

Sponsorship and Marketing Opportunities

QUEER HIPPO

INTERNATIONAL LGBT FILM FESTIVAL

APRIL 28-30, 2017

HOUSTON MUSEUM OF AFRICAN AMERICAN CULTURE

www.queerhippo.com

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LGBT FILM
FESTIVAL



WHAT IS QUEER HIPPO INT'L LGBT FILM FESTIVAL (QUEER HIPPO)?

Queer Hippo is a celebration of queer cinema that brings together authentic stories and audacious audiences for its annual program of original documentaries, dramatic films, original teleplays, music videos and shorts.

The mission of Queer Hippo is to show people we are more alike than we are different. We aim to offer a space where queer artists can come together and showcase their works and audiences can come and enjoy a fresh diverse perspective in cinema.



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HOUSTON MUSEUM OF AFRICAN AMERICAN CULTURE (HMAAC)

Queer Hippo has partnered with The Houston Museum of African American Culture to bring Houston a weekend filled with extraordinary films told through the LGBT lens.

HMAAC is a nonprofit organization whose mission is to collect, conserve, explore, interpret, and exhibit the material and intellectual culture of Africans and African Americans which includes a monthly film series of critically acclaimed films reflective of the African Diaspora.

Our story in Texas informs and includes not only people of color, but people of all colors. As a result, the programming and exhibitions that HMAAC is bringing to Texas are about the indisputable fact that, while our experience is a unique one, it has been impacted by and continues to impact numerous races, genders and ethnicities.



WHY IS HOUSTON THE PLACE THE PLACE TO BE?

- θ Houston, with 2.3 million residents and over 1/2 million who identify as LGBT, is the fourth most populous city in the United States, trailing only New York, Los Angeles and Chicago.
- θ Houston is the nation's demographic future. In racial and ethnic composition, the Houston of today very much resembles the U.S. 40 years hence.
- θ 40% Anglo
- θ 35% Hispanic
- θ 17% African American
- θ 8% Asian/Other
- θ Houston ranks first among U.S. cities where paychecks stretch the furthest, according to Forbes.
- θ Ninety-three foreign governments have official representation here through consulates or trade offices.
- θ Houston's cultural events and exhibitions report 9.2 million visits per year.

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CASE STUDY: HOW WE MARKET/OUR AUDIENCE

- ♣ Advertises extensively, pushing your brand to thousands of impressions.
- ♣ Publishes 10,000 full-color program guides throughout the metropolitan area.
- ♣ Presents 30+ films over 3 days with over 10,000 attendees.
- ♣ Allows sponsors to reach our audience through video trailers, advertising, signage, sample distribution, logo placement, and much more
- ♣ 91% of attendees hold a college or post-graduate degree
- θ 73% are between 31 and 50 years old, prime earning years
- θ 55% of attendees have household incomes above \$76,000

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SPONSORSHIP LEVELS & BENEFITS

Presenting/ Title Sponsor: \$20,000

- ♣ Opportunity to speak at the Opening & Closing Ceremonies
- ♣ Verbal acknowledgement by announcer as “Title Sponsor” before every film screening.
- ♣ Name and Logo on festival’s promotional video played throughout the festival
- ♣ Banner display rights on stage and in the lobby throughout the festival
- ♣ Name and Logo prominently displayed on Red Carpet Backdrop
- ♣ Full page prominently placed ad in Film Festival Souvenir Program Booklet
- ♣ Staffed custom lobby display stand throughout the festival
- ♣ Logo on festival T-shirts, posters, flyers, banners and postcards , social media outlets
- ♣ Prominent banner ad on the Film Festival Website with click through to your site
- ♣ 24 VIP Access Passes to all films and festival events
- ♣ 8 official festival T-shirts
- ♣ Official Film Festival sponsorship plaque

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SPONSORSHIP LEVELS & BENEFITS

Producing Sponsor: \$15,000

- ♣ Opportunity to speak at the Opening or Closing Ceremony
- ♣ Verbal acknowledgement by announcer as “Producing Sponsor” before every film screening.
- ♣ Name and Logo on festival’s promotion video played throughout the festival
- ♣ Banner display rights on stage and in the lobby throughout the festival
- ♣ Name and Logo prominently displayed on Red Carpet Backdrop
- ♣ Full page prominently placed ad in Film Festival Souvenir Program Booklet
- ♣ Logo on festival T-shirts, posters, flyers, banners and postcards, social media outlets
- ♣ Prominent banner ad on the Film Festival Website with click through to your site
- ♣ 18 VIP Access Passes to all films and festival events
- ♣ 12 official festival T-shirts
- ♣ Official Film Festival sponsorship plaque

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SPONSORSHIP LEVELS & BENEFITS

PRESENTING SPONSOR: \$10,000

- ♣ Opportunity to speak at the Opening or Closing Ceremony
- ♣ Verbal acknowledgement by announcer as “Presenting Sponsor” before every film screening.
- ♣ Name and Logo on festival’s promotion video played throughout the festival
- ♣ Name and Logo prominently displayed on Red Carpet Backdrop
- ♣ Full page ad in Film Festival Souvenir Program Booklet
- ♣ Logo on festival T-shirts, posters, flyers, banners and postcards
- ♣ Logo on the Film Festival Website with click through to your site
- ♣ 12 VIP Access Passes to all films and festival events
- ♣ 8 official festival T-shirts
- ♣ Official Film Festival sponsorship plaque
- ♣ Social media post on all platforms

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SPONSORSHIP LEVELS & BENEFITS

PROMOTING SPONSOR \$5,000

- ♣ Name and Logo on festival's promotion video played throughout the festival
- ♣ Logo on Red Carpet Backdrop
- ♣ Half page ad in Film Festival Souvenir Program Booklet
- ♣ Logo on festival posters, flyers, banners and postcards, social media outlets
- ♣ Logo on the Film Festival Website with click through to your site
- ♣ 8 VIP Access Passes to all films and festival events
- ♣ 4 official festival T-shirts
- ♣ Official Film Festival sponsorship certificate

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SPONSORSHIP LEVELS & BENEFITS

Directing Sponsor: \$2,500

- ♣ Half page ad in Film Festival Souvenir Program Booklet
- ♣ Logo on festival T-shirts, posters, flyers, banners and postcards, social media outlets
- ♣ Logo on the Film Festival Website with click through to your site
- ♣ 4 VIP Access Passes to all films and festival events
- ♣ 2 official festival T-shirts
- ♣ Official Film Festival sponsorship certificate

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Sponsorship Agreement - Yes, count us in!

Company Representative:.....

Company Name:.....

Address:

Phone: Fax:

Email:

Please indicate sponsorship level:.....

Please level:.....

Please indicate sponsorship level amount:.....

Enclosed is my check for \$

Please charge my Visa, MasterCard or American Express the amount of \$

Account Number..... Exp. Date..... /.....Code

Name on Card.....

Credit Card Billing Address if different from above:

Signature.....Date.....

I hereby warrant that I have full authority to sign and bind the sponsor or advertiser listed above and grant authority to use company's logo.



FESTIVAL DIRECTOR

Kanitha Powell

Queer Hippo Int'l LGBT Film Festival

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202-302-6803

**As Always
We Appreciate and Thank You
for Your Support!**

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