



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 Business Owner,

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 a business owner, 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.

Not just a Festival anymore. 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 2<sup>nd</sup> 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". On April 27, we held a fun event that was very successful during last year's festival. This event is the Buffy Sing-a-long. Other events planned include:

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 <sup>nd</sup> Annual Pittsburgh International Lesbian and Gay Film Festival
November 30	Forth Quarter "Movies Year Round" Series

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

The deadline for Sponsorship and advertising for the festival is August 24, 2007.

Respectfully yours,  
Lynn Drexler  
President  
[president@pilgff.org](mailto:president@pilgff.org)

Thank you for your support,  
Lynn



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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.

**Silver Sponsor (\$2,000)**

- 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. \*\*

**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 22<sup>nd</sup> 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

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



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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: \_\_\_\_\_

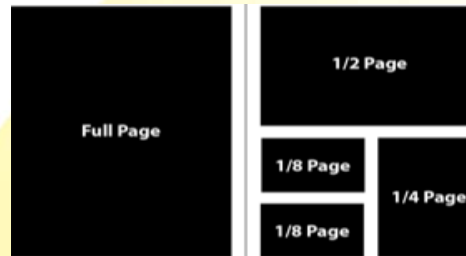
I would like to become a Sponsor at the \_\_\_\_\_ level.

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
~ <b>Full Page</b> (no bleed)	7.5"	10"	<b>\$400</b>
~ <b>1/2 Page</b> (horizontal)	7.5"	4.75"	<b>\$250</b>
~ <b>1/4 Page</b> (vertical)	3.5"	4.75"	<b>\$175</b>
~ <b>1/8 Page</b> (horizontal)	3.5"	2.125"	<b>\$125</b>



**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](mailto: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](mailto: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: \_\_\_\_\_