

fresno
reel pride

lgbtq+ film festival

2022 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.



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OUR FESTIVAL REIMAGINED

This year, Fresno Reel Pride is excited to bring a full season of events culminating in our 33rd 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 33rd Annual Fresno Reel Pride Film Festival will be held September 30 – October 2, 2022 at Fresno City College.



SUMMERTIME (2021), 32nd Fresno Reel Pride Film Festival

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DISCOVERIES YOUTH SHORTS & STUDENT OUTREACH

Fresno Reel Pride was the idea of Fresno State students who had a vision of showcasing LGBT 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 discounted tickets and free screenings of youth-centric films now known as our *Discoveries - Youth* program.



THE MISEDUCATION OF CAMERON POST (2018), 29th Fresno Reel Pride Film Festival

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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.



BEING BEBE (2021), 32nd Fresno Reel Pride Film Festival

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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 into to a new venue and welcome back our in-person screenings.



TRANSMILITARY (2018), 29th Fresno Reel Pride Film Festival

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2022 SPONSORSHIP OPPORTUNITIES

Presenting Partner - \$5,000

- *Premium placement with full-page program ad and more*

Festival Sponsor - \$2,500

- *Secondary placement with full-page program ad and more*

Movie Sponsor - \$1,000

- *Half-page program ad and more*

The College of Social Sciences and the Henry Madden Library at Fresno State proudly support the Fresno Reel Pride Film Festival.

Thank you for raising awareness, promoting diversity, and celebrating lives through LGBTQ film.

FRESNO STATE
College of Social Sciences
Henry Madden Library

ALONE IN THE GAME
Director: Natalie Metzger & Michael Rohrbach | 2018 | USA | 95 min.
A Film by David McFarland

PROUDLY SPONSORED BY:
FRESNO STATE
College of Social Sciences
Henry Madden Library

AMERICAN REVOLUTION

ALONE IN THE GAME follows a group of elite athletes and iconic figures from the biggest stages in sport, including the NFL, NBA, MLB, NHL, MLS, and NCAA, among others, to explore the ongoing struggles LGBT athletes are facing at the professional, collegiate and Olympic levels.

An exploration of the big business of sports exposes a culture of exclusion, bigotry and discrimination which keeps these athletes in the closet and living in silence. Subjects include three closeted athletes who share their personal journeys, as well as NBA Commissioner Adam Silver, former ESPN President John Skipper, NBA center Jason Collins, NFL linemen Ryan O'Callaghan, MLS Cup champion Robbie Rogers, and Olympic medalists Gus Kenworthy and Megan Rapinoe.

Films for Everyone 31

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2022 SPONSORSHIP OPPORTUNITIES

Presenting Partner

- (:30) second commercial before all films*
- Eight (8) Sponsorship Passes – provides access to all film screenings and Reel Pride events
- One (1) Banner Ad on ReelPride.com**
- Logo placement on all film festival publicity materials
- Mention and recognition before each film
- Recognition on all social media platforms
- Logo and live link on ReelPride.com sponsor page
- Full page ad in festival program**

Festival Sponsor

- Four (4) Sponsorship Passes
- One (1) Banner Ad on ReelPride.com**
- Logo in Reel Pride eNewsletter
- Mention and recognition before each film
- Recognition on all social media platforms
- Live link on sponsor website
- Full page ad in festival program**

Movie Sponsor

- Two (2) Sponsorship Passes
- Recognition on all social media platforms
- Listing on sponsor website
- Half page ad in festival program**

*:30 second commercial provided by sponsor prior to advertising deadline

**Sizes for materials including web advertisements and ad sizes will be provided individually.

LEADERSHIP



**VICE PRESIDENT &
COMMUNICATIONS**

Augie Blancas



SPONSORSHIPS

Joshua Dickey



PROGRAMMING

Margo Isaac
Serrano



TREASURER

Christopher Dodd



**BOARD PRESIDENT &
FESTIVAL DIRECTOR**

Dr. Kathleen
Arambula-Reyna



SECRETARY

Rick Riddick



**HOSPITALITY &
EVENTS**

Jeromie Hensen



**GRAPHIC DESIGN &
MEDIA**

Mario Valencia



PROGRAMMING

Raquel Busani



SOCIAL MEDIA

Niesha Blancas

**BOARD MEMBERS
(NO PHOTO)**

Jean Coffelt Brletic
Priscilla Presto

HOST COMMITTEE

Melody De Leon
Victoria De Leon

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FRESNO REEL PRIDE KEY DATES:

- ✓ REEL PRIDE OUTSIDE PRESENTS THE ORIGINAL HAIRSPRAY
Summer 2022
- ✓ ADVERTISING DEADLINES
Friday, August 26, 2022
- ✓ 33rd ANNUAL LGBTQ+ FILM FESTIVAL
Friday, September 30 - Sunday, October 2, 2022
- ✓ REEL PRIDE OUTSIDE PRESENTS ROCKY HORROR PICTURE SHOW
Fall 2022

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**CONTACT OUR TEAM FOR SPONSORSHIP INFORMATION.
WE PRIDE OURSELVES ON MEETING YOUR CORPORATE AND COMMUNITY GOALS.**



Joshua Dickey, Sponsorships Director



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F.I.G.L.E.A.F. Educational Festivals

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www.reelpride.com