (3.5w x 4.5h")	$500
EIGHTH PAGE (3.5w x 2.125h")	$300
FOOTER AD (8.5w x .5h")	$50/page

DIRECT ADVERTISING

FILM NAMING — $250

("This film is sponsored by…[your business here]")

Includes logo and name recognition associated with your film, option to introduce the film and advertise in the lobby at the film.

EXCLUSIVE SPECIAL EVENT NAMING — $300

("This event is a [your business here] event")

This event is organized by your business and speaks to your interests. Perhaps an exclusive pre or post-show event?

FILM AWARD NAMING — $500

("The [your business here] Audience Favourite Award")

Includes your name on audience award ballots & award media.

EXCLUSIVE FILM AWARD CATEGORY NAMING — $900

Category: ("The [your business here] Award")

We work together to create your own award category.

EXCLUSIVE GALA NAMING — $1,800

("The [your business here] Opening/Closing/Centrepiece Gala")

Includes exclusive naming and logo on your gala, tickets, and VIP seating.

DONATIONS

CASH DONATIONS — $25+

Donations start at $25, and are eligible for charitable tax receipts.

This is ideal for individuals and small businesses wishing to contribute directly to the Festival.

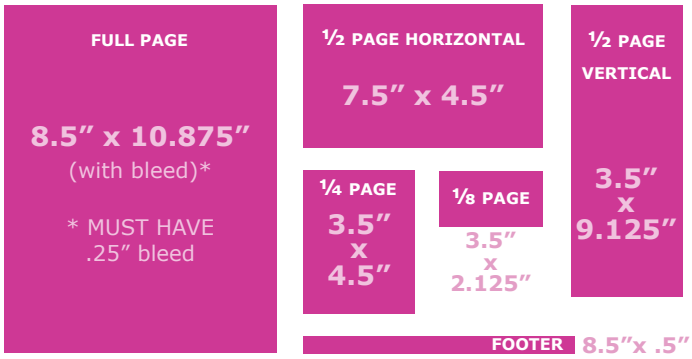
All donors gain website recognition, and donations

Please note that, based on Canada Revenue Agency's guidelines, charitable tax receipts are only provided for cash donations. Therefore, sponsorships, in-kind services, or other purchases are not eligible for receipts. Donations and sponsorships are treated as separate transactions.

FESTIVAL GUIDE PRINT DETAILS

Our program guide is a 40 page 8.5" x 11" stapled guide printed in full colour, gloss, on high quality paper stock. We have over 4,000 readership.

AD SPECS



- All ads must have at least a 1/8" margin. This means that any text must be no less than 1/8 inch from the edges.
- Text must be embedded and converted to curves/outlines to prevent font issues.
- Acceptable ad/logo formats: CMYK 300 dpi, TIFF/JPG (at proper size), EPS, PDF.
- ONLY full-sized/hi res files from an FTP file-sharing site will be accepted online.
- We **do not** reuse ads; new ads must be provided each year.

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FILM FESTIVAL

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May 25–June 2, 2018

EARLY BIRD

(for returning sponsors)
SPONSORSHIP DEADLINE: February 17, 2018

Enjoy benefits for signing up early!

FINAL

SPONSORSHIP CONFIRMATION DEADLINE:
March 17, 2018

ADVERTISING PRINT DEADLINE:
March 31, 2018

Fairy Tales is a keystone for queer culture and inclusion in Alberta, cultivating enduring partnerships and championing LGBTTQA voices and stories in film.
We invite you to join our cultural celebration of cinema and community!

CONTACT

Sponsorship Contact
403.244.1956
operations@fairytalesfilmfest.com

Fairy Tales Presentation Society
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Calgary, AB T2R 0G9
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