



## 2012 London Lesbian Film Festival Sponsorship Guide

The London Lesbian Film Festival (LLFF) will be celebrating its 21<sup>st</sup> year from April 20<sup>th</sup> through to April 22<sup>nd</sup>, 2012 at Rainbow Cinemas, Citi Plaza (formerly Galleria complex). This festival aims to portray the richness and diversity of lesbian experiences and to strengthen our communities. If you have supported us in the past, you know that over 500 women from London, the rest of Ontario and the United States come for a fun filled weekend of film, dance and celebration. Last year we sold out in advance for both the Friday and Saturday film screenings and comedienne Dana Goldberg rocked the house at the Delta brunch to another sold out crowd.

The LLFF is very excited to introduce several new initiatives in 2012, including juried film awards; film bursaries; and a filmmaker Q&A session.

Thanks to the Ontario Trillium Foundation, we will be premiering our documentary at the 2012 festival.

Without the support of our valued sponsors over the previous 20 years, celebrating the longevity and importance of the festival in our community would not have been possible. Thank-you.

Our success is due in large part to the volunteers who spend countless hours throughout the year organizing the festival but also to advertisers and sponsors like you. It allows us to bring in high quality films and entertainment to the community. Festival-goers appreciate the importance of your choice to advertise with us; and as such have demonstrated that 'we support the businesses which support us'.

### Sponsor Changes for 2012:

- We have created an additional level of sponsorship to recognize those sponsors whose financial and/or in-kind support is \$1500 or greater. Please refer to page 2 for details.
- Platinum sponsors will have the option of submitting a 20-30 second commercial to run prior to each film screening. Sponsors may choose to receive complimentary film tickets or weekend passes, based on level of sponsorship. Please refer to page 2 for details.

Each festival attendee will receive a program to use as reference for the weekend. The program contains all screening and event schedules, film descriptions, and recognition of our sponsors. Sponsors are also recognized on-screen at the theatre. Program recognition takes the form of advertisements, based on level of sponsorship, and a listing in "Our Community" pages. This listing will include your contact information and a small description of the services you provide. Attendees are encouraged to take the guide home with them, and as such, your business will receive continued exposure long after the Festival wraps up for the year.

Please review the enclosed rate information for all the details. Be part of the excitement again this year!

I appreciate this opportunity to discuss your involvement with the Film Festival and I will follow-up with you within the next two weeks. Feel free to contact me with your questions or for more information about the London Lesbian Film Festival.

Sincerely,

Advertising Committee member

LLFF

[www.llff.ca](http://www.llff.ca)



## 2012 London Lesbian Film Festival Sponsorship Guide

The 20<sup>th</sup> Annual London Lesbian Film Festival brings together the best in film created by and about lesbians. With an audience that travels from throughout southwestern Ontario and the United States, you can reach a new audience – an audience with one of the highest disposable incomes in the country.

Sponsors & Advertisers will receive:	Platinum \$1500+	Corporate \$1000+	Gold \$500+	Community \$250+	Advertiser \$100+
<b>On Our Website x 1 year:</b>					
Logo/link on homepage & every webpage	√				
Logo/link on our 'Friends' webpage		√	√	√	√
<b>You/Your Company Recognized:</b>					
Verbally at each screening and all events	√	√			
<b>Your Name/Company Name:</b>					
Ad on-screen at theatre	1 ad/screen				
Logo* on-screen at theatre		1 logo/screen	2 logos/screen	2 logos/screen	3 logos/screen
With any goods/services donated as a door prize	√	√	√	√	√
On raffle ticket if your goods/services donated	√	√	√	√	√
*If logo not available, name will be stylized; may also include website or Email address					
<b>Your Business Cards/Brochures:</b>					
Displayed during film screenings	√	√	√	√	√



## 2012 London Lesbian Film Festival Sponsorship Guide

Sponsors & Advertisers will receive:	Platinum \$1500+	Corporate \$1000+	Gold \$500+	Community \$250+	Advertiser \$100+
--------------------------------------	---------------------	----------------------	----------------	---------------------	----------------------

Print / Commercial Advertising+:					
Logo on program cover (colour)	√				
Logo inside program cover (colour)		√			
Logo on postcard (colour)	√				
Logo on film & event tickets	√				
Logo on festival press releases	√	√			
Full page ad in program (colour)	√				
½ page ad in program (colour)		√			
¼ page ad in program (colour)			√		
20-30 second commercial run each day before film screenings begin+	√				
Program – Community Listings	√	√	√	√	√

