Celebrate 25 years of Three Dollar Bill Cinema

Three Dollar Bill Cinema strengthens, connects, and reflects diverse communities through queer film and media. We provide access to films by, for, and about LGBTQ2+ people and their families along with a forum for LGBTQ2+ filmmakers to share and discuss their work with audiences. We curate themed screenings throughout the year and produce programs in partnership with other arts, cultural, and service delivery organizations in the Greater Seattle area.

On Screen

The Seattle Queer Film Festival, founded in 1996 as the Seattle Lesbian & Gay Film Festival, is the largest LGBTQ2+ film festival in the Pacific Northwest and is recognized globally as a leader in queer film exhibition.

Translations Seattle Transgender Film Festival, now in its 15th year, is one of the largest transgender-focused film festivals in the world and emphasizes visibility and positive representations of transgender individuals.

Three Dollar Bill Outdoor Cinema brings thousands of people to Cal Anderson Park on Capitol Hill in Seattle for an evening featuring films that have made an impact in LGBTQ2+ culture.

Filmmaker Development & Support

Reel Queer Youth is Three Dollar Bill Cinema’s video production and media literacy training program for LGBTQ2+ youth and allies ages 13-20. Students use professional cameras and editing equipment to learn the fundamentals of filmmaking in a safe, open, and fun environment with a team of professional filmmakers and mentors.

Fiscal Sponsorship supports LGBTQ2+ film projects in Seattle and beyond by providing temporary 501(c)3 nonprofit status through Three Dollar Bill Cinema in order to apply for grants and solicit donations.
Our Community, In Focus

AUDIENCE DEMOGRAPHICS & STATISTICS

Three Dollar Bill Cinema audience members belong to a diverse community of gender identities, sexual orientations, ages, races, and incomes that are representative of the Seattle market. With the LGBTQ2+ community rivaling the buying power of all other U.S. minorities, your business will have exposure to some of Seattle's LGBTQ2+ movers and shakers.

In a recent study, it was found that 78% of LGBTQ2+ adults and their friends, family, and relatives would switch to brands that are known to be LGBTQ2+ friendly.* Additionally, 71% of LGBTQ2+ adults said they would remain loyal to a brand that they believe to be very friendly to the LGBTQ2+ community, even when less friendly companies may offer lower prices or greater convenience.**

*http://jenngrace.com/lgbt-buying-power-estimated-830-billion/
**Community Marketing Inc., 7/12
Sponsorship Opportunities

Three Dollar Bill Cinema produces premier LGBTQ2+ film events in the Pacific Northwest. We showcase regional, US, and World Premieres, and host numerous branded events that offer direct audience and community engagement with Seattle's LGBTQ2+ community. Sponsorship packages, both cash and in-kind, can be custom-tailored to meet your objectives and goals for exposure.

**EXCEPTIONAL EXPOSURE**

Our events and Festivals bring your brand face-to-face with brand-loyal, highly discerning, LGBTQ2+ consumers. Three Dollar Bill Cinema's integrated marketing delivers high-profile brand positioning through multiple channels: on-site, on-screen, social media, and print advertising.

**ON-SITE DIRECT MARKETING**

- Exclusive sponsor recognition and placement at select events
- On-screen logo and video presentation opportunities prior to screenings
- Integrated promotional opportunities at sponsored screenings and events
- Event signage and brand placement at a festival and event venues

**INTEGRATED MARKETING PLATFORMS**

- Festival Program Guide Advertising
- Website, social media, and eNews blasts (10K+)
- Street promotion throughout Seattle
- Event online and print advertising
- Press campaign
## General Sponsorship Benefits

### SPECIAL BENEFITS
- Festival Audience Awards Branding
- Industry Exclusivity
- 30-Second Promotional Trailer
- Opportunity for brand inclusion in VIP Gift Bags
- Branded special events/programs
- Branded Films in Festival Line-Up
- Branded Festival Lanyards
- Brand Inclusion on Volunteer T-Shirts
- Brand inclusion on Festival bus advertisements
- Brand inclusion on Festival Staff Picks

### ADVERTISING BENEFITS
- Festival Program Ad
- Co-Branded Step & Repeat at Branded Screenings
- Logo Placement on Festival Poster
- Logo Placement on Festival Trailer
- Brand inclusion in Official Festival Program Guide
- Custom Slide on Festival Slideshow
- Custom Mention on Three Dollar Bill Cinema Social Media
- Custom Mention in Three Dollar Bill Cinema E-news
- Logo and link on Three Dollar Bill Cinema Website
- Brand inclusion on Select Special Event and Party invitations
- Logo Inclusion on Group Slide in Festival Pre-Screening Slideshow

### ACTIVATION BENEFITS
- Sponsor a Festival Event or Film Series
- On-Site Branded Activation Space
- Coupon/Bounce Back Offer Distribution to Festival Audiences and Guests
- Exit Sampling at Festival Screening Venues
- Literature Distribution at Festival Venues
- Line Engagement with Festival Audiences

### EVENT ACCESS BENEFITS
- Admit-Two Sponsor Passes
- Admit-One Sponsor Passes
- Tickets to Opening Night Film & Gala
- Tickets to Documentary Centerpiece Film & Gala
- Tickets to Narrative Centerpiece Film & Gala
- Tickets to Closing Night Film & Gala
- $2.00 off Festival Tickets for Employees/Groups
- Admit-One Ticket Vouchers
- Invitations to Select Festival Events
Collaborate with our team to create a custom sponsorship package that meets all of your corporate and community goals and objectives.

KATHLEEN MULLEN
Interim Executive Director / Festival Director
Seattle Queer Film Festival
206.383.4034
kathleen@threedollarbillcinema.org