2022 STRATEGIC PARTNERSHIPS

three dollar bill cinema

TRANS|LATIONS SEATTLE TRANSGENDER FILM FESTIVAL

SEATTLE Queer FILM FESTIVAL
WHO IS THREE DOLLAR BILL CINEMA?

WHAT DO WE DO?
Three Dollar Bill Cinema is a non-profit organization who 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.
Organization Mission, Vision, & Values

**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.

**Values**
- Community Empowerment
- Equity, Diversity, and Inclusion
- Global Awareness
- Cinematic & Artistic Innovation
- Education & Learning
- Impactful Experience
- Radical Fun!
- Good Stewardship
What do we do?

Seattle Queer Film Festival has been an important part of the Seattle queer film community since 1996, and has remained the largest of its kind in the PNW. Since then the festival has expanded to intentionally showcase stories reflecting the vast spectrums and intersections of our queer communities. SQFF has evolved to be a hybrid festival, including in person screenings, dazzling parties, engaging community meetups, virtual and IRL conversations, panels with filmmakers, and inspiring educational workshops.
TRANSLations: Seattle Trans Film Festival showcases films by, for and about trans, non-binary, and gender non-confirming people. Launched in 2006, Translations is one of only nine trans-focused film festivals in the world, providing an innovative space for creation and connection for under-represented and marginalized identities. A vital community space, this hybrid festival unites audiences and filmmakers from around the globe. Through virtual and in-person screenings, parties, panels, workshops, and community meet-ups, Translations invests in relationships that build bridges and advocate for a more equitable future.
Queer-Story Monthly Series

A screening series increasing year round access to representation of the various intersections of our beautiful LGBTQIA+ communities on film. These events include one-off screenings of queer classics, curated themed programming, community meetups, and special advanced screenings.
Reel Queer Youth is TDBC’s most expansive educational program, serving queer youths 13-18 years old interested in the art of filmmaking. Featuring hands-on training, world class speakers, and lessons designed to spark creativity, Reel Queer Youth provides a safe space for young queer filmmakers to explore their passions with other like-minded creators, and receive valuable advice from positive and supportive film professionals. Through their participation, youths gain access to a host of sustained organizational support to help them grow and flourish as they come into their own as artists. With TDBC’s hybrid model, both in-person and virtual attendance options are available, increasing accessibility and allowing youths from across the country to learn and thrive together.
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.**

*http://jenntgrace.com/lgbt-buying-power-estimated-830-billion/
LGBTQ Buying Power Closer To One Trillion Dollars http://wnygaypages.com/lgbt-buying-power/

Our Community, In Focus: Queer Demographics & Statistics

- 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
Programming 2022 Preview

- Black Queer Story Month
- Les(bi)an Queer Story Month
- Indigenous Showcase
- Outdoor Cinema
- TRANSlations Film Festival May 2022
WHY SPONSOR TDBC?

WHAT ARE YOUR OPPORTUNITIES?
Why sponsor Three Dollar Bill Cinema?

**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
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
- Year round newsletter branding access

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
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.

**Accessibility Sponsor**

- 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

**Equipment Sponsor**

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

**TV App Sponsor**
WHAT IS YOUR IMPACT?

WHAT DIFFERENCE CAN YOU MAKE?
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 led by a team of professional filmmakers and mentors. In 2020 the three created films were showcased at SQFF: "The Kids Are Alright"!