+ Sponsor solely responsible for creation of logo, ad or commercial; refer to disclaimers

Gifts from the Festival:					
6 x 3-day screening passes or 3 weekend passes or combination	√				
4 x 3-day screening passes or 2 weekend passes or combination		√			
2 x 3-day screening passes or 1 weekend pass			√		
2 x 1-day screening passes				√	

Refer to next page for payment advertising information deadlines information



## 2012 London Lesbian Film Festival Sponsorship Guide

**Sponsor deadlines & Payments (to ensure full recognition in print and on-screen)**

<b>Sponsor Level</b>	<b>Payment</b>	<b>Logo</b>	<b>Ad</b>	<b>Community Listing</b>	<b>Commercial</b>
Platinum:	January 15, 2012	January 15, 2012	January 31, 2012	February 15, 2012	January 31, 2012
Corporate:	January 15, 2012	January 15, 2012	January 31, 2012	February 15, 2012	N/A
Gold:	January 31, 2012	January 31, 2012	January 31, 2012	February 15, 2012	N/A
Community:	February 15, 2012	February 15, 2012	N/A	February 15, 2012	N/A
Advertiser:	February 15, 2012	February 15, 2012	N/A	February 15, 2012	N/A

**SPECIFICATIONS FOR PRINTS ADS, LOGOS & ON-SCREEN GRAPHICS LISTED BELOW**



## 2012 London Lesbian Film Festival Sponsorship Guide

### Our Community Listing:

All sponsors, advertisers and prize donors will be listed on Our Community listings in the program. Please provide us with a brief description of your business or service. In addition, please provide your contact information (e.g. telephone number, E-mail address, & web address).

**Business Name**

Short description of the service it provides.

**519.123.4567**

**businessname@mail.com**

**www.businessname.com**

*Click here* to submit *your* Community Listing information: [My Community Listing](#)

*If no* information is received by the deadline, February 15, 2012, the listing will contain only business name & available contact information

---

### **Disclaimers:**

The London Lesbian Film Festival reserves the right to refuse to publish ads or run commercials or to require changes to ads (before publication) or commercials if deemed not in keeping with the image of the festival. Any errors or omissions by the advertiser that need to be repaired will incur a \$75 fee per error or omission. Errors or omissions by the staff at London Lesbian Film Festival will be repaired at no charge. Any errors or omissions that are published will be reimbursed only for the price of the ad. London Lesbian Film Festival will not be responsible for any lost business caused by an error or omission.



## 2012 London Lesbian Film Festival Sponsorship Guide

### THE PRINT AD SPECS

In order to ensure the quality of your ad and our program we ask that the following guidelines for ad submissions are followed. (Please note that any ads, which do not conform to the following specifications, will be adjusted and incur a \$75 art charge).

- Our graphic designer will accept the following formats: .pdf (preferred), .ai, .eps, .jpg.
- All ads to be in the CMYK colour space.
- For any ads which include linked files, such as logos or photographs, (ads that might fall into this category will be ads that are NOT in pdf format), you must include any accompanying links.
- When generating a pdf please ensure that all fonts are embedded or converted to outlines.
- If supplying an .ai or .eps file please ensure that fonts are converted to outlines before sending the file.
- Please ensure that all images included in ads are NO LESS than 300 ppi. (Images taken from web sites are not suitable for print advertising).
- All files are accepted electronically (i.e. via e-mail, ftp, or on disc). Ads do NOT include bleeds.
- Please Do NOT include crop marks, or registration marks on your file.
- When naming the file please name it: 1. With your company name and 2. With the ad size (e.g. a quarter page ad from "Grrl Books" might be named: "Grrl\_Books\_quarter.pdf"). This naming convention will help us track your ad.

Ad sizes are included in this subsequent pages, please look at the generic ad sheet to determine which size and orientation your ad will be.

### THE SCREEN SPECS

Please supply your logo in .pdf, .ai, or .jpg format. If you supply your logo in .jpg format then it must be at least 200 ppi and fit within at least a 7" square box in RGB colour space.

### THE COMMERCIAL SPECS

Please supply as MP4 and/or MOV. If supplied as a DVD, the DVD must not be 'auto run'.

**Platinum Sponsor**

Full Page Ad

landscape

(8" x 10")

or

portrait

(10" x 8")

**Gold Sponsor**

**1/4 Page Ad**

portrait

3 7/8" x 5 7/8"

**Corporate Sponsor**

**1/2 Page Ad**

landscape

8" x 5 1/8"