



three
dollar bill
cinema

2024 SPONSORSHIP & ADVERTISING OPPORTUNITIES



WHO ARE WE?



Three Dollar Bill Cinema is Seattle's LGBTQ+ film hub for the past 28 years! 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.

We engage with queer cinema through our 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**

SEATTLE QUEER FILM FESTIVAL

OCTOBER 10 - 24, 2024



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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.



TRANSLATIONS: SEATTLE TRANS FILM FESTIVAL

JUNE 6-9, 2024



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.



REEL QUEER YOUTH

AUGUST 2024



Reel Queer Youth is TDBC's most expansive educational program, serving queer youth 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 and receive valuable advice from positive and supportive film professionals.

Both in-person and virtual attendance options are available, increasing accessibility across the country.



SPONSORSHIP IS CRITICAL FOR MARGINALIZED ARTS ORGANIZATIONS



Three Dollar Bill Cinema relies on donations from community members, grants, and sponsorships to craft and deliver our impactful programming.

Sponsoring our organization comes with the ability to connect with a diverse and engaged audience, to publicly support marginalized artists with a platform for their art, and enables us to invest in the future via our Reel Queer Youth program.

Year-long sponsorships are a streamlined way to maintain your presence in all that we do.

We also offer stand-alone sponsorships at various price points.



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

ANNUAL SPONSORSHIP LEVELS

PREMIERE

\$15,000

MARQUEE

\$10,000

MAJOR

\$5,000

2024 ANNUAL SPONSOR ADVERTISING PACKAGES



	PREMIERE	MARQUEE	MAJOR
PRESENTING SPONSOR	2 FILMS AT EACH FESTIVAL	1 FILM AT EACH FESTIVAL	-
30-SECOND AD AND VERBAL RECOGNITION BEFORE FILMS	ALL FILMS	OPENING, CLOSING, AND PRESENTING FILMS	VERBAL RECOGNITION FOR OPENING & CLOSING FILMS
NEWSLETTERS ADS	ALL NEWSLETTERS	3 FOR EACH FESTIVAL	2 FOR EACH FESTIVAL
FESTIVAL GUIDE	FULL PAGE	½ PAGE	LOGO ONLY
SLIDE AD BEFORE FILMS	✓	✓	✓
REEL QUEER YOUTH	LOGO IN ALL FILM CREDITS	-	-

2024 ANNUAL SPONSOR PACKAGES VALUE-ADDS



	PREMIERE	MARQUEE	MAJOR
ALL-ACCESS FESTIVAL PASSES	4 PER FESTIVAL	4 PER FESTIVAL	2 PER FESTIVAL
TICKETS TO OPENING FILM & PARTY	4 PER FESTIVAL	4 PER FESTIVAL	4 PER FESTIVAL
TICKETS TO PRESENTING SPONSOR FILMS	12 PER FESTIVAL	6 PER FESTIVAL	-
FILMMAKER BRUNCHES @ SQFF	2 ATTENDEES AT BOTH BRUNCHES	2 ATTENDEES AT ONE BRUNCH	-

**INDIVIDUAL ADVERTISING OPPORTUNITIES
AND
SPONSORSHIP ADD-ONS**

PRINT ADS & FESTIVAL BADGES



FESTIVAL GUIDES

REACH: ~2K

FESTIVAL POSTERS

REACH: ~3K

SEATTLE Queer FILM FESTIVAL

October 13-23, 2022

BROWN-FORMAN IS A PROUD SUPPORTER OF

three dollar bill cinema

CHAMPAGNE RESPONSIBLY
©2022 Brown-Forman Entertainment, Louisville, KY

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COVID-19 PROTOCOLS

The safety of our attendees is the highest priority and Three Dollar Bill Cinema has worked diligently with our venues and partner to ensure a safe and enjoyable experience. In order to achieve this, we ask that you please adhere to the following COVID-19 protocols.

