



PITTSBURGH LESBIAN & GAY FILM SOCIETY
PHONE: (412) 422-6776 • FAX: (412) 422-6776 • EMAIL: PILGFF@PLGFS.ORG
P.O. Box 81237 PITTSBURGH, PA 15217

June 15, 2007

Dear Corporate Friend,

I am contacting you on behalf of the Pittsburgh Lesbian and Gay Film Society (PLGFS); producers of the Annual Pittsburgh Lesbian and Gay Film Festival (PILGFF). PLGFS is an all-volunteer, non-profit 501(c) (3) organization. For the past 22 years, PILGFF has played a key role in our city's cultural and artistic identity and we are embarking on our 22nd year in 2007. The 2007 Festival will be held October 19 - 28, 2007.

As an all-volunteer, not for profit organization, PLGFS brings year round programming to Pittsburgh with the help of sponsors like you. Being a sponsor of the Film Society, you help insure that the organization continues to serve as one of Pittsburgh's premier cultural organizations. You also obtain access to a consumer market the Wall Street Journal calls "a dream market", the gay and lesbian community. Copernicus Marketing has this to say about the LGBT market:

"While a small group relative to the total population, the gay male market – established by some experts to be worth \$500 billion – and the lesbian market – which has sustained the Subaru brand among others – are hardly anything to pooh-poooh or to lump into general consumer marketing efforts."

As a corporation, you understand the value of investing in and celebrating diversity. By becoming a sponsor of The Pittsburgh Lesbian and Gay Film Society, you not only succeed in marketing to an important and affluent customer, you show your commitment to the lesbian, gay, bisexual, and transgender community in and around Pittsburgh.

The demographics of PLGFS event attendees are urban gay men and lesbians between the ages of 25 and 50 living in the city of Pittsburgh and the surrounding Allegheny County suburbs. The average household income of an event attendee is \$57,000. By sponsoring a Film Society event, you are guaranteed a captive audience with an above average disposable income and a penchant for brand loyalty.

We are delighted this year to offer your corporation several different opportunities to help support PLGFS ongoing efforts while gaining visibility for your corporation as well.

I look forward to speaking with you about these opportunities. The deadline for Sponsorship and advertising for the festival is August 24, 2007.

Respectfully yours,
Lynn Drexler
President
president@pilgff.org

THANK YOU FOR YOUR SUPPORT,
LYNN



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OUR ORGANIZATION

PLGFS MISSION STATEMENT

The Pittsburgh Lesbian and Gay Film Society is to celebrate LGBT culture and foster appreciation and visibility through film media.

A NEW DIRECTION

In 2006 the Pittsburgh International Lesbian and Gay Film Festival officially changed their name to the Pittsburgh Lesbian and Gay Film Society (PLGFS) in an effort to demonstrate their commitment to expand their direction. As the 5th oldest LGBT Film Festival in the world we are committed to our mission by not only showing films in October during our festival but also have a year round presence. With a new, enthusiastic board we are making the Pittsburgh Lesbian and Gay Film Society an important LGBT resource and becoming an active and driving force in the arts community of Pittsburgh. During the 2007 festival we will be expanding our programming and outreach efforts. We will work on programming quality films and holding events that will help drive Pittsburgh to the forefront of LGBT Festivals.

Since its inception in 1985, PILGFF has been committed to nurturing lesbian, gay, bisexual, and transgender writers, directors, actors, and their works. PILGFF showcases its films in well-respected and well-attended venues. The dates of the film festival have been set to avoid conflict with other major film festivals in eastern United States, which ensures a greater audience turnout and allows PILGFF to attract a high caliber of LGBT cinema by avoiding scheduling conflicts.

The Pittsburgh Lesbian and Gay Film Society is committed to providing an exceptional level of value for the Pittsburgh community. We have successfully established a standard of excellence that is reflected not only in the quality of films presented each year but also in the professionalism of the production of Film Society events.

We are a very energized organization and continue to keep our eyes focused on making the Pittsburgh Lesbian and Gay Film Society an important LGBT resource and to be an active participant and driving force in the arts community of Pittsburgh. We will continue our outreach efforts with community groups and local colleges to show that as a community we can work together to achieve great results. With these great results we will drive Pittsburgh to the forefront of LGBT Festivals.

This year we will continue to focus on positioning ourselves for the future and broadening our audience range by holding activities that are fun to attend, attract a wider audience and provide a sense of community. Our survey results from last year's festival show that people are interested in us not only showing films but also providing some activity afterwards that provide people the opportunity to socialize. To meet this need we will plan to secure more after movie locations to socialize, have more "meet and greets" and more panel discussions. We will also work with other organizations in order to bring organizations together and hold joint activities. We found this to work well during last year's festival and we want to continue good active working relationships all year round.

YEAR-ROUND ACTIVITIES:

Already in 2007, the Pittsburgh Lesbian and Gay Film Society, Inc. has several new and energizing activities planned. Already this year we have held our 2nd Annual "Red Carpet Bash" on Oscar night. On March 30, 2007 we presented our first "Movies Year Round" with the presentation of the film "Creatures from the Pink Lagoon". We brought the filmmaker, Chris Diani, to Pittsburgh in order to help us host the event and then have a "Meet and Greet" after the film. Chris had never been to Pittsburgh so he was excited to join us.



