



OUT SHINE

FILM FESTIVAL

MIAMI FT LAUDERDALE

2018 CORPORATE SPONSORSHIP OPPORTUNITIES

20TH ANNUAL MIAMI EDITION

APRIL 20 - 29, 2017

10TH ANNUAL FORT LAUDERDALE EDITION

OCTOBER 12 - 21, 2018

WHAT:

OUTshine Film Festival is a critically acclaimed event. The Miami Edition (formerly the Miami Gay & Lesbian Film Festival) in April is in its 20th year, and the Fort Lauderdale Edition (formerly the Fort Lauderdale Gay & Lesbian Film Festival) in October is in its 10th year.

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, and transgender (LGBT) community. Miami has a strong focus on international and foreign language films, while 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 its GLOW, in Miami, and 954GLOW, in Fort Lauderdale, as a monthly screening series, as well as offering its members advanced screenings and discounts to upcoming general release films.



WHY:

OUTshine was created to entertain, educate, and inspire film-loving audiences of all persuasions by presenting the best of emerging international, national, and local LGBT-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 LGBT experience.



AUDIENCE:

Screening and special events for 2017 drew more than 16,000 people from the Greater South Florida area, as well as national and international visitors. 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 2016, 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. ²

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. 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 ppl identify as LGBTQ in South Florida ⁶

\$8.2B estimated LGBTQ market GDP in South Florida 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

OUTSHINE SPONSORSHIP PACKAGES

OUTshine sponsors receive a complete package of marketing 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 7TH MOST POPULOUS COUNTIES, CENSUS 2015

Miami - Dade County, FL 2,693,000

RANKED 17TH MOST POPULOUS COUNTIES, CENSUS 2015

Fort Lauderdale - Broward County, FL 1,896,000

Source: United States Census Bureau

OUTSHINE SPONSOR BENEFITS

SPONSORSHIP BENEFITS	NAMING	PRESENTING	PREMIERE	GRAND	MAJOR	SUPPORTING
SIGNATURE "PRE-FILM" BRANDING						
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
LOGO / BRANDING / ADVERTISING						
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	•	•				
ADD ONS						
Sampling / Distribution at Screenings	ALL	ALL	Evening	Spotlight + 4	6	3
Other Promotional Activities	•	•	•	•		
HOSPITALITY						
Tickets / VIP Passes	12 VIP Passes	10 VIP Passes	8 VIP Passes	4 VIP Passes	2 VIP Passes	16 Tickets (Regular Screenings)



**OUT
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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
- :30 Commercial shown before **ALL** festival screenings (Sponsor to provide content)
- Banner/Signage displayed at **ALL** festival venues (Sponsor to provide signage)
- **3** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (8 seconds each)

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
- Website Logo link
- Print ads promoting festival
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival flyers
- Festival tickets
- Audience Ballots

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)



**OUT
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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
- :30 Commercial shown before **ALL** festival screenings (Sponsor to provide content)
- Banner/Signage displayed at **ALL** festival venues (Sponsor to provide signage)
- **3** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (8 seconds each)

BRANDING-LOGO PROMINENTLY PLACED AS PRESENTING SPONSOR

- Festival Program Guide - Sponsor Grid
- Film Festival Step & Repeat
- Front Cover of Festival Program (print & electronic)
- Website Logo link
- On-screen sponsor loop prior to all films
- Print ads promoting festival
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival flyers
- Festival tickets
- Audience Ballots

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

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



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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 **EVENING** festival screenings and events
- :30 Commercial shown before **EVENING** festival screenings (Sponsor to provide content)
- Banner/Signage displayed at festival venues during the **EVENING** films (Sponsor to provide)
- **2** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (8 seconds each)

BRANDING-LOGO PROMINENTLY PLACED AS PREMIERE SPONSOR

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

ADVERTISING

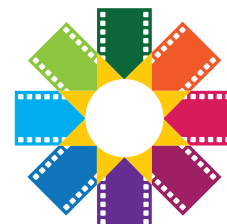
- 1 Full Page ad in the festival program book (print & electronic)
- Skyscraper Banner ad with link on the festival website homepage
- Logo Loop Banner ad on the festival website homepage
- Sponsor Logo ad with link on festival website

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)



