

2018 Toronto
LGBT Film Festival



Partnership and
Advertising
Opportunities

**Inside
Out**

Funders and Sponsors

Toronto LGBT Film Festival Presenting Sponsor



Premier Sponsor



Official Airline



Ottawa Venue Sponsor



Government



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



FUNDED BY
THE CITY OF
TORONTO

Foundations



Ontario
Trillium
Foundation

Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



K.M.
HUNTER
CHARITABLE FOUNDATION
Creating new spaces within community.



THE
LAWRENCE FAMILY
FOUNDATION



Mark S. Bonham
CHARITABLE FOUNDATION

Industry

Ontario Media Development
Corporation
Canadian Media Producers
Association
FACTOR
The Harold Greenberg Fund

Pitch Competition

BravoFACT

Platinum

Urban Source Creative Catering
KEILHAUER

Gold

Charles Street Video
PROUD FM
VICELAND
Monnet Design

Silver Toronto

accenture
NOW Magazine
Steam Whistle
Downtown Automotive Group

Silver Ottawa

RBC Royal Bank

Bronze Toronto

blogTO
nella bella
Grassroots Advertising
Centennial College
Beacon Realty Team
dailyXtra
STUD Vodka
Pride Toronto

Bronze Ottawa

Public Service Alliance of Canada
The Professional Institute of the
Public Service of Canada
accenture

Awards

Canada Film Capital
Entertainment Partners Canada
RBC Royal Bank
Suzy Zucker
REVERY TV
Michael Leshner & Mike Stark
Cindy Cross



Inside Out is Toronto’s LGBT Film Festival, and Canada’s largest presenter of LGBTQ cinema. Since 1991, Inside Out has brought the best in queer media to Toronto audiences, and now welcomes more than 35,000 attendees annually, including representatives from the local, national, and international film industry.

We are Canada’s largest LGBT film festival, Toronto’s third largest film festival, and one of the top three LGBT film festivals in the world. From our hub at the state-of-the-art TIFF Bell Lightbox, Inside Out presents an 11-day festival each May that features more than 150 films in 70 screenings, representing more than 25 countries and people of all ages, identities, and abilities. We are a home for LGBT filmmakers and a haven for LGBT audiences.

The 28th annual Inside Out Toronto LGBT Film Festival will be held from May 24 – June 3, 2018. We’re looking for partners to join our mission of challenging attitudes and changing lives through the transformative power of film. In this package, you’ll learn more about Inside Out and how we can work together to reach our goals and connect with LGBT audiences.

A handwritten signature in black ink, appearing to read 'Andria Wilson'.

Andria Wilson
Executive Director
416.977.6847 ext 21
andria@insideout.ca

Our festival,
your brand.

Inside Out offers many unique and targeted marketing and promotional opportunities, including:

Screening Sponsorship	\$2,500-\$7,500
Programming Streams (5-7 screenings)	\$12,000-\$25,000
Youth Day Events	\$5,000-\$15,000
Festival Lounge	\$10,000
Industry Programs	\$2,500-\$10,000
Awards	\$500-\$50,000
Delegate Bags	\$2,500
Filmmakers' Brunch	\$2,500
Awards' Brunch	\$3,000
Rainbow Carpet @ TIFF Bell Lightbox	\$3,500
Galas, Special Events, Cocktail Receptions	\$2,500-\$15,000
Volunteer Program	\$10,000
Inside Out Alumni Program	\$10,000

We are happy to work with you on a custom package that will give your brand the utmost visibility to our audience, and provide access to our events for your stakeholders.



Though all partnerships and benefits are customized, here are the basic recognition components of our sponsorship levels:

	DIAMOND (\$550K+)	PLATINUM (\$25K+)	GOLD (\$15K+)	SILVER (\$7,500+)	BRONZE (\$2,500+)
Program Guide Ad	Full page (prominent)	Full page	Full page	Full page	1/2 page
Ticket Package	✓	✓	✓	✓	✓
All-Access Passes	10	8	6	4	2
Sponsored Screening	6	3	2	1	
Speaking Opportunity	Gala	Gala	2	1	
On-Screen Ad	All screenings	25 screenings	15 screenings	5 screenings	
30-Second Trailer	All screenings	Selected screenings			
E-Newsletter	Sponsored content	Mention	Mention		
Guest Bag Item	✓	✓	✓	✓	Option
Logo Placement: guide, signage, website, posters, some ads	✓	✓	✓	✓	✓
Logo Placement: all print advertising, t-shirts	✓	✓			
Logo Placement: all print and digital collateral	✓				
Invitation to Sponsor Reception	Plus speaking opportunity	✓	✓	✓	✓
Invitation to Exclusive Events	✓	✓			
Social Media Mentions	Custom plan	Custom plan	10	5	2



Tyler Oakley on the Rainbow Carpet



I'm so appreciative of people who support the arts: it's such a bedrock for our community to grow and learn from one another. And I appreciate members and donors because if Inside Out didn't exist, I wouldn't have a career.