- Attendees must be masked for the duration of the screening/event except when eating or drinking. We are aware that county/state mandates have shifted but are still requiring these safety measures for the foreseeable future.
- For masking, we recommend N95. KN95 masks only. We will have high grade masks available at the venue for those who do not have one. Cloth masks, neck gaiters and bandanas are not acceptable forms of masking. SQFF reserves the right to deny entry to any attendee not found in compliance.
- Social distancing is still encouraged during all SQFF screenings/events.
- Hand sanitizer will be available at all SQFF venues, and we encourage attendees to use it when both entering and exiting a venue.
- Increased sanitation measures will be in place at all theaters. Please check out our venues' websites for more information about their specific practices.
- If you are feeling sick in any way, please do not attend in-person events and enjoy our virtual SQFF offerings from the comfort of your home.
- Some venues will have lower capacity limits than usual - they're pass and tickets early!

BEGINNINGS OF THE RAINBOW

Queer & Trans Youth: Share your Beginning of the Rainbow Stories!

SCAN ME

ALL MAN: THE INTERNATIONAL MALE STORY
Oct 22 (10 PM) SQFF Cinema Equinox
"WORLD PREMIERE"

BAZZOOKA
Every One: 2022 USA, 89 min.
The year is 2022, and the residents of Seattle are at war with corrupt government. Galt (Eva Whelan), an Afro-punk singer returns to Seattle following the mysterious death of her ex. As she learns more about an alliance between the corrupt mayor (Andrew Reynolds) and a nefarious tech company, she teams up with a new punk band of Black anarchists to take back their city.

BEFORE I CHANGE MY MIND
Three Dollars: 2022 Canada, 89 min.
It is 1987 and Robin (played by non-binary actor Vaughn Murray) is an American transplant at a high school in Canada. They immediately find themselves in, and between, rehashing for the school musical, having new crushes, forming unlikely alliances, and experiencing family drama. Robin must make some pretty hard decisions about what they will ultimately do to find belonging.

THE LAST HUMAN PERSON ON EARTH
Ryan McLaughlin: 2022 USA, 13 min.

BLACK AS UR
Michael Rice: 2022 USA, 87 min.
Filmmaker Michael Rice questions why the Black community is divided by homophobia and transphobia. This film argues that the historic exclusion of Black queer and trans people from the Black community is an inherited legacy of systemic racism. Observe intimate group conversations as Rice asks the difficult questions and practices valuable academic discussion from Dr. Charlene Senechal. Witness a vision of hope as BLACK AS UR profiles the resilience and beauty of numerous Black trans and queer people.

"Mom, I'm gay. And so is my movie."
Seattle Queer Film Festival: Where the best come out.

Your Man Friday: A proud supporter of Three Dollar Bill Cinema for 21 fabulous years...and counting.

SMALL BUSINESS ASSISTANCE
360-329-1211 • www.threedollarbill.com

FESTIVAL BADGES

REACH: ~500



SEATTLE Queer FILM FESTIVAL

OCT 13-23, 2022

WITNESS QUEER MAGIC

WATCH IN PERSON AND ONLINE

THREEDOLLARBILLCINEMA.ORG

SPONSORED BY: gfa, BEICU, PRIDE, J&J, HERRADURA, CHAMPAGNE, KORREL, Alaska, W, c895, CASCADE PUBLIC MEDIA, SGN, ARTS 101, ARTS 102, ARTS 103, ARTS 104, ARTS 105, ARTS 106, ARTS 107, ARTS 108, ARTS 109, ARTS 110, ARTS 111, ARTS 112, ARTS 113, ARTS 114, ARTS 115, ARTS 116, ARTS 117, ARTS 118, ARTS 119, ARTS 120