**OUT
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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:

- Verbal recognition and acknowledgment of support as Official Sponsor at **SPOTLIGHT +4** festival screenings and events
- :30 Commercial shown before **SPOTLIGHT +4** festival screenings (Sponsor to provide content)
- Banner/Signage displayed at festival venues during the **SPOTLIGHT +4** films (Sponsor to provide)
- **2** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (8 secs each)

BRANDING-LOGO PROMINENTLY PLACED AS GRAND SPONSOR

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films
- Print ads promoting festival (select)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster
- Festival flyers (select)

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:

- Verbal recognition and acknowledgment of support as Major Sponsor at **SIX** different festival screenings and events
- :30 Commercial shown before **SIX** festival screenings (Sponsor to provide content)
- Banner/Signage displayed at festival venues during the **SIX** films (Sponsor to provide)
- **1** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (6 secs each)

BRANDING-LOGO PROMINENTLY PLACED AS MAJOR SPONSOR

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films
- Print ads promoting festival (select)
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster

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)



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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:

- Verbal recognition and acknowledgment of support at **THREE** film screenings
- :15 Commercial (sponsor to create) **OR** 2-minute presentation before **THREE** film screenings
- Banner/Signage displayed during your respective screenings (Sponsor to provide signage)
- **1** Full On-Screen ADs to play in sponsor loop before **ALL** festival screenings (4 secs each)

BRANDING-LOGO PLACED AT SUPPORTING SPONSOR LEVEL IN:

- Festival Program Guide - Sponsor Grid
- On-screen sponsor loop prior to all films
- Film festival video trailer (Produced by OUTshine & played prior to every screening)
- Festival e-mail promotions
- Festival poster

ADVERTISING

- Logo Loop Banner ad on the festival website homepage
- 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
- :15 Commercial (sponsor to create) **OR** 2-minute presentation before **TWO** film screenings
- 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 regular screening can have a maximum of 3 sponsors*

BRANDING-LOGO PLACED AT COMMUNITY SPONSOR LEVEL IN:

- Festival Program Guide
- On-screen sponsor loop prior to all films
- Festival e-mail promotions
- Festival poster

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
- 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 regular screening can have a maximum of 3 sponsors*

BRANDING-LOGO PLACED AT COMMUNITY SPONSOR LEVEL IN:

- Festival Program Guide
- On-screen sponsor loop prior to all films
- Festival e-mail promotions
- Festival poster

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.

TO BE SUCCESSFUL, THESE ARE THE TYPES OF BENEFITS OUTSHINE LOOKS FOR FROM MEDIA PARTNERS.

MEDIA PARTNERS can provide the following:

- Print and electronic ad in your magazine:
 - Weekly/Bi-Weekly magazine - eight (8) full-page four-color
 - Monthly magazine - four (4) full-page four color
- Three (3) custom e-mail blasts to your registered readers
- Online banner advertising on your media outlet homepages
- Two (2) articles regarding the festival both in print and online media outlets
- 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)*

Featured branding at four (4) regular screenings

- Verbal recognition & acknowledgement of support at your respective screenings
- :30 commercial shown before respective screening (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



**OUT
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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	\$950	\$850	\$1700
FULL PAGE	\$550	\$450	\$900
HALF PAGE	\$350	\$250	\$500
ON-SCREEN AD	\$700	\$600	\$1200
FULL PAGE + ON-SCREEN AD	\$1,100	\$900	\$1900

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 4.625 in

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

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 2018

Miami: April 20 - 29

Fort Lauderdale: October 12 - 21



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 Brunch/Ladies Night/High Heel: \$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, GLOW 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.

2017 FESTIVAL SPONSORS

PRESENTING SPONSORS



PREMIERE & GRAND SPONSORS



MAJOR & SUPPORTING SPONSORS



MEDIA SPONSORS



CORPORATE SPONSORS





OUT SHINE FILM FESTIVAL

MIAMI FT LAUDERDALE

OUTSHINE CONTACTS:

Victor Gimenez - Executive Director

office: 305-751-6305 / cell: 305-496-8003

victor@outshinefilm.com

Jesus De La Salas - Development Manager

office: 305-751-6305 / cell: 954-940-1299

jesus@outshinefilm.com

Mailing Address:

P.O. Box 530280, Miami, FL 33135

WWW.OUTSHINEFILM.COM