Festivals - Queer and Trans 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 and representation.
## SEATTLE Queer FILM FESTIVAL 2021 IMPACT REPORT

### FESTIVAL ATTENDANCE

<table>
<thead>
<tr>
<th>VIRTUAL</th>
<th>IN PERSON</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Total Tickets Sold: 942</td>
<td>• Total Tickets Sold: 1378</td>
</tr>
<tr>
<td>• Total Passes Sold*: 209</td>
<td>• Total Passes Sold*: 50</td>
</tr>
<tr>
<td>• Total Virtual Views**: = 12,000</td>
<td></td>
</tr>
</tbody>
</table>

*all passes included virtual access
**general virtual film access is assumed more than 1 person

### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>INSTAGRAM</th>
<th>FACEBOOK</th>
<th>TWITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TDBC</td>
<td>TDBC</td>
<td></td>
</tr>
<tr>
<td>5519 Followers</td>
<td>6.5K Followers</td>
<td>2832 followers</td>
</tr>
<tr>
<td>3k Page Reach SQFF</td>
<td>Page Reach 7650 SQFF</td>
<td>17k Impressions</td>
</tr>
<tr>
<td>1332 Followers</td>
<td>4.9K Followers</td>
<td></td>
</tr>
<tr>
<td>3279 Page Reach</td>
<td>32K Page Reach</td>
<td></td>
</tr>
</tbody>
</table>

### NEWSLETTER / WEBSITE

<table>
<thead>
<tr>
<th>WEBSITE INTERACTIONS</th>
<th>PRE/POST - NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 16K Page Visits</td>
<td>• 26K sends</td>
</tr>
<tr>
<td>• 60K Page Views</td>
<td>• 22% open rate</td>
</tr>
</tbody>
</table>
STFF Impact Report

**Sales & Views (hybrid)**
- Total *Virtual Tickets Sold: 200*
- Total Passes Sold: 133
- Total Views of Films: 2,200
- Total Q&A Views (Facebook/YouTube): 898

*Virtual film access is generally assumed to include more than one person viewing

**Social Media**
- **Instagram:**
  - TDBC: Followers 5.8k, Impressions 19k
  - Translations: Followers 1.1k, Impressions 3.2k
- **Facebook:**
  - TDBC: Followers: 6.5k, People Reached: 12.8k, Post Reach: 2.5k
  - Translations: Followers: 1.3k, People Reached: 8.8k, Post Reach: 679
- **Twitter:**
  - TDBC: Followers: 2,851, Impressions 11.9k

**Web & Newsletter**
- **Website Interactions:**
  - Visits 6.1k
  - Page Views 15k
- **Newsletter Mailing Success:**
  - Avg. 12.8k sends, 32% open rate
  - Ticket Holders Newsletter: 236 sends, 42% open rate

**STFF Impact Report**

**Thank you!**

**TRANSLATIONS IMPACT**

**MAY 5-8, 2022**
ANNUAL SPONSOR LEVELS

**MAJOR**
$7500 + In kind
- Hybrid Representation
- 1/2 page full color ad in Virtual SQFF and Translations Program
- Slide Ad for Translations, Outdoor Cinema, and SQFF
- Recognition on website, monthly e-newsletter, and printed materials
- A number of social media blasts (Facebook and Instagram) throughout the year
- Logo inclusion on festival posters
- Tickets and Passes

**PREMIER**
$15k + In kind
- Logo inclusion in pre-festival / post-festival newsletter
- Industry Exclusivity at Level
- Logo recognition on website, monthly e-newsletter, and festival posters
- Social media blasts (Facebook and Instagram)
- Slide ad for Festivals and Monthly Programming
- 15-30 sec ad ahead virtual program and opening/closing for SQFF and TRANSlations
- 2 custom branded films @ STFF/SQFF
- Full page color ad in Festival Program Guide (virtual/print)
- Press Release mentions for Festivals
- Logo inclusion in festival trailers
- Tickets & Passes

**MARQUEE**
$25k + In kind
- 15-30 sec ad ahead of all films for SQFF, TRANSlations, and monthly programs (hybrid)
- Pre & Post festival newsletter ad inclusion
- Industry Exclusivity at Level
- VIP experience at all events
- Presenting Sponsor at SQFF and TRANSlations
- Verbal recognition at TDBC Events
- Recognition on website, monthly e-newsletter, and printed materials
- Social media blasts (Facebook and Instagram)
- Slide Ad for Festivals, SQFF, & Monthly Programming
- Full page color ad in Festival Program Guide
- Opening/Closing Night Gala Sponsorship for SQFF
- Press Release mentions for Festivals
- Logo inclusion in festival trailers
- Tickets, membership, & passes
SEATTLE QUEER FILM FESTIVAL SPONSOR LEVELS

