



2019 London Lesbian Film Festival Sponsorship & Advertising Guide

Dear Friend:

The London Lesbian Film Festival (LLFF) is preparing for its 2019 festival of films and events sure to get that thinker thinking and your toes tapping. This will be our **28th** year. We are excited to welcome our guests and sponsors to the Festival on May 3-5, 2019.

Great news - in 2016 we were recognized by the Matador Network as one of the "8 must-see LGBT festivals around the world." In addition, our documentary "Bending the Lens: 20 years of the London Lesbian Film Festival", has been viewed at festivals in Kentucky, Paris, London UK, and here at home in Toronto and London.

For our 28th Festival, the Reeling Spinsters are already hard at work selecting and reviewing films, planning the dance, and picking a comedian.

We have truly appreciated the support and dedication of all of our sponsors, who have helped make the Festival the success that it is. We thank you so much for your support in 2018 and hope that you will agree to be a sponsor again for 2019. We have many different levels of sponsorship, and your involvement can range from the donation of gift certificates and discounts to the donation of merchandise, and of course, the purchase of advertising space or any combination. In return, your exposure may include advertising in our Festival program, on-screen promotions and advertising, a presence on our website, and complimentary tickets. The following pages outline all the possibilities.

New this year, we are offering a graphic design service, through Blue Aardvark Graphic Design, for those requiring assistance creating an advertisement. Prices are \$375 for Platinum level, \$275 for the Corporate level, \$200 for the Gold level, and \$125 for the Community level. If you are interested in this service we will send you more details about what is included, along with contact information for Blue Aardvark.

If you are willing to sponsor us or are a returning sponsor, please contact us.

We look forward to your response and hope to work with you again this year in making our 28th year truly memorable.

Sincerely,

LLFF Sponsorship and Advertising Committee
advertising@lfff.ca



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The 28th Annual London Lesbian Film Festival brings together the best in film created by and about lesbians. With spectators from southwestern Ontario and the United States, advertisers may reach a new audience with one of the highest disposable incomes in the country.

Sponsors & Advertisers will receive:	Platinum \$1500+ (cash or in-kind)	Corporate \$1000+ (cash or in-kind)	Gold \$500+ (cash or in-kind)	Community \$250+ (cash or in-kind)	Advertiser \$100+ (cash or in-kind)
On Our Website x 1 year:					
Logo/link on homepage & every webpage	√				
Logo/link on our 'Friends' webpage		√	√	√	√
You/Your Company Recognized:					
Verbally at each screening and all events	√	√			
Your Name/Company Name:					
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	√	√	√	√	√
*If logo not available, name will be stylized; may also include website or Email address					
Your Business Cards/Brochures:					
Displayed during film screenings	√	√	√	√	√



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Print/ Commercial/ Electronic Advertising+:					
Logo on program cover (colour)	√				
Logo on film & event tickets	√				
Full page ad in program (colour)	√				
1/2 page ad in program (colour)		√			
1/4 page ad in program (colour)			√		
1/8 page ad in program (colour)				√	
20-30 second commercial run each day before 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				√	
Friday Night Reception entry	√	√	√	√	√

Refer to next page for payment advertising information deadlines information



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Sponsor & Advertiser deadlines (to ensure full recognition online, in print, and on-screen)

Sponsor Level	Payment	Logo*	Ad*	Community Listing+	Commercial*
Platinum:	January 15, 2019	January 15, 2019	January 31, 2019	February 28, 2019	January 31, 2019
Corporate:	January 15, 2019	January 15, 2019	January 31, 2019	February 28, 2019	N/A
Gold:	January 31, 2019	January 31, 2019	January 31, 2019	February 28, 2019	N/A
Community:	January 31, 2019	January 31, 2019	January 31, 2019	February 28, 2019	N/A
Advertiser:	January 31, 2019	January 31, 2019	N/A	February 28, 2019	N/A

* Submission via email or Dropbox.

+ Submit via active link on next page.

SPECIFICATIONS FOR PRINT ADS, LOGOS, ON-SCREEN GRAPHICS & COMMERCIALS LISTED BELOW



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Our Community Listing:

All sponsors, advertisers and prize donors will be listed in 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 service provided.

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 28, 2019, 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 and/or may 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 administrative change. Errors or omissions by the staff at London Lesbian Film Festival will be repaired at no charge and refund will be offered up to the full cost of the advertisement. London Lesbian Film Festival is not responsible for any lost business caused by an error or omission.



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THE PRINT AD SPECS

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

- We 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 (further instructions for submissions will be provided).
- Please **Do NOT** include crop marks, or registration marks or bleeds 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 the 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.

Please supply your on-screen advertisement in RGB .jpg or .pdf format. It must be 1800 pixels x 1125 pixels or 9" x 5.625" @ 200 ppi.

THE COMMERCIAL SPECS

Please supply as MP4 and/or MOV. Once you have booked your sponsorship, files may be transferred via dropbox or other transfer service to mindy@blueardvark.ca.

Platinum Sponsor

Full Page Ad

portrait

8" x 10.5"

No crops, no registration marks, cmyk, images 300 ppi, **no bleeds**

Please ensure that your ad conforms to these measurements and resolution

If your sponsorship includes an onscreen ad, please provide that ad in addition to your print ad (follow specs provided in this package)

Gold Sponsor

1/4 Page Ad
portrait

3.874" x 5.125"

No crops, no registration marks, cmyk,
images 300 ppi, **no bleeds**

Community Sponsor

1/8 Page Ad
landscape

3.875" x 2.43"

Community Sponsor

1/8 Page Ad
landscape

3.875" x 2.43"

Corporate Sponsor

1/2 Page Ad
landscape

8" x 5.125"

No crops, no registration marks, cmyk, images 300 ppi, **no bleeds**
Please ensure that your ad conforms to these measurements and
resolution

If your sponsorship includes an onscreen ad, please provide that
ad in addition to your print ad (follow specs provided in this package)