

2023 SPONSORSHIP DECK



WHO ARE WE?



Three Dollar Bill Cinema is Seattle's LGBTQ+ film hub! TDBC provides access to films by, for, and about LGBTQ+ people and their families, and a forum for LGBTQ+ filmmakers to share and discuss their work with audiences.

Engage with queer cinema all year through Seattle Queer Film Festival, TRANSlations: Seattle Trans Film Festival, free OUTdoor Cinema movie screenings, and year-round LGBTQ+ events. TDBC also puts on Reel Queer Youth, a video production and media literacy summer camp for LGBTQ+ youth and allies grades 9-12.

ORGANIZATION MISSION, VISION, & VALUES



MISSION

Three Dollar Bill Cinema fosters deeper community engagement by showcasing queer film programming, educational experiences, and social dialogue.

VISION

Elevating the spectrum of queer stories to help create a just and equitable world.

VALUES

- Community Empowerment
- Equity, Diversity, and Inclusion
- Global Awareness
- Cinematic & Artistic Innovation
- Education & Learning
- Impactful Experience
- Radical Fun
- Good Stewardship

WHAT DO WE DO?



SEATTLE QUEER FILM FESTIVAL

Seattle Queer Film Festival has been an important part of the Seattle queer film community since 1996, and has remained the largest of its kind in the PNW. Since then the festival has expanded to intentionally showcase stories reflecting the vast spectrums and intersections of our queer communities. SQFF has evolved to be a hybrid festival, including in person screenings, dazzling parties, engaging community meetups, virtual and IRL conversations, panels with filmmakers, and inspiring educational workshops.

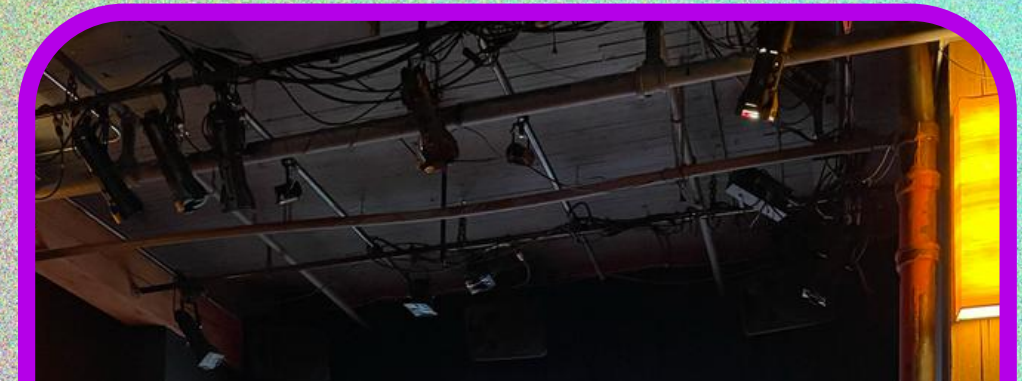


WHAT DO WE DO?



TRANSLATIONS: SEATTLE TRANS FILM FESTIVAL

Translations: Seattle Trans Film Festival showcases films by, for and about trans, non-binary, and gender non-confirming people. Launched in 2006, Translations is one of only nine trans-focused film festivals in the world, providing an innovative space for creation and connection for under-represented and marginalized identities. Through virtual and in-person screenings, parties, panels, workshops, and community meet-ups, Translations invests in relationships that build bridges and advocate for a more equitable future.



WHAT DO WE DO?



REEL QUEER YOUTH

Reel Queer Youth is TDBC's most expansive educational program, serving queer youths 13-18 years old interested in the art of filmmaking. Featuring hands-on training, world class speakers, and lessons designed to spark creativity, Reel Queer Youth provides a safe space for young queer filmmakers to explore their passions with other like-minded creators, and receive valuable advice from positive and supportive film professionals.

With TDBC's hybrid model, both in-person and virtual attendance options are available, increasing accessibility and allowing youths from across the country to learn about film together.



WHAT DO WE DO?



OUTDOOR CINEMA

In partnership with community organizations, TDBC sponsors FREE summer movie screenings in parks throughout Seattle. Your business could be seen on our big screen in front of hundreds of people!



