

FRESNO REEL PRIDE



2024 SPONSOR PACKET

OUR FESTIVAL

For more than 30 years, Fresno Reel Pride's mission is to increase awareness of the LGBTQIA+ community through the exhibition of film and cinema.

Each year, Fresno Reel Pride works to produce a major cultural event for the entire Central Valley community designed to enhance community acceptance and understanding while adding to the diversity of a culturally rich city.



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CELEBRATING 35 YEARS

This year, Fresno Reel Pride will celebrate its 35th anniversary with a full season of events and – for the first time – two film festivals in Fresno and Visalia!

Our mission is to celebrate LGBTQIA media and contribute to societal vitality through programming focused on diversity, race, culture, religion, class, gender, ability, health and age.

The 35th Annual Fresno Reel Pride Film Festival will be held Sept. 19-22, 2024
Fresno's Tower Theatre. The South Valley Reel Pride Film Festival will be held in October with dates and location to be announced soon.



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FEATURE LENGTH & SHORT FILMS

Fresno Reel Pride showcases a combination of more than 40 short and feature-length films each year.

We pride ourselves in bringing programming not found at your traditional theater. Genres have included dramas, comedies, horror films, animations, documentaries, and international films.



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YOUTH OUTREACH

Fresno Reel Pride was the idea of Fresno State students who had a vision of showcasing LGBTQ+ cinema as a way to bring students and the community together. That idea has transpired into what we now know today as one of the oldest and largest LGBTQ+ film festivals in the United States.

Keeping with tradition, Fresno Reel Pride gives back to young people by providing free screenings of youth-centric films at our Youth Film Festival as well as opportunities to meet filmmakers and stars.



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JOIN THE FRESNO REEL PRIDE FAMILY!

Each year, Fresno Reel Pride relies on the support of generous sponsors and volunteers to ensure the success of the annual film festival.

This year, your support is needed now more than ever as we transition back to the Tower Theatre and expand access to youth films.



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LGBTQ+ COMMUNITY SIZE AND SPENDING

Generation Z	Millennials	Generation X	Baby Boomers	Silent Generation
19.7%	11.2%	3.3%	2.7%	1.7%

[\(Gallup Poll, 2022\)](#)

- The number of Americans who identify as LGBTQ+ has more than doubled in the last decade.
- The LGBTQ+ community is the fastest growing 'minority' segment in the US, spending \$1.4 trillion annually.
- 10% of the California Legislature identifies as LGBTQ. [\(Associated Press\)](#)

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2024 SPONSORSHIP LEVELS

OPENING / CLOSING NIGHT SPONSOR

8 Sponsor Festival Passes
 Full Page Premium Ad in Festival Program*
 Advertisement before all films
 Welcome festival attendees from the podium on Opening or Closing Night
 Logo on posters, tickets, badges*
 Ad and Logo on ReelPride.com with link
 Community Table in Lobby

\$5,000

FESTIVAL SPONSOR

4 Sponsor Festival Passes
 Full Page Ad in Festival Program*
 Welcome festival attendees from the podium during the event
 Logo on ReelPride.com with link

\$2,500

FILM SPONSOR

2 Sponsor Festival Passes
 ½ Page Ad in Festival Program*
 Welcome festival attendees from the podium for one film

\$1,000

** Ads and logos must be submitted by the deadline to be included on print materials.*

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FESTIVAL ADVERTISING ART INFO AND DEADLINES

FESTIVAL PROGRAM AD

The Fresno Reel Pride Festival Program is a keepsake to attendees. The full color program's finished size is 8.5" x 11" printed on high quality paper with a thicker cover.

OPENING & CLOSING NIGHT SPONSOR AD & FESTIVAL SPONSOR AD

Full Page Ad Size: 8.5" x 11" vertical with bleed

FILM SPONSOR AD

1/2 Page Ad Size: 8.5" x 5.375" horizontal no bleed

Festival Program Ad Deadline: Friday, August 16

LOGO DEADLINE

Logos should be submitted in vector or high-resolution formatting for printing on posters, tickets, badges, etc.

QUESTIONS:

Any questions regarding sponsorship or partnership, contact media@reelpride.com.

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