GABRIELLE ZILKHA
DIRECTOR/PRODUCER
FORMER *NEW VISIONS* PARTICIPANT



Connect your brand directly with Inside Out's audience

45%

of our attendees are between the ages of 25 and 44

47%

of our attendees are 36 to 55 years old

73%

have an undergrad degree (compared to 27% of the Canadian population)

36%

have household incomes of \$100,000 or more

28%

have a personal income above \$75,000

10%

of our attendees are international

89%

of attendees actively support brands that support LGBT organizations like Inside Out





13,055

Facebook likes (#2 most liked
LGBTQ Film Festival in the world)

2,573

Instagram followers (#2 most
followed LGBTQ Film Festival
Instagram account in the world)

188,826

Facebook impressions

6,409

Twitter followers

323,582

Unique Facebook users

35,000

Program guides printed

Inside Out has been profiled on local, national and international news outlets, including: Global News, ET Canada, Playback, Daily Xtra, eTalk, The Globe and Mail, CBC, Toronto Star, Breakfast Television

New promotional opportunities in 2018



Guest bag inserts – include a promotional or gift item in the delegate bags for Inside Out’s filmmakers and industry guests	\$500 + cost of item
Guest bag logo – include your logo on tote bags given to Inside Out guests and members	\$2,500
Inside Out podcast shout-outs – short advertisements on Inside Out’s 8-episode podcast launching spring 2018	\$500-\$2,000
Festival Lounge activations – host a private event or brand activation in our Festival Lounge	\$1,000-\$2,500
Custom passes – when sponsoring the volunteer or alumni programs, include your logo on those festival accreditations	\$10,000 for program ownership

Awards

Inside Out is committed to supporting LGBT filmmakers and those telling LGBT stories in Canada and around the world. Cash and in-kind awards provide direct support to filmmakers and contribute to the sustainability of our industry and our stories. We are happy to customize awards to support work that you are passionate about supporting – new awards are always welcome!



CANADIAN JURIED AWARDS

Best Canadian Feature (Narrative)	\$2,000
Best Canadian Feature (Documentary)	\$2,000
Emerging Canadian Artist (Presented by RBC)	\$2,500
Best Canadian Short	\$500-\$1,500

INTERNATIONAL JURIED AWARDS

Best First Feature	\$2,500-\$50,000
Best Film in Competition Series	\$10,000

AUDIENCE AWARDS

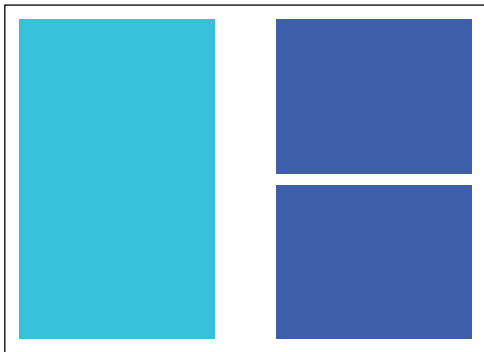
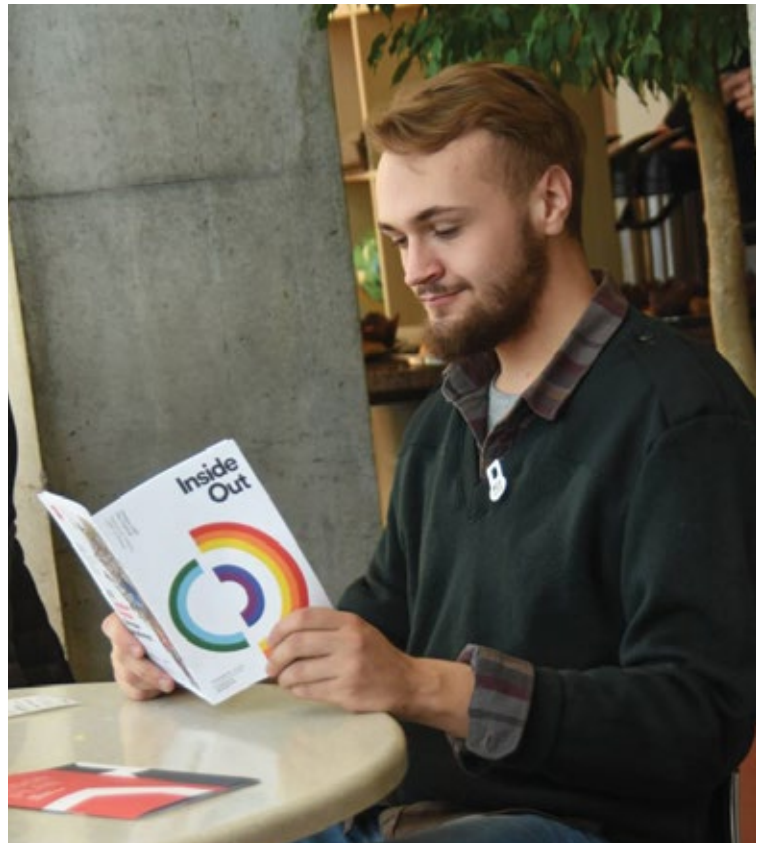
Best Narrative Feature
Best Documentary Feature
Best Short Film

