2020 STRATEGIC PARTNERSHIPS
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 LGBTQ+ people and their families along with a forum for LGBTQ+ 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 LGBTQ+ 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 LGBTQ+ culture.

Filmmaker Development & Support

Reel Queer Youth is Three Dollar Bill Cinema’s video production and media literacy training program for LGBTQ+ 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 LGBTQ+ 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 LGBTQ+ community rivaling the buying power of all other U.S. minorities, your business will have exposure to some of Seattle's LGBTQ+ movers and shakers.

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

The LGBTQ+ community contributes over $1.7 Trillion to the US Economy

LGBTQ+ Household Wealth (LGBTQ-Wealth) estimated at $6+ trillion in the US alone

Estimated LGBTQ+ per annum spending power is approximately $977 million

Average LGBTQ+ household income is $85,400 ($46,323 national average)

Gay Men: $62,000 single, $130,000 couple, 40% households over $100,000

Lesbian: $52,000 single, $96,000 couple, 36% households over $100,000

LGBTQ+ homes are 3.4 times more likely to have household incomes over $250,000

LGBTQ+ men and women spend 35% more time online than their heterosexual counterparts (Nielsen 2015)

LGBTQ+ households make 10% more shopping trips than the average US household (Nielsen 2015)

Education: 93% have attended college, 71% hold bachelor degrees, 46% hold post-graduate degrees

Sponsorship Opportunities

Three Dollar Bill Cinema produces premier LGBTQ+ 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 LGBTQ+ 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, LGBTQ+ consumers. Three Dollar Bill Cinema's integrated marketing delivers high-profile brand positioning through multiple channels: via virtual online cinema, social media, and email.

**DIRECT MARKETING**

- Exclusive sponsor recognition and placement at select events
- On-screen logo and video presentation opportunities prior to online cinema screenings
- Integrated promotional opportunities at online cinema screenings
- Brand placement at our online cinema film festival

**INTEGRATED MARKETING PLATFORMS**

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

**SPECIAL BENEFITS**
- Festival Audience Awards Branding
- Industry Exclusivity
- 30-Second Promotional Trailer
- Branded special events/programs online
- Branded Films in Festival Line-Up
- Brand inclusion on Festival Staff Picks
- Brand inclusion in pre festival and post festival email blasts

**ADVERTISING BENEFITS**
- Festival Program Ad - online
- Co-Branded Step & Repeat at Branded Screenings
- Logo Placement on virtual Festival Poster
- Logo Placement on Festival Trailer
- Brand inclusion in Official Festival Program Guide
- Custom Slide on Festival Slideshow shown online
- 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 before each online cinema screening

**ACTIVATION BENEFITS**
- Sponsor a Festival Online Event or Film Series
- Coupon/Bounce Back Offer Distribution to Festival via pre or post film festival email
- Audiences and Guests
- Online exit Sampling at Festival online cinema screening
- Online Distribution via cinema web site
- Line Engagement with Festival Audiences

**EVENT ACCESS BENEFITS**
- Admit-Two Sponsor Passes for film festival
- Admit-One Sponsor Passes to film festival
- Tickets to Opening Night Film
- Tickets to Documentary Centerpiece Film
- Tickets to Narrative Centerpiece Film
- Tickets to Closing Night Film
- $2.00 off Festival Tickets for Employees/Groups
- Admit-One Ticket Vouchers
- Invitations to Select Festival online cinema
Contact

Collaborate with our team to create a custom sponsorship package that meets all of your corporate and community goals and objectives.

**ERNIE LOU**
Development Manager
425.503.6114
ernie@threedollarbillcinema.org

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