2021 STRATEGIC PARTNERSHIPS
Celebrate 26 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. In 2020 we turned to virtual programming for the first time, therefore increasing our reach and audiences to more rural marginalized communities. Our festivals and programs utilize intentional representation and relationships to elevate LGBTQIA+ communities by engaging our audience with a variety of film genres, educational experiences, and community engagement.
On Screen: Virtual Engagement

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. Over the course of 11 days we showcase the newest talent in queer cinema. In 2020 the QTBIPOC Committee was formed, to curate and lead our Indigenous and QTBIPOC film showcases. We presented 44 programs this year: feature films, documentaries, shorts, panels, workshops, and livestreamed Q&As.

**Translations Seattle Transgender Film Festival**, provides the Pacific Northwest with a venue for films by, for, and about transgender people, encouraging visibility and positive representations of transgender issues. Launched in 2006, Translations is one of only a few transgender focused film festivals in the world. This four-day event showcases the newest trans talent in film, along with workshops, live watch parties, and more. In 2020, the 15th Annual Translation moved online for the first time due to COVID-19. With a reach between 3500-5000 people, via views of film content, Facebook Watch Parties, panels, and interactive Q&As we found a 30% increase in engagement from 2019!

Now Launching: **Monthly Programming**, bringing together thousands of viewers over the year. We strive to provide a place for the exploration of LGBTQIA+ identities and issues through cinema, as the community continues to evolve with time. As a part of our organization’s strategic plan we are invested in highlighting the intersections of identities and experiences within diverse queer communities.

**Virtual Programming Reach**: TDBC has a global reach when available to us - for Translations we had viewers in Canada, United Kingdom, New Zealand, Germany, Japan, Colombia, and Netherlands. All of our festival programs are available in WA, OR, ID, and AK. Monthly programming varies, but will either be available to the entire U.S. or the above states.
Filmmaker Development & Support

Reel Queer Youth video production and media literacy training program for LGBTQ+ youth and allies ages 13-20. Students learn to use professional cameras and editing equipment to engage with the fundamentals of filmmaking in a safe, welcoming, and fun environment lead by a team of professional filmmakers and mentors. In 2020 the three created films were showcased at SQFF: "The Kids Are Alright"!

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.

Festivals - Queer film festivals provide vital support to LGBTQIA+ filmmakers from around the world by expanding their reach, increasing visibility, and creating opportunity to dismantle the barriers to cinema accessibility.
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 annun 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! With our now virtual programming our exposure reaches into Idaho, Oregon, and Alaska allowing us to reach communities with limited access to queer representation and independent film! 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
- 15 - 30 Second Promotional Trailer
- Branded special events/programs online
- Branded Films in Festival Line-Up
- Brand inclusion in pre festival and post festival email blasts
- Year round branding on programs

**ADVERTISING BENEFITS**

- Festival Program Ad - online
- Logo Placement on 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

**EVENT ACCESS BENEFITS**

- Sponsor Passes for film festivals
- Tickets to Opening Night Film
- Tickets to Monthly Film Programs
- Tickets to Closing Night Film
- $2.00 off Festival Tickets for Employees/Groups
- Admit-One Ticket Vouchers
- Invitations to Select Festival online events
- Tickets to Monthly Programs
Virtual Events
MISSION: THREE DOLLAR BILL CINEMA FOSTERS DEEPER COMMUNITY ENGAGEMENT BY SHOWCASING QUEER FILM PROGRAMMING, EDUCATIONAL EXPERIENCES, AND SOCIAL DIALOGUE.

VISION: ELEVATING THE SPECTRUM OF QUEER STORIES TO HELP CREATE A JUST AND EQUITABLE WORLD.
### SQFF Virtual Impact Infographic

**Thank you!** SQFF25 IMPACT  
**OCTOBER 15-25, 2020**

- **Total Virtual Tickets Sold:** 2525  
- **Total Passes Sold:** 395  
- **Total Views of Films:** 12,458  
- **Total Q&A Views (Facebook/YouTube):** 4,836  
  
  *general virtual film access is assumed more than 1 person re: household viewing and link sharing*

#### Social Media Stats

**Facebook:**
- **TDBC**
  - Followers: 6,484
  - Post Reach: 15,691
  - Page Views: 693

**SQFF**
- Followers: 4,709
- Post Reach: 21,166
- Page Views: 521

**Instagram:**
- **TDBC**
  - Followers: 5,121
  - Impressions: 2,783

**SQFF**
- Followers: 459
- Impressions: 302

**Twitter:**
- **TDBC**
  - Impressions: 13k

**Website Interactions:**
- Visits: 8.4k
- Page Views: 47k

**Newsletter Mailing Success:**
- Pre Newsletter sent to: 12,897 folks, 18.6% open rate
- Post Newsletter sent to: 13,262 folks, 20.5% open rate
THREE DOLLAR BILL CINEMA
2020 YEAR IN REVIEW

SEATTLE Queer FILM FESTIVAL
132 films
26 virtual live events
12,458 film views

TRANS LATIONS SEA TransGENDER FILM FESTIVAL
36 films
6 virtual live events
5,030 film views

OTHER PROGRAMS

REEL QUEER YOUTH
6 students
3 films
1 screenplay

CINEMA QUEERANTINE
12 live episodes
PRIDE 2020
4 programs
1,824 online views
1500 views
Collaborate with our team to create a custom sponsorship package that meets all of your corporate and community goals and objectives. We are invested in working with you to highlight and elevate all parties involved, through intentional long term relationship development. COVID has not kept us down and instead has allowed us creative liberation in reaching our communities with queer cinema representation!

Contact

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