

Four-Play Screening Series

**Reach Inside Out’s audience of dedicated film lovers throughout the year!**

**Description of the Series**

Inside Out, presenter of the annual Toronto LGBT Film Festival, continues to enhance its reputation as the cultural leader in the presentation of queer film in Toronto with the return of the popular Four Play Screening Series, beginning this Fall and continuing through the Spring.

The annual May Festival is growing in size, scope and stature each year and currently ranks as the third largest film festival in Toronto. With an abundance of LGBT film being produced around the world each year, our audiences want the opportunity to come together and see the best in international LGBT cinema beyond the 11-days of the Festival. Thus the idea for the Four-Play Screening Series was born.

In the fall of 2011 Inside Out introduced the inaugural Four-Play Screening Series to great acclaim and enthusiastic audience response. The Series features sneak previews of upcoming theatrical releases, Inside Out audience favourites and the latest films from the international festival circuit. All screenings are presented at the state-of-the art TIFF Bell Lightbox, the cultural epicentre for film in Toronto, and all screenings in the 2012/2013 were sold out!

The dates for the 2013/2014 series are:

* October 2013
* December 2013
* January 2014
* March 2014

***Don’t miss your opportunity for a starring role in bringing the best in international LGBT cinema to Toronto audiences!***

**Sponsorship Opportunities**

Four-Play Series Title Sponsor: An exclusive opportunity to raise your company’s brand awareness among Inside Out audiences throughout the fall, winter and spring ($8,000 total for all four screenings in the series).

As the Title Sponsor of the series, your company will receive:

* Logo and/or text acknowledgement on:
  + Advertisements in Xtra! (Circulation: 45,000)
  + Logo on the event page of the Inside Out website
  + Postcards highlighting the series and distributed at high level events leading up to each screening
  + Four-Play articles in the Inside Out e-newsletter
  + Four-Play announcements in email updates to Inside Out members
  + Inside Out’s Facebook, Twitter and YouTube accounts
* Web banner on the Inside Out website – Four-Play event page
* Opportunity to provide signage for theatre
* Opportunity to address the audience prior to each screening
* Dedicated screening slide shown on the theatre screen prior to the start of the film
* Verbal recognition as Title Sponsor of the series
* 20 tickets to each screening

Four-Play Series Sponsor: Put your company in the Inside Out spotlight over a six-month period ($3,000 - Save $1,000 over purchasing individual screenings in the series).

As a Series Sponsor, your company will receive:

* Logo and/or text acknowledgement on:
  + Advertisements in Xtra! (Circulation: 45,000)
  + Logo on the event page of the Inside Out website
  + Postcards highlighting the series and distributed at high level events leading up to each screening
  + Four-Play articles in the Inside Out e-newsletter
  + Four-Play announcements in email updates to Inside Out members
  + Inside Out’s Facebook, Twitter and YouTube accounts
* Opportunity to address the audience prior to each screening
* Dedicated screening slide shown on the theatre screen prior to the start of the film
* 10 tickets to each screening

Single Screening Sponsor: Pick a month that may correspond with your company’s needs where added promotion would benefit you ($1,000 per screening).

As a screening sponsor of one screening, your company will receive:

* Logo and/or text acknowledgement on promotions for your sponsored screening, including:
  + Logo on the event page of the Inside Out website
  + Four-Play articles in the Inside Out e-newsletter
  + Four-Play announcements in email updates to Inside Out members
  + Inside Out’s Facebook, Twitter and YouTube accounts
* Opportunity to address the audience prior to the screening
* Dedicated screening slide shown on the theatre screen prior to the start of the screening
* 10 tickets to sponsored screening

*A limited number of opportunities are available, act today!*

**Contact**

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