PITCH COMPETITION

Inside Out hosts a live pitch competition event to support short film production. This prize has awarded up to \$50,000 in past years, and we are seeking cash and in-kind partners for the 2018 event.

Program Guide

Advertising in the program guide gives you guaranteed exposure to Inside Out's audiences. Your ad will be seen many times as the Guide is read and referred to constantly by Festival-goers prior to and throughout the 11-day Festival. 35,000 copies are distributed to strategic locations in the downtown core beginning the first week of May and continuing until the end of the Festival five weeks later. A PDF version of the complete Guide is also available for download from the Inside Out website, providing valuable additional exposure for your company's advertisement.



Full page

4.775”w x 7.8”h
(no bleed)

½ page horizontal

4.775”w x 3.763”h
(no bleed)

PRICES	
Outside Back Cover, Full Colour	\$3,000
Inside Front Cover, Full Colour	\$2,500
Inside Back Cover, Full Colour	\$2,250
Full Page, Full Colour	\$1,800
1/2 Page, Full Colour	\$1,100

Other Advertising Opportunities



30-second trailer, to play in cinema	\$1,500-\$5,000 (based on number of screenings, limited slots available)
On-screen still advertisements	\$500-\$2,000 (based on number of screenings)
TIFF Bell Lightbox large format signage – columns, cement and glass panels	Rates TBD
Inside Out e-newsletter sponsored content	\$500-\$2,000
Guest Bag insert	\$500

Keep your brand active with the LGBTQ community throughout the year with one or more of Inside Out's exciting programs.

More Play Screening Series

Inside Out's More Play Screening Series continues bring our audience together with the best in LGBTQ cinema during the year. The 6-event series takes place at the TIFF Bell Lightbox from September to April featuring sneak previews of upcoming theatrical releases, Inside Out audience favorites and the latest films from the international festival circuit.

The Ottawa LGBT Film Festival

Since 2007, Inside Out has produced a four-day Festival in Canada's Capital Region at the National Gallery of Canada. Every October attendees are enticed with 17 film programs, artist Q & A's and Gala receptions. The Ottawa LGBT Film Festival has become one of the most anticipated event's in the LGBTQ community calendar, growing in numbers every year.

Inside Out Community & Educational Programs

Building off the success of the Toronto Festival's Youth Matinee, Inside Out curates and offers a catalogue of short-films for Community and Educational Screenings throughout the year. In coordination with the Toronto and Ottawa Carleton District School Boards, Inside Out facilitates film-based discussions to secondary students around LGBTQ issues that ultimately seeks to challenge homophobia and champion diversity and inclusivity. With New Visions, Inside Out provides hands-on learning opportunities for youth from 18 to 24 and adults over 55 with the knowledge and the state-of-the-art equipment necessary to create their own short films. The final projects come to life at the Toronto LGBT Film Festival and are added to the Inside Out catalogue for future use with our In-School Screenings.







Inside Out

219-401 Richmond Street West
Toronto, ON M5V 3A8
416.977.6847
insideout.ca
inside@insideout.ca

