



# REELING

THE CHICAGO LGBTQ+  
INTERNATIONAL FILM FESTIVAL

**SPONSORSHIP PROPOSAL**



# WHAT IS REELING?

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- ★ Reeling is the second longest running LGBT film festival in the world.
- ★ It aims to recognize the artistic & cultural contributions of LGBT filmmakers, to investigate the history of LGBT film, and to provide diverse, meaningful portrayals of the queer community.
- ★ Reeling32 screened 100 films from 20+ countries in eight days at different venues throughout the city.
- ★ Reeling's parent organization, Chicago Filmmakers, is a non-profit media arts organization that runs a weekly screening series, youth film camps, filmmaker meet-ups, college-level film and video production courses, the Chicago Digital Media Production Fund, and much more.



*REELING* IS ONE OF THE PREMIER  
CULTURAL EVENTS IN CHICAGO.



# WHY PARTNER WITH REELING?



- ★ To support LGBT filmmakers and the Chicago arts community
- ★ To reach connected influencers and active minds
- ★ To draw in new customers & employees
- ★ To show your commitment to the LGBT employees at your company
- ★ To align your company with other LGBT-friendly businesses

# AUDIENCE DEMOGRAPHICS

- ★ Reeling's audience is made up of savvy, brand-loyal LGBT consumers who recognize your brand's presence at screenings & events, on social media, on Reeling posters & flyers, and in print advertisements.
- ★ The total buying power of adult LGBT individuals is projected to be \$790 billion.
- ★ Even if a brand is costlier or less convenient, 71% of LGBT people would remain loyal to a brand that openly supports the LGBT community.



# AUDIENCE DEMOGRAPHICS

## GENDER

Male: 51%

Female: 42%

Transgender/Gender Non-Conforming: 7%

## AGE

18-34: 35%

35-44: 20%

45-54: 25%

55+: 20%

## EDUCATION

71% - Bachelor's degree or higher

## ETC.

47% - live with a spouse  
or partner



*REELING* REACHES A DIVERSE NICHE OF AUDIENCES THROUGH EXTENSIVE COMMUNITY PARTNERSHIPS AND A STRATEGIC, INTEGRATED MARKETING & PR CAMPAIGN.



# REELING'S RED CARPET

- ★ Each year, Reeling draws in an illustrious crowd of directors, producers, actors, industry guests, and national press, which adds to the excitement and celebration of the Festival atmosphere.
- ★ Past festival guests include:  
Andrea Bowen, Candis Cayne, Jai Rodriguez, Molly Tarlov, Paul Iacono, Guinevere Turner, RuPaul, Trent Ford, LeRoy McClain, Heather Winters, Bruce Vilanch, Rob Mayes, Sean Paul Lockhart, Vito Russo, Casper Andreas, and more.





# REELING2015 SPONSORSHIP

- ★ Sponsorship levels range from \$2,500 to \$15,000.
- ★ Reeling33 offers an array of benefits and exclusive opportunities for each level of sponsorship, from advertisements to the REEL VIP Package.



# SPONSORSHIP BENEFITS

MAY INCLUDE...

- ★ on-screen logo exposure and advertisements
- ★ logo inclusion on newsprint schedules, posters, program guides, and print ads
- ★ banner ads on Reeling's website
- ★ branded signage at screening venues and events
- ★ co-branded events
- ★ promo item distribution/sampling and inclusion in Reel Swag Bags
- ★ a REEL VIP Package (see next page)

For a custom sponsorship package or to view a complete list of our sponsorship benefits, please contact Sarah M. Rubin, Marketing & Fundraising Manager, at [s.rubin@chicagofilmakers.org](mailto:s.rubin@chicagofilmakers.org)

# REELVIP PACKAGE

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Your REELVIP Package is an exclusive opportunity to connect with Reeling attendees and special guests, such as other corporate partners, high-end Producer's Circle donors, filmmakers and actors, members of the press, community leaders, and city officials. Benefits include:

- ★ REEL VIP access to all Festival screenings
- ★ REEL VIP access to Opening Night Film & Gala
- ★ REEL VIP access to Closing Night Film & Gala
- ★ Additional Opening/Closing Night Tickets
- ★ Invitation to Filmmaker/Corporate Sponsor Brunch
- ★ Invitation to Pre-Festival Media Event (early October)
- ★ REEL VIP access to Select Festival Parties



# OTHER OPPORTUNITIES

**REELING2015** also offers exclusive sponsorship of the following Festival opportunities:

- ★ Festival Vehicles
- ★ Volunteer Programs
- ★ Co-branded CTA advertisements (bus shelters, train platforms, etc.)
- ★ Co-branded Official Festival Event
- ★ Outdoor Screening (Pride Month)

# PREVIOUS SPONSORS

LIVE! 1002 2LON20V2





# CONTACT:

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