

**CENTRAL
ARKANSAS PRIDE!**

**2022
KALEIDOSCOPE
LGBTQ+ FILM
FESTIVAL**

MAY 19TH-21ST





WHO WE ARE

Central Arkansas Pride is a local, nonprofit organization and our mission is to celebrate the history and culture of our community through pride events and programs that inspire, strengthen, and unite.

We do this through offering programs and services that bring the LGBTQ community together, and we're excited to add the Kaleidoscope Film Festival to the Central Arkansas Pride Family!

WHAT IS KALEIDOSCOPE?

Through presenting poignant and thought-provoking films documenting LGBTQ lives, Kaleidoscope serves as Arkansas's only major outlet for LGBTQ films and filmmakers. The festival offers exposure to key filmmakers, industry taste-makers, millennials, and broad audiences.

The 2022 festival will mark 8 years of engaging the hearts and minds of audiences. Through your support, we can continue the tradition of bringing LGBTQ feature-length and short narrative and documentary films to Arkansas.



WHY SPONSOR

LGBT adults in the U.S. were estimated to represent over **\$917 billion** in total buying power, making them a powerful market force companies can't afford to overlook.

74% of LGBTQ adults are likely to consider brands that support nonprofits and/or causes that are important to them

82% of heterosexual adults say they are more likely to purchase from a company that supports LGBTQ equality

64% of gay men and **65%** of lesbians are likely to make a point of telling their friends about a brand they like, well above the average of all U.S. consumers

88% of LGBTQ adults said they are likely to remain loyal to a brand they believe to be friendly to the LGBTQ community, even when less friendly companies offer lower prices or greater convenience

10% of LGBT households make more shopping trips than the average US household

1 Witeck Communications 07/20/2016 2 Harris Interactive, 7/18/2011 3 The Huffington Post, 2/25/2016 4 The The Huffington Post, 10/16/2013 5 Witeck / Harris Interactive, 11/2014 6 Nielson 2015

SPONSORSHIP LEVELS

Executive Producer - \$1500

- 30 sec pre-screen promo spot
- Premium logo placement on website and event page
- Presenting sponsor naming right
- Naming rights to a film block
- Mentioned in all film blocks
- 4 promoted social media blasts
- Mention by staff in pre-screen intro spots

Producer - \$1,000

- 15 sec pre-screen promo spot
- Logo placement on website and event page
- Naming rights to a film block
- 3 promoted social media blasts
- Mention by staff in pre-screen intro spots

Director - \$500

- Logo on pre-screen reel
- Logo placement on website and event page
- 2 promoted social media blasts
- Mention by staff in pre-screen intro spots

Supporting Sponsor - \$250

- Logo on pre-screen reel
- 1 non-promoted social media blasts
- Mention by staff in pre-screen intro spots

Contact sponsor@arpride.org to get started today