



1010 UNIVERSITY AVE # 1869  
SAN DIEGO, CA 92103  
F. 619.512.5157  
INFO@FILMOUTSANDIEGO.COM

Dear Friend of LGBT Film in San Diego:

We are thrilled to introduce you to **FilmOut San Diego 2011**, San Diego's only LGBT Film Festival! We are fortunate to have had an extremely successful festival in 2010, with nothing but grateful and complimentary feedback from both audience members and participating filmmakers. We are proud to say we have put FilmOut San Diego on the map as a festival in which filmmakers are eager and excited to take part!

We will present the **13<sup>th</sup> San Diego LGBT Film Festival, August 19-21st & 26-28th, 2011 at the Birch North Park Theatre**. The six day event will include over 50 international, documentary, short and feature films. As always, we strive to show the very best of the newest crop of LGBT themed film and video selections available.

We now invite you to become a sponsor of FilmOut San Diego. Enclosed is a copy of the 2011 FilmOut San Diego Sponsorship Opportunities for your consideration. Many sponsorship levels are available, each with an array of visibility benefits and ticket packages.

FilmOut San Diego annually affirms the ongoing integrity and boundless imagination of our community and the artists who tell our stories. We believe our work is part of an ongoing effort to build a vibrant, affirming, and sustainable LGBT community in San Diego County. We hope you will join us!

Thank you for taking the time to consider sponsorship.  
If you have questions, please let us know.

Most Sincerely,

Michael McQuiggan  
Programmer  
619-665-1029  
michael@filmoutsandiego.com



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As a past sponsor of FilmOut, you have been an integral part of our success. We now invite you to continue your support of FilmOut as a sponsor of the 2011 festival. Enclosed is a copy of the 2011 FilmOut San Diego Sponsorship Opportunities for your consideration. Many levels are available, each with an array of visibility benefits and ticket packages.

FilmOut San Diego annually affirms the ongoing integrity and boundless imagination of our community and the artists who tell our stories. We believe our work is part of an ongoing effort to build a vibrant, affirming, and sustainable LGBT community in San Diego County. We hope you will join us!

Thank you for taking the time to consider continuing your support of FilmOut San Diego. If you have questions, please let us know.

Most Sincerely,

Michael McQuiggan  
Festival Programmer  
619-665-1029  
michael@filmoutsandiego.com

## FilmOut 2011 Sponsorship Opportunities

### **\$10,000 PRESENTING FESTIVAL & OPENING NIGHT SPONSOR (One CASH SPONSOR Only)**

- Top billing in program for FilmOut San Diego 2011.
- Special Recognition during the Opening Night Party, and at every public program of the 2011 Festival.
- Acknowledgment as Presenting Sponsor in all publicity associated with FilmOut San Diego 2011.
- Color ad on the back cover of the 2011 Festival program (distribution of ~5,000 printed and distributed copies)
- Sponsor name to appear with FilmOut on the North Park Theatre Marquee.
- Logo on the cover of the 2011 FilmOut San Diego program.
- Most prominent logo placement on the FilmOut San Diego 2011 Web site, with link to Sponsor site (Homepage).
- Most prominent logo placement in all 2011 print ads and promotional materials (promotional piece has distribution of ~25,000 printed and distributed copies).
- 50 Opening Night Party tickets (\$20/each value) and 20 Festival Passes (\$150/each value) for all screenings at FilmOut San Diego 2011.
- Exclusive sponsorship listing in our Festival Preview Advertisement Disc.

***\*\*if no cash sponsor – highest \$10,000 trade sponsor to receive back cover\*\****

### **\$7,500 FESTIVAL SPONSOR (One of Two CASH SPONSORS ONLY)**

- Special Recognition during the Opening Night Party, and at every public program of the 2011 Festival.
- Acknowledgment as Premiere Sponsor in all publicity associated with FilmOut San Diego 2011.
- Inside, front **or** back color ad in the 2011 Festival program.
- Logo on the cover of the 2011 FilmOut San Diego program.
- Prominent logo placement on the FilmOut San Diego 2011 Web site, with link to Sponsor site (Homepage).
- Prominent logo placement in all 2011 print ads and promotional materials (promotional piece has distribution of ~25,000 printed and distributed copies).
- 30 Opening Night Party tickets (\$20/each value) and 15 Festival Passes (\$150/each value) for all screenings at FilmOut San Diego 2011.

