



2018 Sponsorship Opportunities

NewFest™

New York's LGBT Film & Media Arts Organization

Shining a Light on the LGBTQ Experience One Story at a Time.



NewFest gives voice and visibility to the full spectrum of the LGBTQ experience by championing films, supporting storytellers, and engaging audiences in order to inspire dialogue, shift cultural bias, and empower our diverse community.

NewFest began in 1988 as a response to the AIDS crisis, when images of the queer community were hard to find and often imbued with shame. Over 30 years and through an evolving cultural landscape, we have grown into the largest convener of LGBTQ audiences in New York City. Acceptance has come a long way since 1988, but we still have a long way to go.

Help insure LGBTQ stories get told. As a not-for-profit 501(c)3, NewFest relies on sponsors whose contributions allow us to program events for all populations across New York City. From producing after-school programs for high school students to creating conversations that promote understanding between communities, NewFest educates, entertains and empowers audiences.

Join us today and show your support for the power of LGBTQ storytelling.





High School screening of *Love, Simon*



ABC's *The Real O'Neals* preview



Tituss Burgess and Debra Messing

OVERVIEW OF OUR PROGRAMS

NewFest's Film Festival, screening events, and educational and empowerment programs offer sponsors a variety of opportunities for reaching and supporting the LGBT community:

New York's LGBT Film Festival

Our signature annual event, NewFest is one of the largest and most prestigious LGBTQ festivals in the world. Featuring over 140 films, panels and parties each fall, this year's festival returns for its 30th anniversary from October 24th - 30th, offering sponsors numerous ways to reach over 12,000 attendees.

NewFest at The Center Presents

This multifaceted monthly series at The LGBT Community Center reflects the diversity of queer culture today, engaging audiences with special screenings, talkbacks and receptions.

OutCinema Pride Event

In partnership with NYC Pride and the SVA Theatre, this annual event kicks off the first three days of Pride Week in June with celebratory screenings, Q&As, and parties.

Coming Out Again

This monthly retrospective series at the Quad showcases LGBTQ culture and history through rediscovered landmark films and filmmaker conversations.

Pre-Release Screenings

NewFest presents free screenings of films prior to their release to the general public. Past films included Oscar winners *Call Me By Your Name*, *Moonlight*, *A Fantastic Woman*, and *The Shape of Water*.

Educational Programs

From an after-school program in partnership with the Department of Education, to a filmmaker workshop, NewFest engages youth through the lens of LGBTQ film.

Empowerment Programs

NewFest encourages emerging voices through a filmmaker grant program, and empowers marginalized community members through a free ticketing program.



Q&A with Madonna's dancers from *Strike a Pose* at OutCinema



NEW YORK'S LGBT FILM FESTIVAL

Our annual celebration of the year's best LGBTQ film and media has grown to become a vital part of New York City's cultural landscape, and one of the world's premier gatherings of LGBTQ filmmakers and artists.

- 140+ films, shorts, documentaries and digital series from the U.S. and more than 30 other countries
- Post-film talkbacks, Filmmaker Lounge events and insider parties
- 2018 will be our biggest festival yet, with an anticipated audience of over 12,000
- Festival attendees include filmmakers, celebrities, media influencers, and film lovers from around the world

The 30th Annual New York LGBT Film Festival will take place October 24 - 30, 2018.

SPONSORSHIP OPPORTUNITIES

See Page 7 for Levels & Benefits

- Customized to your brand's LGBT goals
- Various on-site activation options
- Event ownership opportunities
- Category exclusivity available



Russell Tovey celebrates the U.S. premiere of *The Pass* at NewFest 2016 Opening Night



2017 FESTIVAL REACH

- Attendance:** 12,500+
- Website traffic:** 74,000+
- Email blasts:** 50,000+
- Program distribution:** 10,000
- Social media:** 210,000+ impressions
- Outdoor media:** 50 million impressions



CITYWIDE EXPOSURE

NewFest employs bold marketing campaigns and uses social media, PR, video and targeted advertising to promote our events. In 2017, we heavily marketed the festival through an additional outdoor campaign created by Ogilvy, which highlighted our brand and LGBTQ representation throughout the city.

Leading up to the festival, NewFest created impressions via digital billboards in Times Square, print, social posts, digital taxi tops, and elevator screens across the city. NewFest ads also appeared on bus shelters and metrolights within high-traffic areas in Chelsea, Hell's Kitchen and Upper Manhattan, as well as outside and inside the Cinépolis and SVA Theaters.



