NewFest™
New York’s LGBTQ Film & Media Organization

2020 Sponsorship Opportunities
NewFest has been elevating LGBTQ stories for over 30 years. We celebrate the full spectrum of the LGBTQ experience through film and media, helping LGBTQ audiences and allies see themselves onscreen and strengthening connections within the community. By giving queer filmmakers and their stories a platform for visibility, we create spaces for dialogue, education, unity and empowerment.

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. Through our year-round screenings, events, and programs, NewFest has grown to become New York's leading presenter of LGBTQ content, as well as the city's largest convener of LGBTQ audiences, reaching more than 20,000 annually.

Your support is invaluable. As a 501(c)(3) non-profit, NewFest relies on sponsors whose contributions allow us to fulfill our mission of visibility.
OUR PROGRAMS

NewFest's annual festival, monthly screening events and educational programs offer sponsors a variety of opportunities to reach and support the LGBTQ community:

NewFest: New York's LGBTQ Film Festival
Our signature annual event, NewFest is one of the largest, most prestigious LGBTQ festivals in the world, with more than 160 films, panels and parties each fall. The 2020 festival will run October 21 - 27 and provides sponsors numerous ways to participate. (p. 3-7)

NewFest Pride
Presented in partnership with SVA Theatre, this multi-day event commemorates Pride by bringing together queer audiences to celebrate our community with film premieres, Q&As, and afterparties for 500 guests. (p. 8-9)

NewFest at The Center Presents
Addressing a new intersectional topic each month, this discursive series at the LGBT Community Center invites audiences to engage with and respond to social issues through documentaries and narratives. Each screening is followed by a talk-back and reception with filmmakers. (p. 10)

Coming Out Again
Revisiting LGBTQ history through iconic films and panels, this bold retrospective series is held at the Quad Cinema. (p. 11)

Summer Outdoor Series
In partnership with Rooftop Films, this multi-borough series features films and talk-backs at outdoor venues throughout the city. (p. 11)

Pre-Release Screenings
NewFest presents premieres and taste-maker events to audiences via exclusive partnerships with media and marketing companies. (pg. 12)

Corporate Membership
Give your LGBTQ employees the opportunity to enjoy NewFest programming, involve themselves in the community, and connect with each other. (p. 13)

Educational & Empowerment Programs
From grant programs to mentorships and youth outreach, NewFest supports young voices and empowers marginalized members of our community. (p. 14-15)
New York's LGBTQ Film Festival

The 32nd Annual New York LGBTQ Film Festival
October 21 - 27, 2020

Our annual celebration of the year’s most outstanding LGBTQ film and media is the leading LGBTQ film event in New York City. It has grown to become a vital part of the city’s cultural landscape, and one of the world’s premier gatherings of LGBTQ filmmakers, artists and celebrities.

The Best in LGBTQ Film
The Festival features seven days of more than 160 films, shorts, documentaries and digital series from over 30 countries, showcasing stories from the entire LGBTQ spectrum. Programming covers everything from Hollywood’s most exciting new films to up-and-coming local talent.

Filmmaker Support
Industry mixers, filmmaker networking, and happy hours make the Festival a key career opportunity for LGBTQ storytellers. Creators are invited to attend the Filmmaker Welcome Party, Filmmaker Brunch and other events throughout the week.

Panels & Parties
To further enrich the community, the Festival also features post-film talkbacks, performances and panel discussions, as well as after-parties for Opening & Closing Nights, My Girl Friday, and several other parties throughout the week.
SPONSORSHIP OPPORTUNITIES

- Customized to your brand’s LGBTQ goals
- On-site activation options
- Event ownership opportunities
- Category exclusivity available

2019 FESTIVAL

- Attendance: 14,000+
- Website traffic: 85,000+
- Email reach: 72,000+
- Program distribution: 11,000
- Social media: 2 million+ impressions
- Outdoor media: 60 million impressions
CITYWIDE EXPOSURE

To attract greater awareness and attendance, NewFest uses bold marketing campaigns that cover social media, PR, video and targeted advertising to promote our events. For the past several years, NewFest has heavily marketed the festival through an additional outdoor campaign created by Ogilvy, which highlighted our brand and LGBTQ representation throughout the city. Placements have run on taxi TVs, NYC ferrys, bus shelters, Link NYC stands, and phone kiosks throughout key neighborhoods around the city.

