



## Corporate Sponsorship Opportunities

The North Carolina Gay and Lesbian Film Festival (NCGLFF) is now one of the largest film festivals of its kind in the United States. It is ranked as one of the top 15 in the entire nation and is second only to Miami in the Southeast. Since its inception in 1995 the Festival has grown from 2800 attendees to more than 10,000...an increase of more than 257%!

This year's festival will be held August 12-15, 2004 at the historic Carolina Theatre in Downtown Durham. NCGLFF is a major, regional Gay and Lesbian film festival, providing a glimpse of the many faces of Gay and Lesbian life worldwide, helping to bring together the Gay and Lesbian community, and featuring increasingly sophisticated films and filmmaking.

*To ensure inclusion in all festival promotions confirmed pledge and promotional materials must be received by the print deadline of **JULY 7, 2004.***

## ... What's in it for me?

- 81% of the audience is savvy working professionals between 24 and 44 years old
- The Festival is increasingly popular. The audience is loyal— 69% are repeat visitors
- 78% have household incomes of above \$100,000
- 72% of the audience in from the Greater Triangle area
- Approval ratings for the Festival are at 93% and continues to trend upward

*National Strub Media Group reports the LGBT consumer is extremely brand loyal with above average income. Given products of comparable quality, 87% indicated they would buy products services marketed for the LGBT community .Approximately 220,000 LGBT consumers are hit in our MSA. Our website has more than 3.4 million page views annually .The festival receives local/regional news, print/TV coverage.*

### Festival media coverage includes...

- |                          |                     |                            |  |
|--------------------------|---------------------|----------------------------|--|
| • News and Observer      | • WUNC              | • GayJet.com               | • WB22-TV                                  |
| • Durham Herald Sun      | • WCPE              | • DCVB                     | • WNCN-TV                                  |
| • The Independent        | • WXDU              | • Planetout.com            | • WTVD-11                                  |
| • The Chapel Hill Herald | • WXYC              | • Outcharlotte.org         | • News14                                   |
| • Front Page             | • WNCU              | • Carolina Theatre Website | • Triangle Professional and Business Guild |
| • Q-Notes                | • WSHAW             | (3.47 mil page views)      | • Community Connections                    |
| • Girlfriends magazine   | • Digital City.com  | • <i>Curtain Call</i>      |  |
| • WWMY                   | • Citysearch.com    |                            |  |
| • WYMY                   | • FilmFestivals.com |                            |  |

## Festival Sponsorship Summary

- |                               |   |
|-------------------------------|---|
| • Festival Executive Producer | \$10,000 (or 3-year commitment of \$25,000) |
| • Festival Producer           | \$5,000 (or 2-year commitment of \$7,500)   |
| • Festival Sponsor            | \$2,500 (or 2-year commitment of \$4,000)   |
| • Festival Awards Sponsor     | \$1,500 (or 2-year commitment for \$2,500)  |
| • Feature Film Sponsor        | \$1,000                                     |
| • Film Sponsor                | \$500                                       |
| → Short Feature Film Sponsor  | \$350                                       |
| • Partner                     | \$250                                       |
| • Fan                         | \$100                                       |

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# Festival Executive Producer

\$10,000 (or 3 year commitment of \$25,000)

- *Your Company* Name on all tickets
- Name-A-Cinema; we will use *Your Company* name to reference one of our two cinemas during the Festival or name the Resource Room
- *Your Company* name/logo on radio, television and print advertising
- *Your Company* name/logo on all promotional products including the limited edition *Official NCGLFF Festival T-shirt*
- Inside cover or Double page spread advertisement Souvenir Program Guide
- Sponsorship Recognition as Overall Festival Sponsor
- *Your Company* name/logo on event banner displayed at event
- Recognition at the Fundraising Reception
- 30 complimentary passes to Fundraising Reception
- 80 Festival passes for your clients, employees or friends
- On-site sales or promotional opportunity for you or your company
- Listing on placard in lobby
- Listing in all press releases
- Company logo on Festival website
- Link to *Your Company* website from Carolina Theatre's website (limited time)
- Donor Recognition in *Curtain Call*
- Corporate Care Membership (ticket discount program for your employees)
- Plaza Paver custom inscribed with *Your Company* name
- Complimentary Ballroom or Cinema rental (Use by 06/30/05- based on availability)
- Guaranteed Sponsorship Exclusivity of corporate category class
- Promotional insert from *Your Company* to donors with Thank You note

*(Curtain Call is the Carolina Theatre's Program Guide used throughout the entire Live Performance Season)*