***\*\*if no cash sponsors – highest \$7,500 trade sponsors to receive inside front/back cover\*\****

### **\$3,500 DAY SPONSOR (5 only)**

- Sponsorship of one of the five **full** days (not counting Opening Night) of FilmOut San Diego 2011.
- Special Recognition during the presentation of every film screened on your designated day of sponsorship during FilmOut 2011.
- Full page black and white ad in the 2011 Festival program.
- Logo in the FilmOut San Diego 2011 Festival program.
- Logo placement on the FilmOut San Diego 2011 Web site, with link to Sponsor site.



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- Logo placement in all promotional materials (Programs, Inserts, Posters).
- 15 Opening Night Party tickets (\$20/each value) and 10 Festival Passes (\$150/each value) for all screenings at FilmOut San Diego 2011.

### **\$3,000 TICKET SPONSOR (One Only)**

- Sponsor advertisement to appear on all tickets distributed throughout FilmOut San Diego 2011.
- Full page black and white ad in the 2011 Festival program.
- 8 Opening Night Party tickets (\$20/each value) and 6 Festival Passes (\$150/each value) for all screenings at FilmOut San Diego 2011.

### **\$3,000 T-SHIRT SPONSOR (5 Available Logo Positions Only)**

Sponsor logo(s) to appear on all volunteer t-shirts (~500 volunteers throughout festival) for the entire FilmOut San Diego 2011 (5 sponsor logos maximum allowed)

Full page black and white ad in the 2011 Festival program.

8 Opening Night Party tickets and 6 Festival Passes for all screenings at FilmOut San Diego 2011

### **\$1,500 PROGRAM SPONSOR**

- Special recognition during the introduction of your "Presented By" program (***TBD by FilmOut***) during FilmOut 2011.
- Half page black and white ad in the 2011 Festival program (***after 5 consecutive sponsorship years at this level or above, automatic upgrade to a full page ad for no additional cost!***).
- Logo in the FilmOut San Diego 2011 Festival program.
- Logo in all FilmOut San Diego 2011 promotional materials (Program, Inserts, Posters), promoting your sponsored program.
- Logo placement on FilmOut San Diego 2011 Web site, with link to Sponsor site.
- 6 Opening Night Party tickets (\$20/each value) and 4 Festival Passes (\$150/each value) for all screenings at FilmOut San Diego 2011.

### **\$ 500 FESTIVAL SPONSOR**

- Half page black and white ad in FilmOut San Diego 2011 program.
- 2 Opening Night Party tickets (\$20/each value) and 2 Festival Passes (\$150/each value) for all screenings at FilmOut San Diego 2011.

**FilmOut San Diego is IRS 501(c) (3) Organization # 33-0577991. Contributions are tax-deductible to the fullest extent of the law.**



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**2011 Sponsorship Commitment**

August 19-21 & 26-28, 2011  
 Birch North Park Theatre  
 San Diego, CA 92104

I/We gladly support FilmOut San Diego 2011, the 13<sup>th</sup> San Diego LGBT Film Festival as:

_____	Presenting Festival Sponsor (1 Cash Sponsor Only)	\$10,000	Level
_____	Festival Sponsor (2 Cash Sponsor Only)	\$7,500	Level
_____	Event Sponsor	\$5,000	Level (5 only)
_____	Day Sponsor	\$3,500	Level (5 only)
_____	Ticket Logo Sponsor	\$3,000	Level (1 only)
_____	T-Shirt Logo Sponsor	\$3,000	Level (5 logos only)
_____	Program Sponsor	\$1,500	Level
_____	Festival Sponsor	\$500	Level
_____	Anonymous Donation	(Any Amount)	

Description of Donation:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Please Print:**

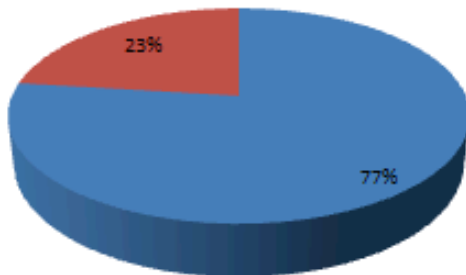
Name \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