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On April 20th, we held a fun event that was very successful during last year's festival. This event is the Buffy Sing-a-long. We had a capacity crowd last year and this event helped us reach a much broader and younger audience. Everyone had so much fun that we were asked to add this event to our year round activities and we have.

In 2007, PLGFS will produce the following:

February 25	Red Carpet Bash
March 30	First Quarter "Movies Year Round" Series
April 20	Buffy Sing-a-long
June 22	Second Quarter "Movies Year Round" Series – Pride Month
July 27	Buffy Sing-a-long
August 19	Women's Classic Series
September 7	Third Quarter "Movies Year Round" Series
October 19-28	22 nd Annual Pittsburgh International Lesbian and Gay Film Festival
November 30	Forth Quarter "Movies Year Round" Series

OPPORTUNITIES

As an all-volunteer, not for profit organization, PLGFS brings year round programming to Pittsburgh with the help of sponsors like you. Being a sponsor of the Film Society, you help insure that the organization continues to serve as one of Pittsburgh's premier cultural organizations. You also obtain access to a consumer market the Wall Street Journal calls "a dream market", the gay and lesbian community. Copernicus Marketing has this to say about the LGBT market:

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As a corporation, you understand the value of investing in and celebrating diversity. By becoming a sponsor of The Pittsburgh Lesbian and Gay Film Society, you not only succeed in marketing to an important and affluent customer, you show your commitment to the lesbian, gay, bisexual, and transgender community in and around Pittsburgh. In addition, the Pittsburgh Lesbian and Gay Film Society is growing and reaching new audiences that they have never reached before. As we continue to grow your corporation will expand in your marketing outreach as well.

DEMOGRAPHICS

The demographics of PLGFS patrons are urban gay men and lesbians between the ages of 25 and 60 living in the city of Pittsburgh and the surrounding Allegheny County suburbs. The average household income of an event attendee is \$57,000. By sponsoring a Film Society event, you are guaranteed a captive audience with an above average disposable income and a penchant for brand loyalty.



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Other Patron Demographics:

Female	Gender	48%	Email Distribution Lists	3500 active email addresses
Male		51%		
			Average Number of Email blasts per year:	18
Age			Income	
<25		12%	<20	19%
25-55		79%	20 – 60	45%
>55		9%	60 – 100	20%
Median Age		45	>100	16%
Circulation:			Distribution Points:	
Festival Programs		4,000	Coffee Houses	25%
Mini Schedules		2,000	Restaurants	10%
Posters		300	Bars	30%
4 ups		5,000	Book Stores	20%
			Other	15%
Attendance:				
Year	Number of Programs		Attendance	
1997	21		1982	
1998	15		1436	
1999	16		1550	
2000	24		1949	
2001	23		1639	
2002	16		1650	
2003	21		1849	
2004	18		1693	
2005	19		1704	
2006	27		1991	

For Questions, please contact the Marketing Director at 412-422-6776, or e-mail the Marketing Director at marketing@plgfs.org.

The Pittsburgh Lesbian and Gay Film Society provides you're organization three (3) different options for participating.



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Option 1: You can choose one of the following year-round sponsorship opportunities for your organization. These Sponsorships will be in affect for one year.

Major PGLFS Sponsorship (\$7,500)

- Name/Logo recognition on all PLGFS marketing materials.
- Company logo on PLGFS / PILGFF **Main** Page and link to company website.
- Digital Commercial run before all Film Screenings during the year.
- Full-Page, preferred-placement color ad in Film Festival Program. (4000 Circulation)**
- Full-Page ad in the PLGFS E-mail Newsletter. (3,000 Circulation Sent via E-mail)
- Name/Logo branding on movie trailer prior to each film presented during the Film Festival. **
- Podium acknowledgement at all Festival Events.
- 6 Passes to all PLGFS Events with Preferred seating.
- Corporate recognition and acknowledgements in all PLGFS related press releases.
- Promotional items placed on table during all PLGFS events.
- Opportunity for Sponsor spokesperson to address opening or closing night audience. **
- Invitation to VIP sponsor reception prior to Film Festival. **

Platinum Sponsor (\$4,000)

- Name/Logo recognition on all PLGFS marketing materials.
- Company logo on PLGFS / PILGFF Sponsor Page and link to company website.
- Full-Page color ad in Film Festival Program. (4000 Circulation)**
- Half-Page ad in the PLGFS E-Mail Newsletter. (3,000 Circulation Sent via E-mail)
- Name/Logo branding on movie trailer prior to each film presented during the Film Festival. **
- Podium acknowledgement at all Festival Events.
- 4 Passes to all PLGFS Events with Preferred seating.
- Corporate recognition and acknowledgements in all PLGFS related press releases.
- Promotional items placed on table during all PLGFS events.
- Invitation to VIP sponsor reception prior to Film Festival. **

Gold Sponsor (\$2,500)

