



Dear Corporate Partner:

The non-profit Carolina Theatre of Durham, Inc., committed to providing diverse, thought-provoking programs year-round, once again proudly present the North Carolina Gay and Lesbian Film Festival (NCGLFF), hailed as “one of the most important film festivals of its kind.” This year the festival will be held August 10-13<sup>th</sup> with opening act Margaret Cho and a special appearance by Tab Hunter!

We invite your company to join us as a sponsor of this important event. The tremendous popularity and high visibility of this four-day celebration create the perfect occasion for enhancing your corporate image and giving a community profile to your products and services.

The annual NCGLFF is an extremely attractive showcase for our sponsor partners. A list of sponsor levels and benefits follows. Please consider this sponsorship proposal to be only a starting outline for your company.

Once we know more about your specific objectives, we can tailor your festival sponsorship to your exact goals and priorities. We look forward to working with you!

Sincerely,

Ronna Dornsife and Rob Fox

Cochairs

2006 NCGLFF Fundraising Committee



## **Win/Win Marketing: The North Carolina Gay and Lesbian Film Festival Delivers!**

### **Just the Facts:**

**Who:** The 11<sup>th</sup> Annual North Carolina Gay and Lesbian Film Festival

**What:** **A four-day, multi-event film festival, this year with opening act Margaret Cho and a special appearance by Tab Hunter!**

More than 75 award-contending and premiere films in three theaters  
Numerous interactions with filmmakers and talent

**When:** Thursday, August 10, through Sunday, August 13, 2006

**Where:** The beautifully restored historic Carolina Theatre complex in downtown Durham

**Attendees:** More than 80% of film festival consumers are professionals between 24 and 44 and more than 78% of them have household incomes of over \$100,000. NCGLFF attendees are true and loyal fans. 75+% return year after year.

**Producer:** The Carolina Theatre of Durham, Inc.



### **Simple math. Compound results.**

The North Carolina Gay and Lesbian Film Festival is now the second largest gay and lesbian event in the Southeastern United States market—second only to Miami—with an unprecedented approval rating of over 93% from both attendees *and* filmmakers.

Since its inaugural year in 1995, the NCGLFF has seated more than 62,000 for international shorts, documentaries, and feature films with exclusive U.S. *and* world premieres, with over 9,000 in 2005 alone!

So, how many times will your company be seen and remembered by festival attendees? Simple math. Compound results.

### **The “big secret” is out!**

As you’ve read in the *Wall Street Journal*, *Forbes*, and *Fortune*, more and more U.S. companies are having to play catch-up in the wake of the universally acclaimed and globally accepted Hollywood film, *Brokeback Mountain*. Former skeptics are now eagerly embracing the GLBT demographic with its discerning, high-end spending habits and greater-than-average disposable incomes.

All of which makes this highly prized target audience an exceptional addition to your creative marketing strategy. Join Replacements, Ltd., Starbucks, the Sundance Channel, and all the other important companies which have served as NCGLFF corporate sponsors.

Join in the excellent return on a very savvy and extremely well-placed sponsorship of the 2006 North Carolina Gay and Lesbian Film Festival. Thank you!



Corporate Sponsor Benefits	Executive Producer \$10,000+	Producer \$7,500+	Director \$5,000+	Star \$2,500+	Sustainer \$1,500+	Patron \$1,000+	Performer \$500+
Naming rights to Fletcher Hall or Cinema during festival	√						
Name/Logo on all festival tickets	√						
Name/Logo on festival T-shirt	√	√					
Product category exclusivity	√	√	√				
Company banner on theatre facade during festival	√	√	√				
Complimentary facility rental (pending availability)	Fletcher Hall	Connie Moses Ballroom	Cinema				
Tickets to filmmakers' luncheon	10	6	4	2			
Name/Logo link to company website during festival promotion	√	√	√	√			
Carolina Theatre Plaza paving stone inscribed with company name	√	√	√	√			
Company employee discounts for 2006-07 season events	√	√	√	√			
Special loge seating for 2006-07 Carolina Theatre live events	√	√	√	√	√		
Name/Logo in media and advertising	All media	All media	All media	All media	Print and Internet		
Name/Logo on screen prior to screenings	√	√	√	√	Available with a two-year sponsorship contract	Available with a three-year sponsorship contract	
Sample/Display table during festival (pending availability)	√	√	√	√	Available with a two-year sponsorship contract	Available with a three-year sponsorship contract	
Film sponsorship	First tier	First tier	First tier	First tier	First tier	First tier	Second tier
Film tickets	60	40	20	16	12	10	8
Tickets to reception	30	20	10	8	6	4	2
On-stage acknowledgement by sponsorship level at key screenings	√	√	√	√	√	√	√
Name/Logo by sponsorship level in souvenir program guide	√	√	√	√	√	√	√
Ad in souvenir program guide	Inside cover in color	Full page in black ink	Half page in black ink	Half page in black ink	Quarter page in black ink	Quarter page in black ink	Eighth page in black ink
Acknowledgement in Carolina Theatre publications during 2006-07 season	√	√	√	√	√	√	√