



Fresno Reel Pride Annual LGBTQ+ Film Festival
September 29 - October 1, 2023

2023 Sponsorship 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.



REEL 34!
PRIDE

BACK AT TOWER THEATRE

This year, Fresno Reel Pride is excited to bring a full season of events culminating in our 34th Annual Film Festival.

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.

This year, the 34th Annual Fresno Reel Pride Film Festival will be held September 29 – October 1, 2023 at Fresno's Tower Theatre and Fresno City College.



REEL 34!
PRIDE

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.



REEL 34!
PRIDE

YOUTH FILM FESTIVAL & STUDENT 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.



REEL 34!
PRIDE



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.



REEL 34!
PRIDE




LGBTQ+ Community Size & Spending

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

Gallop 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 yearly.
- 10% of the California Legislature identifies as LGBTQ. ([*Associated Press*](#))

REEL 34!
PRIDE

2023 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.





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: August 23, 2023

LOGO DEADLINE

OPENING & CLOSING NIGHT SPONSOR LOGO

Please provide a vector or high resolution logo for printing on posters, tickets, badges.

Logo Deadline for Festival Poster, Tickets, and Badges: August 9, 2023



FRESNO REEL PRIDE BOARD



Kathleen Arambula-Reyna
Board President
& Festival Director



Rick Riddick
Executive Secretary
& Lounge Director



Lorenzo Valencia-Lucio
Interim Executive Treasurer
& Outreach Director



Veronica Salmeron-Sosa
Vice President,
Festival Operations



Raquel Busani
Programming Director



Margo Isaac Serrano
Programming Director



Nasreen Johnson
Communications



Mario Valencia-Lucio
Marketing & Branding
Director



Mattie Garcia
Director-at-Large,
Entertainment



Melissa Blake
Sponsorship Director