In 2019, for a fourth year, a dynamic digital ad placement for the festival ran in Times Square on the Clear Channel Spectacolor screens from October 7th to November 3rd, five times per hour, gaining over 6 million total impressions.

2019 CAMPAIGN
TOTAL REACH:
60+ MILLION
RUN:
1 MONTH
ESTIMATED VALUE:
$300K+
PRESS

NewFest receives impressive local and national press attention in both the LGBTQ and mainstream media, thanks to the quality of our film lineup, the stature of our honoree and celebrity guests, and the growth of the festival within New York’s cultural landscape.

Entertainment

At NewFest, an LGBTQ film festival becomes a form of resistance

DEADLINE

NewFest: LGBTQ Film Festival Unveils Lineup Including Docu ‘All We’ve Got’, ‘Drag Kids’ and ‘The True Adventures Of Wolfboy’

NEWS

NYC’s LGBTQ film festival spotlights Brazil amid its far-right censorship

LGBTQ Film Festival Stays True to its NYC Roots

NEW YORK TIMES

5 Film Series to Catch in N.Y.C. This Weekend

ADDITIONAL COVERAGE:
The Wall Street Journal
HuffPo
CBS New York
LOGO: NewNowNext
Us Weekly
The New York Post
The Advocate
Film Comment
Entertainment Tonight
LGBT Weekly
Towleroad
Queerty
Backstage
Next Magazine
# Festival Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>SUPPORTING $5,000</th>
<th>OFFICIAL $10,000</th>
<th>MAJOR $15,000</th>
<th>PREMIER $25,000</th>
<th>SIGNATURE $50,000</th>
<th>PRESENTING $100,000</th>
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<tbody>
<tr>
<td><strong>ACTIVATION &amp; ENGAGEMENT</strong></td>
<td></td>
<td></td>
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<tr>
<td>Inclusion in raffle and VIP gift bags</td>
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<td>On-site brand activation (booth, collateral, etc.)</td>
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<td>Throughout</td>
<td>Throughout; Featured</td>
<td>Throughout; Featured</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Opportunity to co-host an official Festival party</td>
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<td>Program guide</td>
<td>Logo</td>
<td>Logo</td>
<td>Half page</td>
<td>Full page</td>
<td>Inside cover</td>
<td>Back cover</td>
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<td>Logo</td>
<td>Half Slide</td>
<td>Full Slide</td>
<td>Full Slide</td>
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<tr>
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<td>Logo</td>
<td>Logo as Signature</td>
<td>Logo as Presenting</td>
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<td>All</td>
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## ADD-ONS
- Program Ad
- Pre-Screening Slide
- Dedicated E-blast

Sponsorships are customizable. To inquire about add-on rates, contact Radhika Rajkumar, Development Manager, at radhikarajkumar@newfest.org.
Presented in partnership with SVA Theatre, this multi-day event commemorates Pride Month by bringing together queer audiences to celebrate our community.

Featuring film premieres, Q&As, and afterparties for 500 guests each night, NewFest Pride will kick off in June 2020 - be a founding partner of this new annual event!

**SPONSOR BENEFITS**

- Pre-screening trailer
- Access to 500 nightly tastemaker attendees
- Press-worthy reception opportunity
- E-blasts (list size: 25K+), social media (20K+ reach), website branding, and exposure to community partners
- On-stage brand announcements
# NewFest Pride Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>SUPPORTING $2,500</th>
<th>OFFICIAL $5,000</th>
<th>MAJOR $7,500</th>
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<td>Logo</td>
<td>Half Slide</td>
<td>Full Slide</td>
<td>Full Slide</td>
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<td>1x</td>
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<td>2x</td>
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<td>Press release inclusion</td>
<td>Listing</td>
<td>Listing</td>
<td>Listing</td>
<td>Featured</td>
<td>Featured</td>
<td>All</td>
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<td>NewFest Pride Trailer</td>
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<td>Logo</td>
<td>Logo as Signature</td>
<td>Logo as Presenting</td>
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<tr>
<td>Pre-screening commercial</td>
<td>:15 at one screening</td>
<td>:30 at one screening</td>
<td>:30 at all screenings</td>
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<td>Logo on step &amp; repeat</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>Logo on all indoor/outdoor advertising</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>All nights</td>
<td>All nights</td>
<td>All nights</td>
<td>All nights</td>
</tr>
<tr>
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<td>One night</td>
<td>Throughout</td>
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<td>One night</td>
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<td>✓</td>
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<td><strong>HOSPITALITY</strong></td>
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<tr>
<td>Tickets</td>
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<td>4 tickets</td>
<td>8 tickets</td>
<td>8 tickets</td>
<td>12 tickets</td>
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</table>

NewFest can curate customized sponsorship programs and installations that elevate your brand and champion LGBTQ artists and storytellers. Contact radhikarajkumar@newfest.org for details.
This engaging monthly series, presented in partnership with the landmark LGBT Community Center, features topical documentaries and narrative films that reflect compelling issues facing the diverse LGBTQ community.