- Name/Logo recognition on all PLGFS marketing materials.*
- Company logo on PLGFS / PILGFF Sponsor Page and link to company website.
- Full-Page B/W ad in Film Festival Program. (4000 Circulation)**
- Quarter-Page ad in the PLGFS E-mail Newsletter. (3,000 Circulation Sent via E-mail)
- Name/Logo branding on movie trailer prior to each film presented during the Film Festival. **
- Promotional items placed on table during all PLGFS events.
- Invitation to VIP sponsor reception prior to Film Festival. **

Silver Sponsor (\$1,500)

- Name/Logo recognition on all PLGFS marketing materials.
- Company logo on PLGFS / PILGFF Sponsor Page.
- Full-Page B/W ad in Film Festival Program. (4000 Circulation)**
- Name/Logo branding on movie trailer prior to each film presented during the Film Festival. **
- Invitation to VIP sponsor reception prior to Film Festival. **

**** These events are held during the 10 Day Pittsburgh International Lesbian and Gay Film Festival.**



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Option 2:

You can choose one of the following sponsorships that area available during the Pittsburgh International Lesbian and Gay Film Festival (PILGFF). **These Sponsorships will be in affect for the 22nd Annual Film Festival.**

Movie Mogul \$1500

- Full page Color ad in Film Festival Program
- Name/Logo on all marketing materials.
- Name/Logo Film Festival Main web page and link to company website.
- Listed on Sponsorship Page in Film Festival Program.
- Full color ad in Film Festival Trailer.
- Corporate recognition all Film Festival related press releases

Studio \$1000

- Full page B/W ad in Film Festival Program
- Name/Logo on all marketing materials.
- Name/Logo Film Festival Sponsor web page and link to company website.
- Listed on Sponsorship Page during Festival Trailer.
- Listed on Sponsorship Page in Film Festival Program.

Executive Producer \$500

- Full page B/W ad in Film Festival Program
- Name/Logo Film Festival Sponsor web page and link to company website.
- Listed on Sponsorship Page in Film Festival Program.

Option 3:

You can place an ad in our festival program that will be distributed throughout the Pittsburgh area advertising the 10 day Film Festival.

AD RATES

<i>Advertising Size</i>	<i>Width</i>	<i>Height</i>	<i>Rate</i>
Full Page (no bleed)	7.5"	10"	\$400
1/2 Page (horizontal)	7.5"	4.75"	\$250
1/4 Page (vertical)	3.5"	4.75"	\$175
1/8 Page (horizontal)	3.5"	2.125"	\$125

If your organization does not have camera-ready ad artwork it must be designed. PLGFS does not provide ad artwork design services. Please note a business card is not camera-ready (it must be scanned and sized to fit the dimensions listed in Step 2). PLGFS can receive your organization’s ad artwork from your designer directly. Please have your designer refer to the guidelines above for camera-ready ad artwork.



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2007 Program Guide Sponsorship and Advertising Order Form

Deadline for submission of ads is **Friday, August 24, 2007**. Complete the form and return it with your payment to the address below.

Contact Information

Organization Name: _____ Contact: _____

Address: _____ Telephone: _____

Address: _____

Email: _____

I would like to become a Sponsor at the _____ level.

I would like to purchase an ad at the cost of \$_____

Ad Sizes and Rates

Please check the box of the ad size and rate you are ordering:

Advertising Size	Width	Height	Rate
~ Full Page (no bleed)	7.5"	10"	\$400
~ 1/2 Page (horizontal)	7.5"	4.75"	\$250
~ 1/4 Page (vertical)	3.5"	4.75"	\$175
~ 1/8 Page (horizontal)	3.5"	2.125"	\$125



Ad Artwork

CAMERA-READY ARTWORK GUIDELINES

Your ad artwork must be:

1. Black and White or Grayscale (unless back cover: CMYK)
2. 300dpi print resolution
3. TIFF format (.tif)
4. Submitted electronically via email to marketing@plgfs.org. You may also submit ad artwork (in TIFF format) on a CD-R/W or DVD±R/W disc. PILGFF **must** receive your disc **on or before** the artwork submission deadline.

If you **do not** have camera-ready ad artwork you must have it designed. PILGFF does **not** provide ad artwork design services. You must have a third-party designer create your ad artwork. Please note, a business card is **not** camera-ready (it must be scanned and sized to fit the dimensions listed in Step 2). PILGFF can receive your organization's ad artwork from your designer directly. Please have your designer refer to the guidelines above for camera-ready ad artwork.

PILGFF is not responsible for any typographical or grammatical errors in camera-ready ad artwork. If you have any questions regarding production of the 2007 Program Guide please contact our PR/Marketing Director at (412) 422-6776, or email marketing@plgfs.org.

Payment and Signature

Payment must be received when you place your order. Please make your **check payable to PLGFS** and send to:

PLGFS

Attn: Sponsorship and Ad Sales

P.O. Box 81237

Pittsburgh, PA 15217

Total Enclosed: \$ _____

I have read and understand the requirements for purchasing an ad and submitting camera-ready artwork for the 2007 Program Guide:

Signature: _____ Date: _____