

Festival Sponsorship Levels

PROGRAM GUIDE

The RIFF 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 RIFF 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).

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

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 RIIF)

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.