

# 1<sup>ST</sup> LESBIAN & GAY INTERNATIONAL FILM FESTIVAL

Saint-Petersbourg, Russia - October 2008



## SIDE BY SIDE

international film festival

**...making history today for  
the future tomorrow**

Side by Side LGBT International Film Festival is a new addition to Saint Petersburg's cultural calendar and we offer your company the unique chance to become involved in this pioneering project which promises to be one of the most exciting, most talked about cinematic and cultural events the city has ever seen.

***1st Lesbian, Gay, Bisexual and Transgender  
International Film Festival***

***Saint Petersburg, Russia    2-5th October, 2008***



2008 SPONSORSHIP - INFORMATION KIT

## Developing together Side by Side

Committed, driven, energetic and passionate about our goals Side by Side aims to be one of the largest Lesbian, Gay, Bisexual and Transgender (LGBT) film festivals in Eastern Europe and the Baltic Region. The scope for development is enormous and we are offering your company the opportunity to be an integral player in this innovative landmark event and the chance to promote your brand to a provenly loyal market segment in the largest metro area in the Leningrad Region and beyond.

Helping us to underwrite the costs of this four day event in Saint-Petersburg your company sponsorship serves as an essential enabling element in bringing Side by Side LGBT International Film Festival to life. Making it as vibrant as possible, showcasing ground breaking and award-winning work we want to garner national and international recognition and establish ourselves as one of Russia's key cultural events, becoming a vital part of the film and cinema tradition.

***In print, online, in person... just a few of the ways we offer premium branding and visibility before and during this very much anticipated film festival.***

### **Is your company interested in supporting the arts in the LGBT community?**

Being an integral part of something new and unique to the city of Saint-Petersburg? Giving back to the community? Then it's time your company, as a corporate or theme sponsor, got more involved with Side by Side LGBT International Film Festival.

Take a look at our sponsorship programme available for 2008. We have created a range of compelling options, which will give your brand the exclusive visibility you need to a highly loyal audience that recognises the value of your support.

We look forward to building unique and powerful relationships with our sponsors. If you prefer a more tailored made package let us know what your needs are and we can customize a sponsorship package that will target your goals and help you reach the audience you want.

Work with us to build a strong presence for your brand in the LGBT community.

### **Scheduled events proposed for 2008...**

- ✓ **Side by Side International LGBT Film Festival:** Annual showcase of award-winning LGBT film and video from Russia and around the world
- ✓ **Side by Side Filmmakers Forum:** Running alongside the LGBT film festival four days of seminars and panel discussions bringing audiences, filmmakers, and film industry together
- ✓ **Side by Side Gala Nights:** Opening and Closing parties with celebrity hosts



## Why Become a Sponsor?

- **Saint Petersburg is the largest metro area in the Northwest region of Russia:** with an estimated 228, 000 gay and lesbian consumers (5% of the Saint Petersburg population) your company will have a unique opportunity to promote your brand to a focused market segment

- **Lesbian and gay consumers have more discretionary income:** the average lesbian and gay adult has a higher household income. Some have children however most do not.

- **Extremely brand loyal:** Lesbian and gay consumers are acutely aware of corporate policies and practices and they possess an intense loyalty towards brands that are genuine about serving the LGBT community. Surveys undertaken by Side by Side indicate 71% of our audience are likely to seek out those brands that participate in the Side by Side film festival.

- *"The gay market is particularly attractive because of the relatively high levels of disposable income among couples."* Financial Times

# 2008 Sponsorship Levels

Presenting Sponsor	Studio Mogul	Executive Producer	Director
\$100K	\$50K	\$20K	\$2K

## LOGO PLACEMENT ON PRINT AND VISUAL MEDIA

Logo on sponsor page of program guide	✓	✓	✓	✓
Logo on all festival print advertisements	✓	✓	✓	
Logo on festival trailer	✓	✓		
Logo on cover of festival program	✓	✓		
Logo on audience ballots	✓			
Logo on festival poster	✓			

## LOGO ON WEB & E-MAIL ADVERTISING

Logo on sponsor page of website with link	✓	✓	✓	✓
Logo & link in monthly newsletters to our web subscribers	✓			

## ADVERTISING

Advertising in festival program guide (full/1/2/1/4page/colour/BW)	FULL COLOR	FULL COLOR	1/2 page COLOR	1/4 page B/W
Priority placement of ad in program guide	✓	✓	✓	

## ON-SITE PROMOTION

Materials on info table in venue lobby	✓	✓	✓	✓
Banner/signage display at screening venues	✓	✓		
Verbal recognition of sponsorship at the beginning of each screening by a Side by Side /own representative (number of screenings)	ALL	3	1	
Opportunity to screen a promotional video prior to select festival screening	✓			
Company name listed on tickets	✓			

## SAMPLING

Sampling at all festival screenings	✓	✓	✓	✓
Placement of promotional items in gift bags	✓	✓	✓	✓