## Festival Producer \$5,000 (or 2 year commitment of \$7,500)

- Two-year commitment receives *Your Company* name on tickets
- Name-A-Cinema; we will use *Your Company* name to reference one of our two cinemas during the Festival or name the Resource Room
- *Your Company* name/logo on radio, television and print advertising
- *Your Company* name/logo on promotional products incl. ltd edition *Official NCGLFF* T-shirt
- Sponsorship Recognition as Overall Festival Sponsor
- Full page ad in Souvenir Program Guide
- *Your Company* name/logo on event banner displayed at event
- 20 complimentary passes to Fundraising Reception and Special recognition at the Reception
- 60 Festival passes for your clients, employees or friends
- On-site sales or promotional opportunity for you or your company
- Company logo on Festival website
- Link to your website from Carolina Theatre's website (limited time)
- Donor Recognition in *Curtain Call*
- Corporate Care Membership (ticket discount program for your employees)
- Plaza Paver custom inscribed with *Your Company* name
- Complimentary Ballroom or Cinema rental (Use by 06/30/05- based on availability)
- Guaranteed Sponsorship Exclusivity of corporate category class

## Festival Sponsor \$2,500 (or 2 year commitment of \$4,500)

- Two-year commitment receives rights to name a Stage during the Festival
- *Your Company* name/logo on radio, television and print advertising
- *Your Company* name/logo on promotional products incl. ltd edition *Official NCGLFF* T-shirt
- Sponsorship Recognition as Overall Festival Sponsor
- Half-page ad in Souvenir Program
- 10 complimentary passes to Fundraising Reception and Special recognition at the Reception
- 40 Festival passes for your clients, employees or friends
- Company logo will appear on Festival's website
- Donor recognition in *Curtain Call*
- Corporate Care Membership (ticket discount program for your employees)
- Plaza Paver custom inscribed with *Your Company* name
- Guaranteed Sponsorship Exclusivity of corporate category class

## Festival Awards Sponsor \$1,500 (or 2 year commitment of \$2,500)

- Naming Rights to Festival Film Awards- Special film awards named for your company  
Awards include:      Best Women's Film      Best Men's Film  
                                 Best Festival Short      Best Festival Documentary
- Live Stage Recognition during Festival
- Two-year commitment receives half-page ad in Souvenir Program
- One year commitment receives quarter-page ad in Souvenir Program
- Additional Print recognition in Souvenir Program Guide for Festival Film Awards
- Recognition at Fundraising Reception
- 6 Complimentary passes to Fundraising Reception
- 30 Festival passes for your clients, employees, or friends
- Company logo will appear on Festival's website
- Donor listing on Lobby placard
- Donor recognition in *Curtain Call*

## Featured Film Sponsor      \$1,000 Annual commitment

- Centerpiece Film sponsorship (or two regular films)
- Live Stage Recognition before screening of sponsored film(s)
- Print recognition of sponsored film in Souvenir Program Guide
- Quarter page ad in Souvenir Program Guide
- Recognition at Fundraising Reception
- 6 complimentary passes to Fundraising Reception
- 20 Festival passes for your clients, employees or friends
- Company logo will appear on Festival website
- Donor recognition in *Curtain Call*

## Film Sponsor      \$500 Annual commitment

- Exclusive sponsorship of one Festival Film (not Centerpiece/Feature film)
- Live Stage Recognition before screening of sponsored film
- Print recognition of sponsored film in Souvenir Program Guide
- Eighth page ad in Souvenir Program Guide
- 4 complimentary passes to Fundraising Reception
- 8 Festival passes for your clients, employees, or friends
- Donor listing on Lobby placard
- Donor recognition in *Curtain Call*

## Short Feature Film Sponsor     \$350 Annual commitment

- Exclusive sponsorship of one Festival Short Feature Film (not an entire shorts program)
- Live Stage Recognition before screening of sponsored film
- Print recognition of sponsored film in Souvenir Program Guide
- 4 Festival passes for your clients, employees, or friends
- 2 complimentary passes to Fundraising Reception
- Donor listing on Lobby placard
- Donor recognition in *Curtain Call*

## Partner     \$250 Annual commitment

- Souvenir Program Guide Listing
- 4 Festival passes for your clients, employees, or friends
- 2 complimentary passes to Fundraising Reception
- Donor recognition in *Curtain Call*

## Fan     \$100 Annual commitment

- Souvenir Program Guide Listing
- 2 complimentary passes to Opening Reception
- Donor recognition in *Curtain Call*

## Please contact us...

Whether your interest in sponsorship is for philanthropic reasons or simply making a savvy advertising decision, support of the NC Gay and Lesbian Film Festival is a wise investment. The Development staff at the Carolina Theatre will work with you to provide your company with a solid and distinctive presence. Special sponsorship packages can be customized to meet your specific needs. The Carolina Theatre of Durham, Inc. is a 501(c)(3) organization. Your contributions are tax deductible to the extent allowable by law.

For more information please call 919-560-3040 ext 225 or email: [development@carolinatheatre.org](mailto:development@carolinatheatre.org)

Thank you for your consideration.

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