

FESTIVAL FACT SHEET

"One of the most exciting new festivals to come along, RIFF aggressively supports its filmmakers."

Chris Gore, The Ultimate Film Festival Survival Guide, 2nd edition (2001)

For seven years, Flickers has been presenting the **Providence Gay & Lesbian Film Festival**, a sidebar of the internationally lauded, **Rhode Island International Film Festival**. With roots firmly planted in the community, the sidebar has brought in critically acclaimed work and mainstream audiences to the largest film festival in New England.

- Attendance at the Festival has increased 80% since 1997.
- As part of RIFF, it is based within the largest film festival in the NE region.
- Since RIFF is recognized by the Academy of Motion Picture Arts and Sciences as a qualifying Festival, work in the Gay & Lesbian sidebar is also eligible for consideration.
- RIFF Box office revenue increased dramatically from \$15,000 in 2000 to \$35,00 in 2002
- Membership has also jumped in 2002 with an increase of 52%
- Films with Gay and Lesbian content make up 35% of the main RIFF offerings
- The Festival is based in the city of Providence, home of the newly elected and openly gay Mayor, David Cicilline, a fest supporter.

The Festival has earned an international reputation for the quality and diversity of its programming. The Festival's excellence opens doors here in United States and around the world allowing RIFF's access to the best lesbian and gay work often before it has been released. In 2002, the Festival screened 23 World Premieres, 12 North American Premieres.

Each year the Festival attracts a vibrant and influential audience including:

- The lesbian and gay community in all its diversity
- Alternative film-lovers from the larger community
- Local and international filmmakers, programmers, distributors and celebrities
- Media artists and other cultural trendsetters

As the Festival grows, it attracts more support from the corporate sector while maintaining the quality of the relationships it has always had in the queer and film communities. Damron Guides, Out-in-America, Wolfe Video, Picture This! Entertainment, NBC, Coca Cola, Cox Communications, Geyser Peaks, Sony Corporation, Final Draft, Scr(i)pt Magazine, Moviemaker Magazine, Avid Technologies, Brooks Pharmacy, and Coastal Extreme Brewery were all sponsors of the Festival in 2002.

The importance of the gay and lesbian market and the interest of a wider audience also makes the Festival an appealing story to both the mainstream and alternative media. These are a few of the media outlets that found the Festival newsworthy in 2002: Variety, Hollywood Reporter, the Providence Journal, Moviemaker Magazine, Bay Windows, InNewsweekly, The Boston Globe, the Hartford Current, New England Entertainment Digest, Options, Titan Magazine, The Independent, NBC-TV 10, ABC-TV 6, UPN, CBS-TV 12 and Fox News, WRNI, WCV, WSNE, and WHJJ Radio. The steady growth of the Festival has allowed RIFF to increase the number of promotional events and screenings that are put on throughout the year. A full weekend pre-festival will take place in mid June 2003. The 2002/2003 season will be the strongest ever guaranteeing unprecedented participation for the main 2003 Festival, August 5-10, 2003.

Providence Gay & Lesbian Film Festival

PO Box 162, Newport, RI 02840 • 268 Broadway, Providence, RI 02903

call: 401.861.4445 • 401.847.7590 (f)

info@film-festival.org • www.RIFilmFest.org

WHY TARGET THE GAY MARKET?

By now, the legend of the gay consumer is well known: he or she is better educated than most, earns more money and has fewer financial obligations resulting in greater disposable income to spend on travel, entertainment and a range of consumer goods.

They are on the leading edge – early adopters of the latest trends in everything from fashion to technology. And, most notably, they are brand loyal. Research supports these perceptions. For example, Xtra!, Canada's leading gay and lesbian media group, commissioned a 1998 Angus Reid Survey of their readers that showed:

- 68% have household incomes over \$60M – more than twice the national average of 32%
- 21% have household incomes over \$100M – more than twice the national average of 9%
- 30% have an undergraduate degree compared to 19% of the general population
- 21% have a graduate degree compared to 7% of the general population
- 34% are professionals, executives or business owners making up the largest occupational category followed by the service industry at 16%

This appealing demographic profile is attracting attention from some of the top companies in Canada and the United States. The following corporations have become a visible presence in the gay community in a bid to win these loyal and active consumers:

MasterCard	Time Warner Cable
Coors	Amtrak
Budweiser	Met Life Financial
Showtime	HBO
Smirnoff	Mitchell Gold
Absolut	JPMorganChase
Tower Records	Bell Atlantic Mobile
Bailey's	CVS/ProCare
HMV	Morgan Stanley
Southwest Airlines	Earthlink Network
Air Canada	Lufthansa Airlines
Evian	Poland Spring
Labatt	Land Rover

Providence is an important center for gay life in New England. It is estimated that over 125,000 gay men and lesbians live in the southern New England area. Additionally, the newly elected Mayor of the capital city, David Cicilline, is openly gay. This large and vibrant community is extremely supportive of events that embrace or reflect gay culture. Because of this support, the city's gay institution's are among the largest and most important in the region.

