

2017

SPONSORSHIP & ADVERTISING GUIDE



19TH ANNUAL FAIRY TALES QUEER FILM FESTIVAL



THE FESTIVAL

The Fairy Tales' Annual Queer Film Festival is a premiere event for queer culture in Alberta. Fairy Tales Queer Film Festival screens films from around the globe and is entering our 19th year as a distinguished champion of queer artists and cinema in Alberta. The festival showcases over 25 features, documentaries, short films and other events made by, about, or of interest to the LGBTTQA community and its supporters, featuring local, national, and international filmmakers.

Fairy Tales presents the third largest LGBTTQA Film Festival in Canada, attracting over 2000 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 19th Annual Festival takes place May 19-27, 2017.**

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.

- 2015 Focus Group Member



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.

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.

There is that strong sense of community that's a **celebration of the queer community.** Everyone comes together and there's such positive energy. - 2015 Festival Attendee

OUR AUDIENCE

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!
- 2015 Festival Attendee

Over 2,000 audience members attend The Festival each year, as well as over 1,000 participants in our other events:

- Over 50% are between 21 and 44 years old
- 35% identified as gay, 29% as lesbian, 9% as allies, 9% as bisexual, 11% as queer and 7% as other
- 35% of our audience are new; 65% were 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**



Fairy Tales targets a unique niche for your marketing and promotional needs. Each year, our website and marketing materials reach over **5,000 Calgarians, and 500 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 2016 Film Festival received over 30 sponsors, with 26 return sponsors. Supporting the Fairy Tales Queer Film Festival positions your business or organization as a leader in community support. Sponsor benefits include logo and name recognition, networking and VIP exposure, cross-promoting, and visibility within the International Film Festival circuits including Vancouver, Toronto, Montreal, Kingston, and Seattle.

LGBTTQA AUDIENCES

- **over \$150 per person** — average spending directly associated with The Festival (not including festival admission and fees)
- **over \$2 million** — audience expenditures estimated over the past 17 years, on products and services directly related to The Festival
- **\$72,800** — the average LGBTTQA household income in Canada
- **3.2 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.



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



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 ("This film is sponsored by...[your business here]") includes logo and name recognition, option to introduce the film and advertise in the lobby at the film | \$250 |
| EXCLUSIVE SPECIAL EVENT NAMING ("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? | \$300 |
| FILM AWARD NAMING ("The [your business here] Audience Favourite Award") includes your name on audience award ballots & award media | \$500 |
| EXCLUSIVE FILM AWARD CATEGORY NAMING Category: ("The [your business here] Award") We work together to create your own award category | \$1,000 |
| EXCLUSIVE GALA NAMING ("The [your business here] Opening/Closing/Centrepiece Gala") Includes exclusive naming, logo recognition, and VIP tickets for your gala. | \$2,000 |
| DONATIONS | |
| CASH DONATIONS 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 | \$25+ |

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

| | | |
|--|---|---|
| <p>FULL PAGE</p> <p>8.5" x 10.875" (with bleed)*</p> <p>* MUST HAVE .25" bleed</p> | <p>1/2 PAGE HORIZONTAL</p> <p>7.5" x 4.5"</p> | <p>1/2 PAGE VERTICAL</p> <p>3.5" x 9.125"</p> |
| | <p>1/4 PAGE</p> <p>3.5" x 4.5"</p> | <p>1/8 PAGE</p> <p>3.5" x 2.125"</p> |
| <p>FOOTER 8.5"x .5"</p> | | |

- 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.



FILM FESTIVAL

May 19–27, 2017

EARLY BIRD

**SPONSORSHIP DEADLINE
for returning sponsors:**

February 17, 2017

Enjoy benefits for signing up early!

FINAL

SPONSORSHIP CONFIRMATION DEADLINE:

March 17, 2017

ADVERTISING PRINT DEADLINE:

March 17, 2017

Fairy Tales is a keystone for queer culture and inclusion in Alberta, cultivating enduring partnerships and championing LGBTQA 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
www.fairytalesfilmfest.com