- Films address intersectional themes relating to family, immigration, race, social justice, art, drag, transgender and differently abled experiences, and more
- Past films include pre-release screenings of VITA & VIRGINIA, ALEX STRANGELOVE and BEACH RATS
- Talkbacks feature filmmakers and luminaries like Michelangelo Signorile, R. Kurt Osenlund, David France, Nneka Onuorah, Matt Tyrnauer and Monifah

**SPONSORSHIP OPPORTUNITIES**

Sponsorship levels begin at $10,000

- 12 screenings per year
- 2,000+ tastemaker/community attendees
- Press-worthy reception opportunity
- E-blasts, social media, website branding
- On-stage brand announcements
- 10 comp tickets per screening
COMING OUT AGAIN

This monthly retrospective series honors LGBTQ history by showcasing influential works of queer cinema that continue to resonate with audiences from all generations. Featuring talkbacks with LGBTQ film experts, Coming Out Again takes place at Quad Cinema.

SUMMER OUTDOOR SCREENINGS

NewFest partners with Rooftop Films to host pre-release screenings of upcoming LGBTQ films in outdoor locations throughout the city, including city parks, Coney Island, the William Vale Hotel rooftop in Williamsburg and Greenwood Cemetery. Each event includes musical performance, film, Q&A with cast and a sponsored after-party.
PRE-RELEASE SCREENINGS

Film, TV and digital content providers come to NewFest to showcase high-profile films, series and other programs to New York City’s diverse LGBTQ communities. NewFest curates exciting preview events and audiences of NewFest members, press, filmmakers, tastemakers and influencers. Past films and series include *Rocketman*, *Moonlight*, *Call Me By Your Name*, *A Fantastic Woman*, *Vida*, *Twenties*, and more.
CORPORATE MEMBERSHIP

Show corporate support for your LGBTQ employees, the arts, and the diverse stories of our community.

Corporate membership offers employees and clients exclusive benefits and access to member-only screenings; opportunities to meet filmmakers, stars and film subjects; and networking events with LGBTQ community leaders and other corporate ERGs.

- **INVITATIONS TO PRE-RELEASE SCREENINGS OF TOP FILMS**
  Past screenings have included Oscar-winning films *Call Me By Your Name*, *Moonlight*, *A Fantastic Woman*, and *The Shape of Water*

- **BLOCKS OF TICKETS TO SCREENINGS, SERIES AND EVENTS**
  New York’s LGBTQ Film Festival, NewFest At The Center Presents, NewFest Pride, Coming Out Again, plus other exclusive events

- **MEMBER BENEFITS AT NEW YORK’S LGBTQ FILM FESTIVAL**
  Early access, priority seating, admission to the filmmaker lounge

- **TAX DEDUCTIBLE DONATION TO SUPPORT COMMUNITY PROGRAMS**

- **CORPORATE MEMBER RECOGNITION ON WEBSITE, E-BLASTS, SOCIAL MEDIA**

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**Annual Membership - $5,000**

**How it Works**

1. Your Company/ERG is assigned a Membership Code to redeem allotted tickets.
2. Members of your company/ERG will receive email announcements about year-round events.
3. Click the email link and enter your Membership Code to redeem tickets.

Invites may go to one central email or to all members of your ERG. When ticket allocations are used, additional may be purchased at member pricing. Email radhikarajkumar@newfest.org for help/questions anytime.