# Alternative Sponsorship: Theme Sponsors

## SPIRIT, WINE OR BEER SPONSOR

*As the official Side by Side spirit brand, sponsorship gives your company an exclusive presence during the 4-day Film Festival. Your brand will have premium recognition being poured in the lobby before all screenings and also at the Opening Gala Night and Closing Night Party*

### Benefits Include:

- ✓ Exclusive drink poured in your category (spirit, wine, beer) throughout the four days in the lobby of the House of Cinema and Side by Side Gala Night Evenings.
- ✓ Display your company signage/posters on the evening of the Opening Gala Night and Closing Night Masquerade Party.
- ✓ Banner in theatre
- ✓ Logo and recognition in all-event related promotional materials (print ads, Web and e-mail promotion).

## TRAVEL PARTNERS (AIRLINE)

*Airline partners will help make it possible for Side by Side to promote tourism traffic in its promotional materials and will help Side by Side bring film directors, actors and producers to Saint Petersburg during the film festival*

### Partner to provide:

- ✓ Complimentary flights for visiting VIPs
- ✓ Discounted rates for tourism

### Benefits Include:

- ✓ Logo and reservation phone no on selected print material
- ✓ Recognition and logo in the Film Festival Programme Guide
- ✓ Banner/signage inside theatre for all 4 days of the festival

## HOTEL SPONSOR

*Hotel partners will help make it possible for Side by Side to promote tourism traffic in its promotional materials and will help Side by Side accommodate film directors, actors and producers during their stay in Saint Petersburg*

### Partner to provide:

- ✓ Complimentary accommodation and hospitality for visiting VIPs
- ✓ Discounted rates for tourism

### Benefits Include:

- ✓ Logo and reservation phone no on selected print material
- ✓ Recognition and logo in the Film Festival Programme Guide
- ✓ Materials on info table in venue lobby

# Theme Sponsors (continued)

## LOCAL AND NATIONAL MEDIA SPONSOR

*Local and national Media Sponsor will help to make it possible to increase local and national awareness of Side by Side and promote tourism traffic on a national level. The Media Sponsor will provide advertising in the months leading up to the Film Festival (August thru September)*

### Benefits Include:

- ✓ Recognition and logo in the Film Festival Programme Guide
- ✓ One full page ad in the Film Festival Programme Guide
- ✓ Logo on poster, web site and Film Festival Banner
- ✓ Banner inside the theatre for all 4 days of the festival
- ✓ Inclusion into Goody Bag

## PRINT SPONSOR

*The Print Sponsor will help to meet the costs of Side By Side's printing needs and requirements for the film festival*

### Benefits Include:

- ✓ Recognition and logo in the Film Festival Programme Guide
- ✓ One full page ad in the Film Festival Programme Guide
- ✓ Logo on poster, web site and Film Festival Banner
- ✓ Banner inside the theatre for all 4 days of the festival
- ✓ Inclusion into Goody Bag

## FILM SPONSORS (ONE PER FILM)

*Sponsors help to underwrite the cost of the film (shipping, insurance and translation)*

### Benefits Include:

- ✓ Your company will be named and recognised from the stage prior to the film screening.
- ✓ Recognition on the Festival Programme Guide listing the film and logo on sponsor page of Side by Side website.

# Theme Sponsors (continued)

## GOODY BAG SPONSOR

*The Goody Bag sponsor provides 500 to Side by Side for distribution on the Opening Gala Night. This sponsorship helps to cover incidental costs of the Opening Gala Night by also allowing Side by Side to charge up to 10 additional advertisers for inclusion into the Goody Bag*

### Benefits Include:

- ✓ Your company logo printed on outside of bag (at your cost and bags must be supplied by sponsor already printed) also must include Side by Side logo
- ✓ Include your company give-away and literature into the bag
- ✓ Side by Side volunteers will assemble and distribute bags for Opening Gala Night

## GOODY BAG INSERTION (10 POSITIONS AVAILABLE)

*Your company literature or premium gift*

### MISSION STATEMENT

In addition to providing a cultural space in which members of the LGBT community are able to question, reaffirm and extend their identities the mission of Side by Side International Film Festival is to establish contact with society at large, generating dialogue in a positive atmosphere through the medium of film, facilitating understanding and fundamentally broader acceptance of minority groups.

### PROJECT SUMMARY

The purpose of the Side by Side LGBT International Film Festival is to create a cultural space which will allow for the exploration, articulation and celebration of sexual diversity. Drawing participation and support from both the LGBT and the Saint Petersburg community at large Side by Side through the non-threatening medium of film endeavors to stimulate and open up channels for discussion with the aim to bridge the sexual divide and increase tolerance within society towards minority groups.