DIGITAL MARKETING



INSTAGRAM

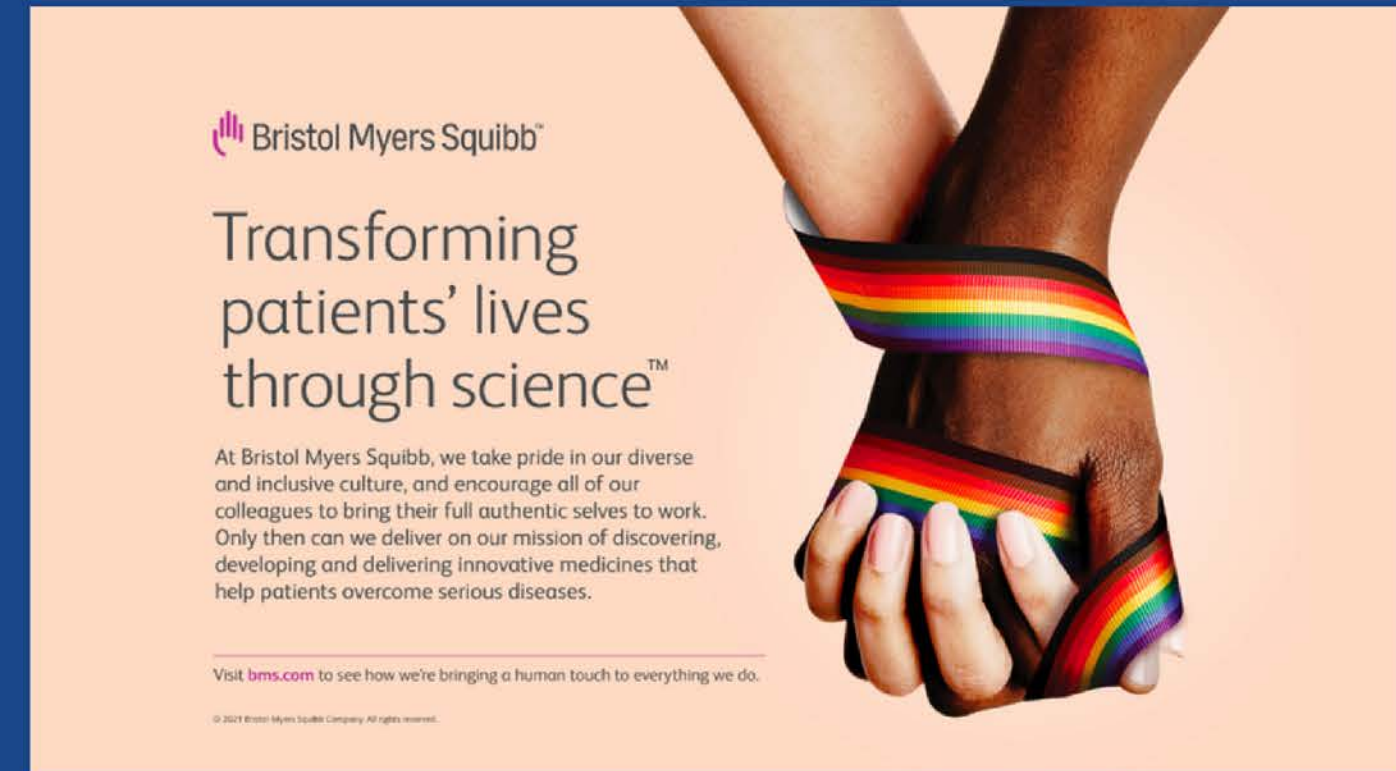
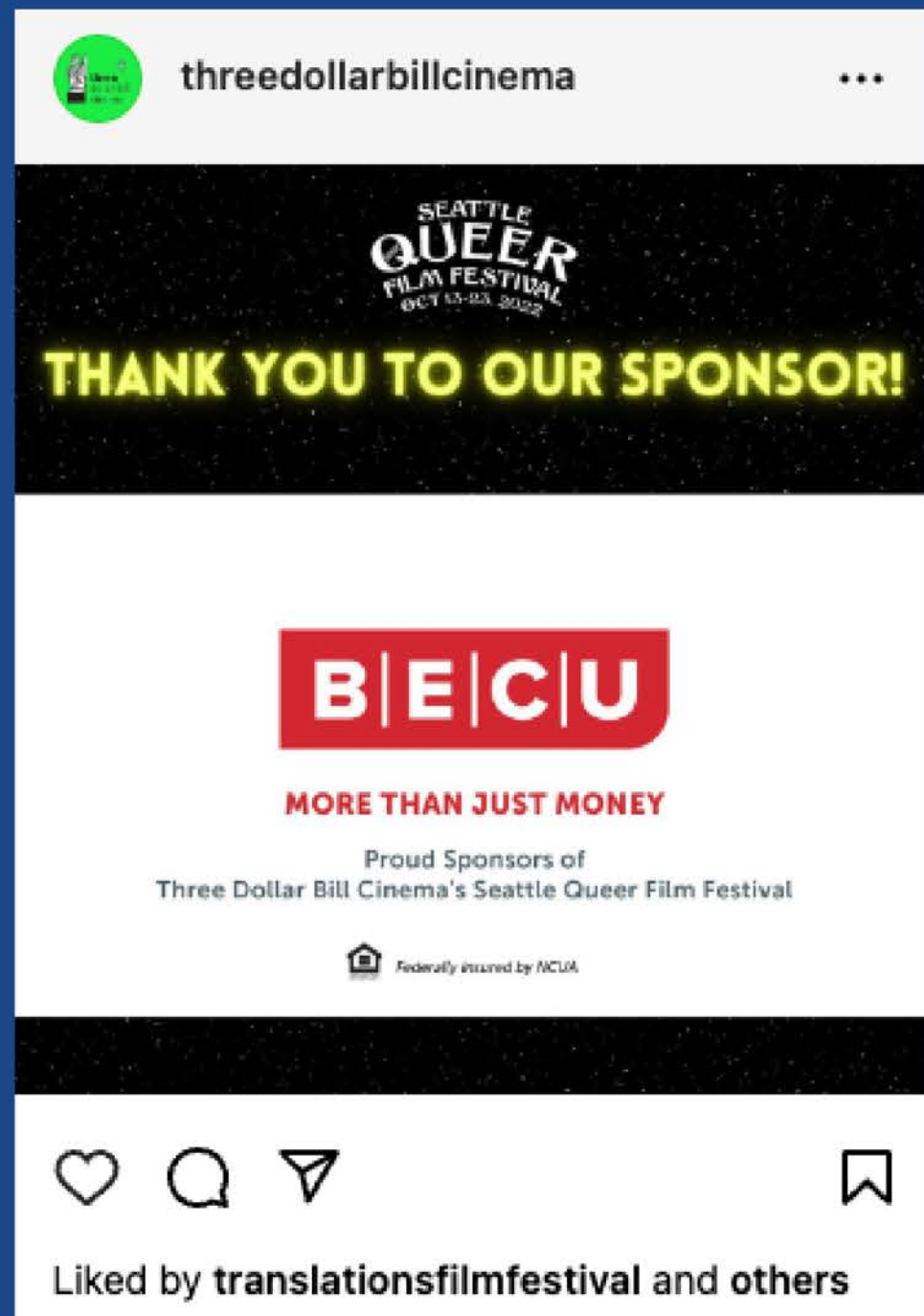
REACH: ~19K