**FRIEND**
$750 (+In kind)
- Logo in pre-film slideshow
- Tickets & Passes
- Text listing on festival website

**PARTNER**
$1500 (+In kind)
- Custom branded film
- Logo in pre-film slideshow
- Tickets & Passes
- Social Media Representation

**SUPPORTING**
$2500 (+In kind)
- Custom branded film
- Slide ad in pre-film slideshow
- Logo in pre-film slideshow
- Tickets & Passes
- Logo on festival website
- Ad on website
- Social Media Representation

**GRAND**
$5000 (+In kind)
- Custom branded film
- 1/2 page ad in Festival Program Guide
- Verbal recognition throughout festival
- Slide ad in pre-film slideshow
- Tickets & Passes
- Logo on website
- Ad on website
- Press Release Mention
- Logo on Festival Poster
- Social Media Representation

**PRESENTING**
$10000 (+In kind)
- Virtual film intro / slide ad ahead of films
- Custom branded live programs & films
- Full page color ad in Festival Program Guide
- Verbal recognition throughout festival
- Tickets & Passes
- Logo on website
- Logo on Fest Poster
- Ad on website
- Logo Inclusion in Trailer
- Press Release Mention
- Social Media Representation
## Translations Film Festival Sponsor Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friend</strong></td>
<td>$500 + In kind&lt;br&gt;• Logo in pre-film slideshow&lt;br&gt;• Tickets &amp; Passes&lt;br&gt;• Text listing on festival website</td>
</tr>
<tr>
<td><strong>Partner</strong></td>
<td>$750 + In kind&lt;br&gt;• Logo in pre-film slideshow&lt;br&gt;• Tickets &amp; Passes&lt;br&gt;• Logo/brand inclusion on festival website</td>
</tr>
<tr>
<td><strong>Supporting</strong></td>
<td>$1250 + In kind&lt;br&gt;• 1/2 page color ad in our Festival Program Guide&lt;br&gt;• Custom branded film&lt;br&gt;• Logo in pre-film slideshow&lt;br&gt;• Tickets &amp; Passes&lt;br&gt;• Logo on festival website&lt;br&gt;• Ad on website&lt;br&gt;• Slide Advertisement</td>
</tr>
<tr>
<td><strong>Grand</strong></td>
<td>$2250 + In kind&lt;br&gt;• Listed as Grand Sponsor&lt;br&gt;• Custom branded film&lt;br&gt;• 1/2 page ad in Festival Program Guide&lt;br&gt;• Social Media Representation&lt;br&gt;• Verbal recognition throughout festival&lt;br&gt;• Press Release Mention&lt;br&gt;• Logo on Festival Poster&lt;br&gt;• Slide ad in pre-film slideshow&lt;br&gt;• Tickets &amp; Passes&lt;br&gt;• Logo on website&lt;br&gt;• Ad on website</td>
</tr>
<tr>
<td><strong>Presenting</strong></td>
<td>$5000 + In kind&lt;br&gt;• Listed as Presenting Sponsor&lt;br&gt;• Virtual film intro / slide ad ahead of films&lt;br&gt;• Custom branded live programs &amp; films&lt;br&gt;• Full page color ad in Festival Program Guide&lt;br&gt;• Verbal recognition throughout festival&lt;br&gt;• Press Release Mention&lt;br&gt;• Logo on Festival Poster&lt;br&gt;• Tickets &amp; Passes&lt;br&gt;• Logo on website&lt;br&gt;• Ad on website</td>
</tr>
</tbody>
</table>
LET'S WORK TOGETHER!

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!