### BEYOND 2008...

- ✓ Year round screenings of the newest LGBT films and videos in Saint Petersburg
- ✓ Side by Side LGBT Film Festival Tour in other major cities in Russia
- ✓ Monthly social events
- ✓ Annual Fundraising events
- ✓ Filmmaking workshops for various groups within the LGBT community

### THE BIGGER REACH

- Side by Side LGBT Film Festival is planned to be held in Riga, Latvia reaching out to a further 35,000 people (5% of Riga population)
- Side by Side monthly newsletter distribution to over 500 subscribers and growing!
- Side by Side website advertising exposure with over 1500 new visitors monthly and growing!
- Support and cooperation with LGBT businesses in Saint Petersburg and Moscow
- Partnered with other LGBT websites across Russia, in the Baltic States and Eastern Europe gaining further exposure to 100,000 people

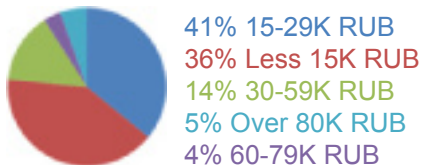
### ACHIEVEMENTS TO DATE

- Side by Side within the first two months of operation has become a major news item and has received extensive coverage on national TV & Radio networks (NTV, RenTV, STS, Echo Moskvi), in regional press & web sites (Time Out, Novie Izvestiya, lenta.ru, gay.ru) and on international web sites (pinknews.co.uk, GayWired.com, Intefax)
- Building strong collaboration with other community groups concerned with lesbian/gay issues (LGBTnet, LaSky)
- Gained support from notable figures in Russia's filmmaking and artistic community including Alexander Sokurov, Svetlana Surganova and Marina Chen.
- Over 300 film and videos have been submitted by filmmakers from all around the world
- Attracted interest from highly acclaimed and award winning filmmakers who wish to take part in the festival

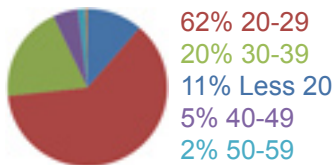


# Our Audience

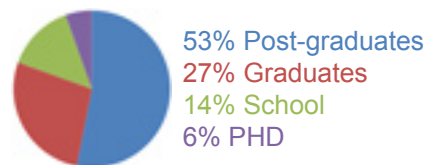
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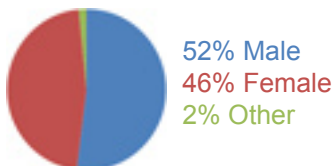
## AGE



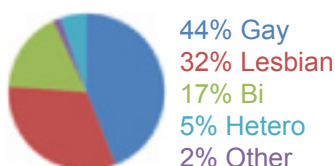
## EDUCATION



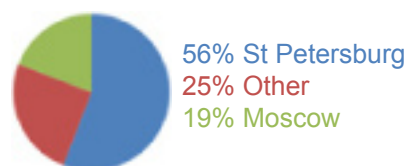
## SEX



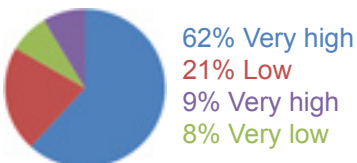
## SEXUAL ORIENTATION



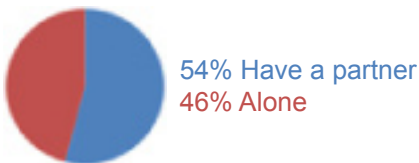
## LOCATION



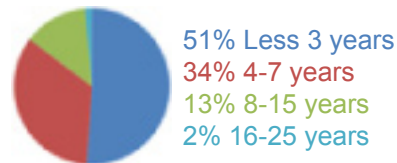
## SPONSOR LOYALTY



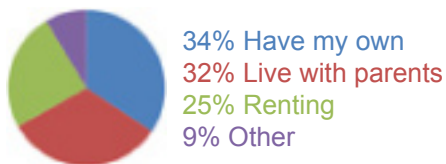
## MARITAL STATUS



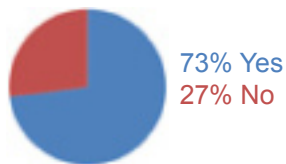
## LENGTH OF RELATIONSHIP



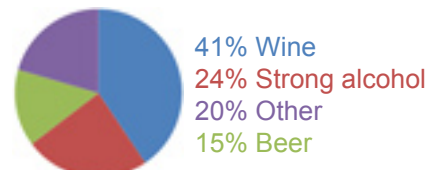
## LIVING SPACE



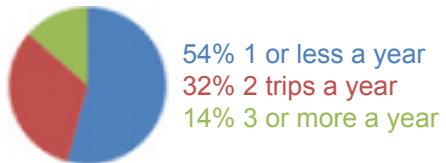
## CAR



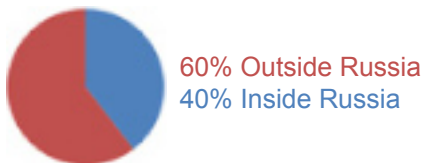
## PREFERRED ALCOHOL



## VACATION TRIPS



## HOLIDAY LOCATION



## ATTITUDE TO FILM FESTIVAL