LGBTQ+ DEMOGRAPHICS & STATISTICS



Three Dollar Bill Cinema audience members belong to a diverse community of gender identities, sexual orientations, ages, races, and incomes that are representative of the Seattle market. With the LGBTQ+ community rivaling the buying power of all other U.S. minorities, your business will have exposure to some of Seattle's LGBTQ+ movers and shakers.

In a recent study, it was found that 78% of LGBTQ+ adults and their friends, family, and relatives would switch to brands that are known to be LGBTQ+ friendly.* Additionally, 71% of LGBTQ+ adults said they would remain loyal to a brand that they believe to be very friendly to the LGBTQ+ community, even when less friendly companies may offer lower prices or greater convenience.*

- The LGBTQ+ community contributes over \$1.7 Trillion to the US Economy
- LGBTQ+ Household Wealth (LGBTQ-Wealth) estimated at \$6+ trillion in the US alone
- Estimated LGBTQ+ per annum spending power is approximately \$977 million
- Average LGBTQ+ household income is \$85,400 (\$46,323 national average)
- Gay Men: \$62,000 single, \$130,000 couple, 40% households over \$100,000
- Lesbian: \$52,000 single, \$96,000 couple, 36% households over \$100,000
- LGBTQ+ homes are 3.4 times more likely to have household incomes over \$250,000
- LGBTQ+ men and women spend 35% more time online than their heterosexual counterparts (Nielsen 2015)
- LGBTQ+ households make 10% more shopping trips than the average US household (Nielsen 2015)
- Education: 93% have attended college, 71% hold bachelor degrees, 46% hold post-graduate degrees

Each year, Three Dollar Bill Cinema partners with diverse organizations across the PNW, including:

Langston Seattle
Lavender Rights Project
Lambert House
POCAAN
Seattle's LGBTQ+ Center
Entre Hermanos
Alki Pride
Burien Pride
Gender Justice League

*<http://jenntgrace.com/lgbt-buying-power-estimated-830-billion/>
[LGBTQ Buying Power Closer To One Trillion Dollars http://wnygaypages.com/lgbt-buying-power/](http://wnygaypages.com/lgbt-buying-power/)

WHY SPONSOR THREE DOLLAR BILL CINEMA?



EXCEPTIONAL EXPOSURE

Our events and festivals bring your brand face-to-face with brand-loyal, highly discerning, LGBTQ+ and allied consumers. Three Dollar Bill Cinema's integrated marketing delivers high-profile brand positioning through multiple channels.

AD/LOGO PLACEMENT

- Program Guide ad
- Website, social media, and newsletter inclusion (12K+)
- Street promotion throughout Seattle (posters and postcards)
- Logo during screenings and in festival trailers
- Business included in press releases
- Branded films
- Distribution of marketing materials at festival venues

PERKS

- Festival passes
- VIP tickets to opening night parties
- Verbal recognition before events
- Networking opportunities
- Directly supporting queer filmmakers and aligning your business with LGBTQ+ values



MARKETING IMPACT



@threedollarbillcinema

Followers: 6,209

New Followers: 111

Page Reach: 3.4K

@seattlequeerfilmfestival

Followers: 2,287

New Followers: 329

Page Reach: 15.5K



Total Contacts: 13.1K

New Contacts: 966

Avg. Open Rate: 34% (~3.5K)

Post Fest to Pass/Ticket Holders:
1,393 sends, 62% opens



Three Dollar Bill Cinema

Followers: 6,664

New Followers: 17

Post Reach: 2.4K

Seattle Queer Film Festival

Followers: 4,954

New Followers: 55

Post Reach: 11.4K



www.threedollarbillcinema.org

Visits: 21K

Page Views: 56K

Trailer Views

IG & FB: 6,404

YouTube: 570



@3DollarBillCine

Followers: 2,896

New Followers: 18

Profile Visits: 2,510

Impressions: 23.4K



Print Marketing Distribution

Program Guides

2K

Posters

1K

Postcards

1.5K

Polite Society: 350
Keep Posted: 100



SALES & REACH



2022

2021

PHYSICAL TICKETS:

3,977

PHYSICAL TICKETS:

4,212

VIRTUAL TICKETS:

1,814

VIRTUAL TICKETS:

1,997

FREE EVENTS:

447

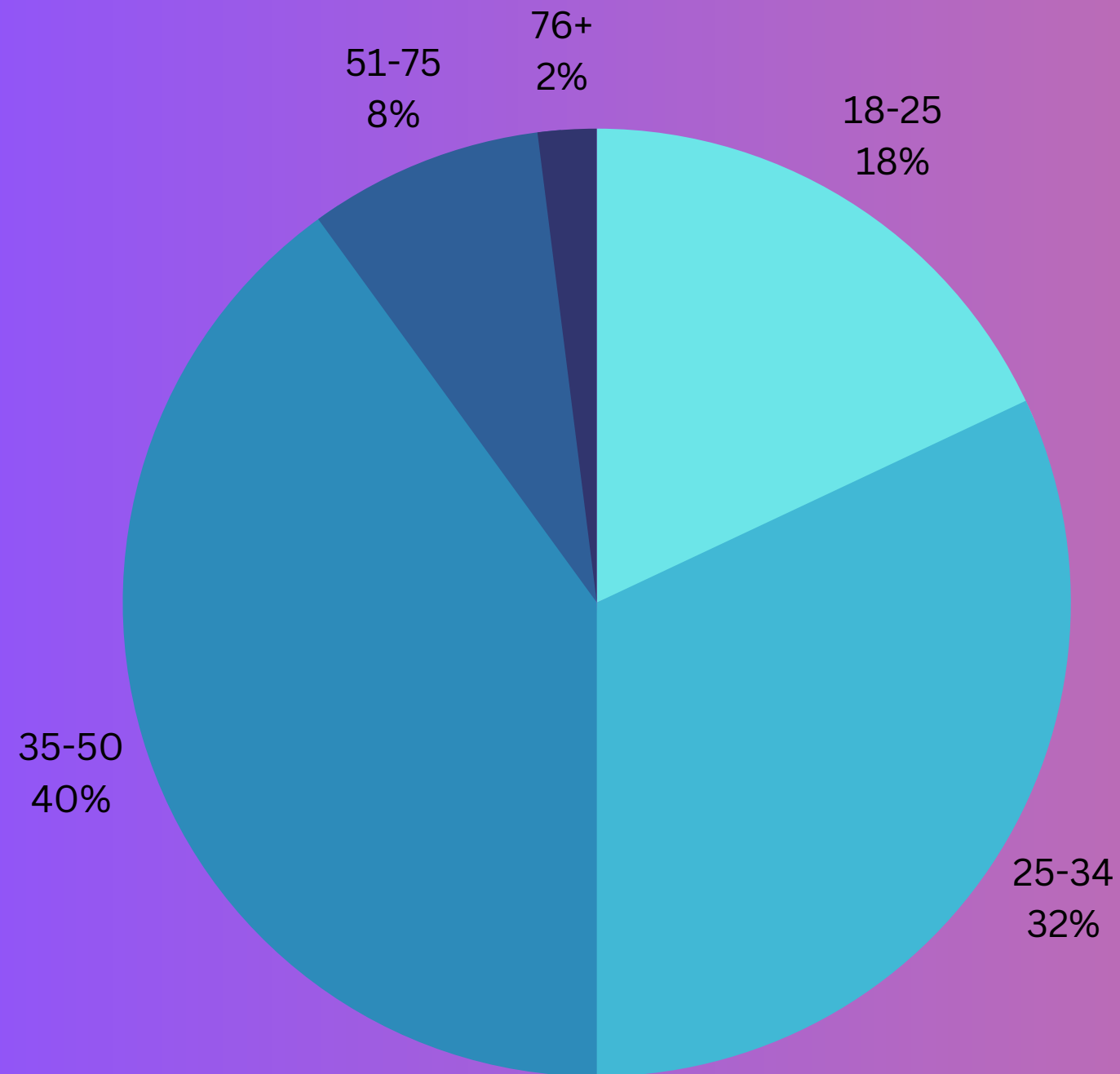
FREE EVENTS:

313

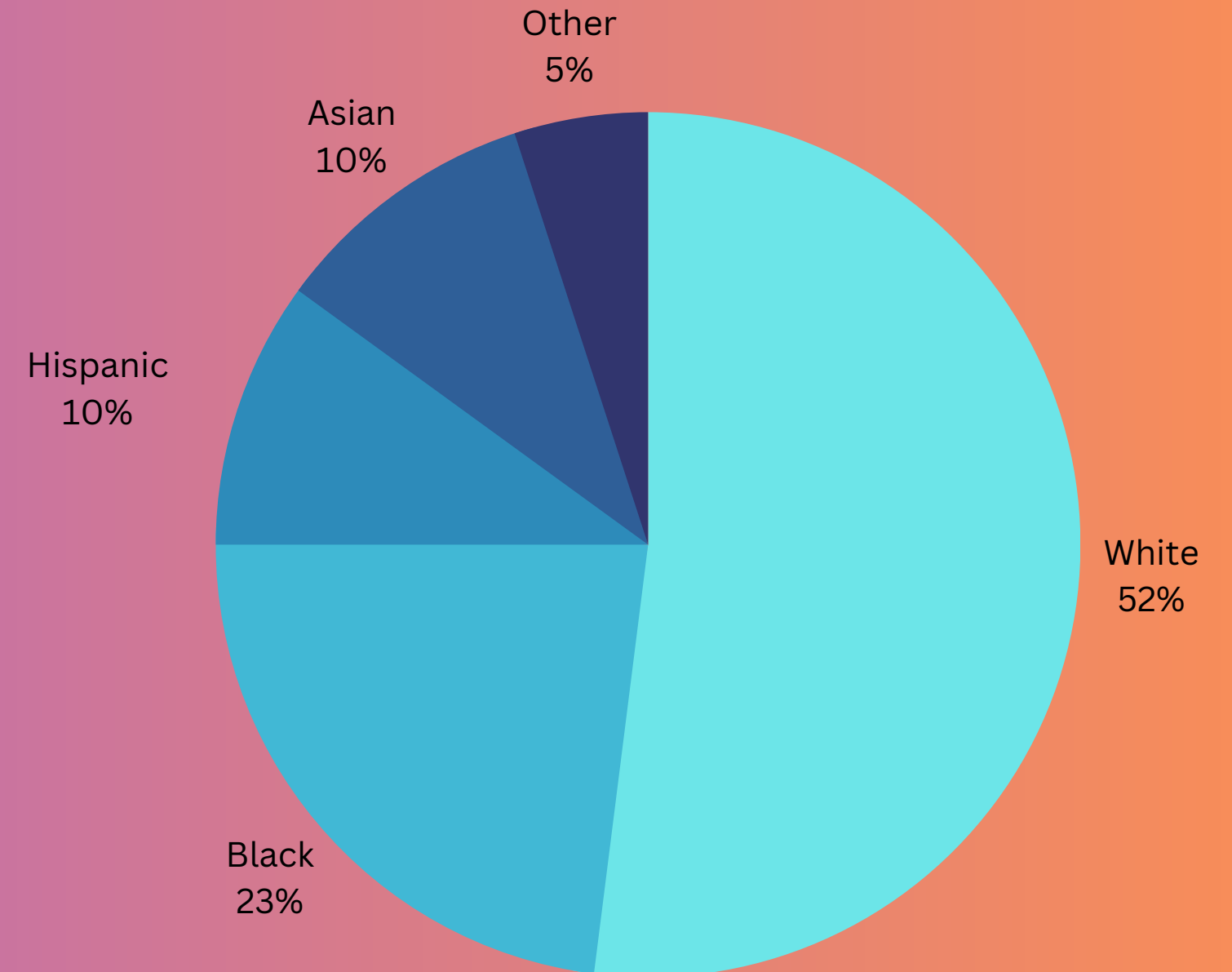
DEMOGRAPHICS



AGE



ETHNICITY



SPONSOR LEVELS

PRESENTING
\$25,000+

PREMIERE
\$15,001-\$24,999

MARQUEE
\$10,001-\$15,000

MAJOR
\$5,001-\$10,000

SUPPORTING
\$1,000-\$5,000

LEARN MORE



LET'S WORK TOGETHER

Collaborate with our team to create a custom
sponsorship package that meets all of your
corporate and community goals!



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