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FESTIVAL SPONSORSHIP LEVELS

PROGRAM GUIDE

The RIFFF Program Guide is the most comprehensive source of information about the Festival. It is read cover-to-cover by Festival-goers when choosing their films and referred to constantly during the 6-day Festival. Many keep the guide for reference (film information, community listings) long after Festival is over.

5,000 copies are distributed to strategic locations in the downtown core beginning the last week of July and continuing until the end of the Festival, August 10th. The Guide is also mailed to Cinema Rhode Island members, donors and a range of business and community leaders who support the Festival.

PULLOUT GUIDES

The Pullout Guides appear in Providence/Boston and Portland Phoenix, New England's leading Independent Weekly, in the weeks leading up to the Festival. They act as powerful motivators providing readers with programming highlights, party details and box office information.

Combined, Phoenix publications have a readership of 410,000! More importantly, these publications deliver the alternative audience in not only Rhode Island, but New England - the young, affluent and culturally active consumers who are so desirable to marketers.

WEBSITE

With substantial upgrades in 2002 (and more on the way), the RIFFF Website is quickly becoming the Festival's most important tool for communicating with members, Festival-goers and the filmmaking community. Post-Festival award announcements, submission information, press releases, and screening/event invitations keep the site active throughout the year. Visitors come from around the world to see what the Festival is planning or undertaking.

IDENTITY TRAILER

Each year the Festival engages an up-and-coming filmmaker to create a 45 second trailer illustrating the Festival's identity and promoting sponsors. The trailer is played before every Festival screening (60 separate screenings over 6 days). The 2002 trailer won a New England Emmy Award for the Festival and the guest filmmaker. The trailer also plays through Cox Communications through its Cable Rep programming, this hitting target cable channels in the region.

ADVERTISING

Full page, color advertisements in the Phoenix Publications, Moviemaker Magazine, Scr(i)pt Magazine and Rhode Island Monthly begin in June and run throughout the month of July to keep the Festival top-of-mind with their culturally active readers. The print campaigns are supplemented with advertisements in publications like the Damron Guides, Out in America, community publications and even monthly announcements in billings for Cox Communications, reaching over 300, 000 subscribers.

POSTERS

Postering begins three weeks before the Festival and includes indoor and outdoor placement in key locations in the downtown core. It is designed to add an inescapable layer of awareness to the advertising campaign. Placement also occurs in clubs and select regional locations extending up to Boston.

LOGO SLIDES

The logo slides display sponsor logos on the screen as audience members enter the theatre. Logos are in full view for 15 to 30 minutes before every Festival screening (60 separate screenings over 6 days).

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Individual Screening Sponsorship, Advance Box Office Signage, Festival Banners and T-Shirts are marketing opportunities that are available at the Presenting, Platinum and Gold sponsorship levels. They offer the sponsor maximum visibility in locations that are an integral part of the Festival experience.

INDIVIDUAL SCREENING SPONSORSHIP

With 60 separate screenings and an enormous range of styles and subjects to choose from, sponsors can target a specific audience or align themselves with a particular topic or type of film. The possibilities for being both creative and strategic are endless.

This option increases visibility in the program guide by including the sponsor's logo with the program notes for the screening and providing an opportunity to communicate a corporate message in a specially designated section.

The sponsor also has the opportunity to make a more personal connection with the community by addressing the audience before the screening begins (or be recognized as the screening sponsor by someone from RIFF)

ADVANCE BOX OFFICE/ FESTIVAL HEADQUARTERS SIGNAGE

The vast majority of Festival-goers spend quality time at the advance box office which opens the first week of August and continues to sell advance tickets to the end of the Festival, August 10th. Last year, the advance box office (pre-Festival) occupied a storefront location in the heart of the developing arts community on Broadway. The window and theatre marquee signage acted as a billboard in a high traffic area providing sponsors with additional exposure.

BANNERS

Banners with the Festival identity and sponsor logos are positioned for maximum visibility at all Festival parties and events.

VOLUNTEER AND MEMBER T-SHIRTS

The Festival relies heavily on its volunteers to ensure the smooth flow of traffic in and out of the theatres and to assist with other front-of-house duties. As part of the volunteer T-shirt design, sponsor logos are constantly visible to Festival-goers as they enter (often waiting in line) and leave the theatre over the course of the 6 days. Upper level members also receive T-shirts as a keepsake of the Festival.