

FILMS FOR EVERYONE
REELRESISTANCE
36TH ANNUAL FRESNO REEL PRIDE LGBTQ+ FILM FESTIVAL
SEPT 19-21
2025

36TH ANNUAL
FRESNO REEL PRIDE
2025 SPONSOR PACKET

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reel pride
lgbtq+ film festival

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 community engagement.

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 36 YEARS

This year, Fresno Reel Pride will celebrate its 36th anniversary with a full season of events.

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 36th Annual Fresno Reel Pride Film Festival will be held September 19-21, 2025 in Fresno's Historic Tower Theatre.



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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 return to the historic Tower District and expand access to LGBTQ+ 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+. [\(Associated Press\)](#)

2025 SPONSORSHIP LEVELS

OPENING / CLOSING NIGHT SPONSOR

(customizable)

*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 8

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.