Signature \_\_\_\_\_

**Thank You!** Please return this form via post as listed above or fax to **619-512-5157**

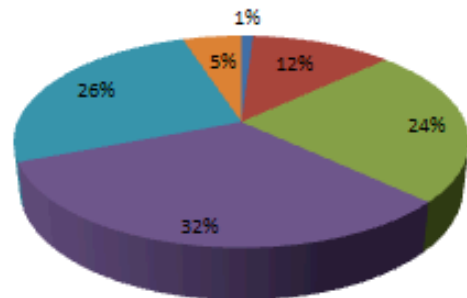
### Gender

■ Male ■ Female



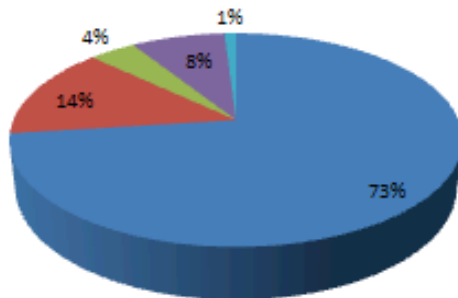
### Age

■ Under 21 ■ 21-30 ■ 31-40 ■ 41-50 ■ 51-60 ■ Over 65



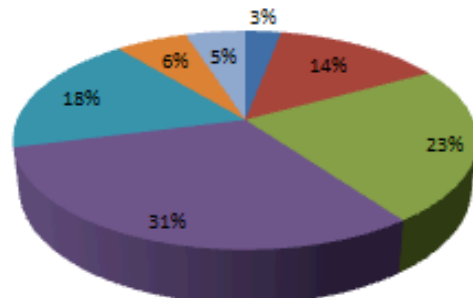
### Ethnicity

■ Caucasian ■ Latino ■ African American ■ Asian ■ Other



### Income

■ Under \$15K ■ \$15K-\$34K ■ \$35K-\$50K ■ \$51K-\$75K  
■ \$76K-\$100K ■ \$101K-\$200K ■ Over \$200K



## Ads Only

Thank you for your interest in placing an ad in the FilmOut San Diego 2011 Program!

Ad rates are based on **black and white** camera-ready art.

- The price for a full-page ad:  
With Full Bleed (7" x 7") or No Bleed (6.6" x 6.6") is \$400.00.  
  
➤ **Centerfold price is \$1,000 for B & W or \$1,200 for full color.**
- The price for a half page ad (3.5" x 7" or 7" x 3.5") is \$250.00.
- The price for a quarter-page (3.5" x 3.5") is \$150.00.

**Payment-in-full is due with camera-ready artwork – July 5th, 2011**

Artwork must be 300dpi, and be sent preferably as a PDF or JPEG attachment to:

**michael@filmoutsandiego.com**

**OR:**

Friends Package - \$250.00 – 2 Festival passes (\$300.00 value). Friends Package is available with the purchase of any ad above.

We thank you for your support of quality LGBT film in San Diego and look forward to working with you. If you have any questions, please do not hesitate to contact us.

Best,

Michael McQuiggan  
619-665-1029  
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## 2011 Program Ad Specs

### FULL PAGE BLEED:

B&W  
CMYK  
300dpi  
formats: pdf, jpg, tiff or eps  
BLEED SIZE: 7.25" x 7.25"  
PAGE TRIM SIZE: 7"x 7"  
LIVE AREA: 6.6" x 6.6"

### FULL PAGE NO BLEED:

B&W  
CMYK  
300dpi  
formats: pdf, jpg, tiff or eps  
AD SIZE: 6.75" x 6.75"  
PAGE TRIM SIZE: 7"x 7"  
LIVE AREA: 6.6" x 6.6"

### HALF PAGE

B&W  
CMYK  
300dpi  
formats: pdf, jpg, tiff or eps  
AD SIZE: 3.5" x 7" or horizontal: 7" x 3.5"  
PAGE TRIM SIZE: 7"x 7"

### 1/4 PAGE

B&W  
CMYK  
300dpi  
formats: pdf, jpg, tiff or eps  
AD SIZE: 3.5" x 3.5" or horizontal: 3.5" x 3.5"  
PAGE TRIM SIZE: 7"x 7"