FACEBOOK

REACH: ~14K

NEWSLETTERS

REACH: ~13K



NEWSLETTER PLACEMENT

FESTIVAL ADVERTISING RATES: SAVE WHEN BUYING BOTH



	TRANSLATIONS	SQFF	BOTH
FILM GUIDE: PRESENTING SPONSOR	\$1,500	\$2,500	\$3,755
FILM GUIDE: FULL PAGE	\$300	\$500	\$755
FILM GUIDE: ½ PAGE	\$175	\$250	\$400
ON-SCREEN SLIDE AD BEFORE FILMS	\$200	\$300	\$475
FULL PAGE + ON-SCREEN	\$450	\$700	\$1,075
½ PAGE + ON-SCREEN	\$325	\$500	\$775

FESTIVAL ADD-ONS



	TRANSLATIONS	SQFF
SPONSOR A FILMMAKER	\$1,000	\$1,000
THEATER BRANDING	\$2,000	\$4,000
STEP & REPEAT LOGO	\$500	\$500
FESTIVAL BADGES	\$750	\$750
SPONSOR ADDITIONAL FILMS	\$500	\$500

ACCESSIBILITY SPONSORSHIP - INVESTING IN OUR COMMUNITY



Our Vision, Mission, and Values align in elevating queer stories and connecting with our community. Removing barriers is key.

We understand that for some, access to the Arts is out of reach and through this sponsorship, we are able to connect with various organizations to support populations in need with free tickets to our programming.

Visibility Matters - helping others see their stories reflected on the screen can empower them, and offers mental health support by building community through the sharing of art.

Every \$150 donation equates to 10 free tickets we can distribute in your name as a valued ACCESSIBILITY SPONSOR!



BE A PART OF OUR 2024 SEASON!

**TO GET STARTED, REACH OUT TO
DERRICK@THREEDOLLARBILLCINEMA.ORG &
TELVED@THREEDOLLARBILLCINEMA.ORG**