---

**Tickets**

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<table>
<thead>
<tr>
<th>Event Name</th>
<th>#Tickets/Event</th>
<th>#Events/Year</th>
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</thead>
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<tr>
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<td>Film Festival Closing Night + Party</td>
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<tr>
<td>Film Festival Centerpieces</td>
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<tr>
<td>Festival General Screenings</td>
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<td>NewFest at The Center Presents</td>
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<td>NewFest Pride</td>
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<td>5</td>
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<td>Coming Out Again</td>
<td>5</td>
<td>10</td>
<td>50</td>
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<tr>
<td>Summer Outdoor Screenings</td>
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<td>3+</td>
<td>15+</td>
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<tr>
<td>Additional Member Parties + Events</td>
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<td>3+</td>
<td>15+</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>—</td>
<td>—</td>
<td><strong>210+</strong></td>
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</tr>
<tr>
<td>Additional Member Parties + Events</td>
<td>5</td>
<td>3+</td>
<td>15+</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>—</td>
<td>—</td>
<td><strong>210+</strong></td>
</tr>
</tbody>
</table>
YOUTH PROGRAMS

NewFest brings age-appropriate and intersectional LGBTQ representation into middle and high schools across NYC. Through short films and talkbacks with filmmakers, this program creates visibility for marginalized and underrepresented communities, and fosters the development of empathy, agency, advocacy, allyship and self-empowerment through LGBTQ stories. Fully curated by NewFest, in-school screenings encourage media literacy and social responsibility, and provide LGBTQ youth with role models of queer excellence.

PROGRAMS OFFERED:

- Screenings/discussions for GSA’s, diversity clubs, full grade-levels or whole divisions
- Assemblies
- Family screenings
- Conference sessions or tracks
- Screenings for faculty or parents

To inquire about sponsorship levels, please email Radhika Rajkumar, Development Manager, at radhikarajkumar@newfest.org.
NEW VOICES FILMMAKER GRANT
Helping emerging filmmakers tell their stories

The New Voices Filmmaker Grant supports promising LGBTQ artists. With the help of corporate sponsors and foundations, filmmakers can get their work recognized, propel their careers forward, and increase visibility for the LGBTQ community.

How It Works

NewFest invites aspiring LGBTQ filmmakers to submit short-form projects through a nationwide open-call. After submissions are reviewed by a panel of industry professionals, NewFest works with sponsors to select grant finalists. Sponsors can tailor grants to specific voices within the community based on their pillars of support, such as youth, women, POC, trans, and non-binary filmmakers.

Presenting Sponsor: $25,000*

Includes:

- Customizable, tailored program for topic/demographic
- Management and execution handled by NewFest
- Press/social usage of grant content to promote your brand’s LGBTQ support
- Opportunity to brand/present an award at a highly publicized event

*not inclusive of customizable grant award

"With the money I was given from this grant, I was able to purchase the materials I needed to continue making queer animation on my own terms. It was the greatest gift I could have ever received."

2017 Runner-Ups:

Zachary Clarence
(director, “The Woman’s Bathroom Project”)
In this short film, a little girl converses with a transgender woman in a restaurant bathroom.

Jonah A. Davis
(director, “Duality”)
A black trans high school student in Canarsie comes out to his religious family and documents the conversations that spring up.

Jason Piemnoppakao
(director, “Called Home”)
An Asian-American college student must return home to discuss his sexuality with his parents.

If you’d like to support the next generation of LGBTQ filmmakers through the New Voices Filmmaking Grant, contact Nick McCarthy, Director of Programming & Operations, at nickmccarthy@newfest.org
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-LGBTQ communities greater access to our programming.

150+ COMMUNITY PARTNERS INCLUDE:

Ali Forney Center  |  Asian Cinevision  |  Black Trans Advocacy Group  
Film Forum  |  GLAAD  |  Indo-American Arts Council  |  GMHC  
Human Rights Campaign  |  Japan Society  |  Latin Reel  |  MOME  
Museum of Moving Image  |  New York City Black Pride  
NYC Department of Education  |  PFLAG  |  Queens Pride House  
SAGE for LGBT Elders  |  The LGBT Community Center  
The Trevor Project  |  Trans Woman of Color Collective  
Transgender Legal Defense & Education Fund  
Women Make Movies
Thank You!

NewFest is proud to be the biggest presenter of LGBTQ content and the largest convener of LGBTQ audiences in New York City. Support from community partners, sponsors, donors, and foundations is invaluable to our organization’s future.

If you are interested in becoming a NewFest sponsor or have questions about any of these opportunities, please contact Radhika Rajkumar, Development Manager, at radhikarajkumar@newfest.org.

We look forward to speaking with you about our upcoming year of celebrations and programming in 2020.