2017 OUTDOOR CAMPAIGN:
Reach: 50MM
Run: 3 weeks
Est. Value: \$300K+

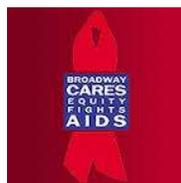
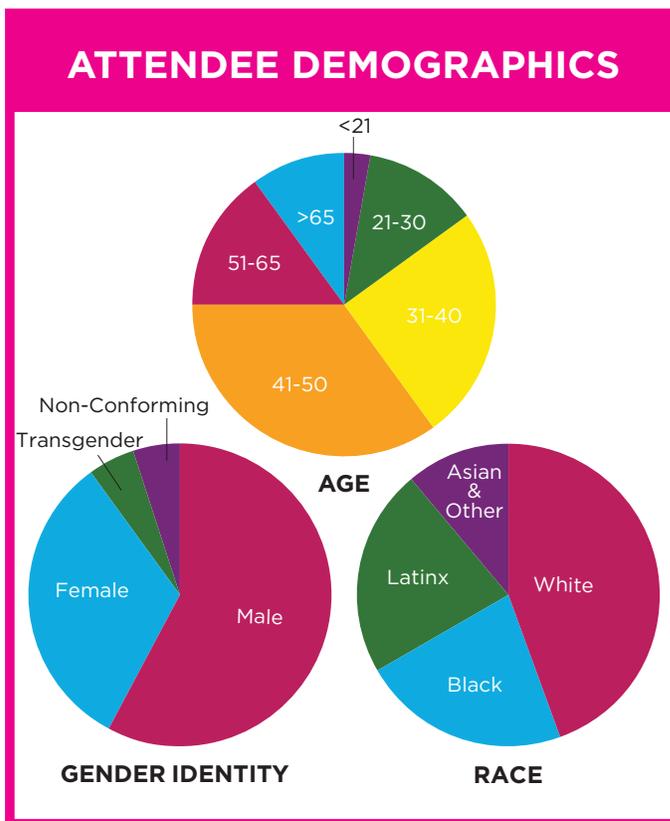
COMMUNITY-WIDE REACH

NewFest is the largest convener of New York's LGBTQ community thanks to the diversity of our programming, the strength of our citywide partnerships, and the size and loyalty of our audiences.

Our reach throughout the community and across the city gives sponsors the opportunity to target brand messaging thematically, geographically or to New York's LGBTQ community as a whole.

Our constituency represents a powerful, market-savvy consumer base. NYC's LGBTQ community is estimated at 569,000 with a buying power of \$57 million a year.

NewFest is proud to expand our partnerships with service and support organizations across all demographics — as well as cultural institutions throughout the city — to widen our reach and offer non-LGBT communities greater access to our programming.



FESTIVAL SPONSORSHIP LEVELS & BENEFITS

SPONSORSHIP LEVELS	SUPPORTING \$5,000	OFFICIAL \$10,000	MAJOR \$15,000	PREMIER \$25,000	SIGNATURE \$50,000	PRESENTING \$100,000
IN-THEATER BRANDING						
Verbal acknowledgement from stage	Opening & Closing Nights	O/C and Select	O/C and Select	O/C and Select	All	All
Pre-screening slide	Logo	Logo	Logo	1/2 - Full Slide	Full Slide	Full Slide
Official festival trailer		Logo	Logo	Logo	Logo as Signature	Logo as Presenting
Pre-screening commercial				:15 at Select screenings	:30 at Select screenings	:30 at Select screenings
ON-SITE PROMOTION						
Program guide ad (Q: 5,000)	Logo	Half-page	Half-page	Full page	Inside cover	Back cover
Inclusion in raffle and VIP gift bags	✓	✓	✓	✓	✓	✓
Press release acknowledgment	Listing	Listing	Listing	Featured	Featured	All
On-site brand activation (booth, collateral, etc.)		One day	Throughout	Throughout; Opportunity for Featured / Branded	Throughout; Featured / Branded	Throughout; Featured / Branded
Logo on official festival poster					✓	✓
Potential to co-brand Filmmaker Lounge					✓	✓
Logo inclusion on Filmmaker Lounge step & repeat					✓	✓
Logo on all indoor/outdoor advertising						✓
Logo placement on all festival step and repeats						✓
HOSTING / PARTNERING						
Opportunity to host a screening and branded reception or party			✓	✓	✓	✓
Opportunity to present an entire day or category of films				✓	✓	✓
Opportunity to screen content or create a panel				\$10K add-on	✓	✓
HOSPITALITY / TICKETS						
Tickets / all-access passes	2 tickets Opening & Closing	2 All-access passes	2 All-access passes	4 All-access passes	6 All-access passes	6 All-access passes
Filmmaker Lounge access		✓	✓	✓	✓	✓
SOCIAL MEDIA, E-BLASTS AND WEBSITE						
Logo and link on website for one year	✓	✓	✓	Featured	Featured	Featured
Brand mention in e-blasts	1X	2X	3X	3X	All	All
Social media mentions	One month	One month	One month	One month	Two months	Two months

NewFest can curate customized sponsorship programs and installations that elevate your brand and champion LGBTQ artists and storytellers. Contact radhikarajkumar@newfest.org for details.