



Promoting Social Equity through Media & the Arts

Dear Corporate Sponsor,

We are requesting your support of the Black Alphabet Film Festival (BAFF), Black Alphabet originated as Chicago's first African American Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) film festival in 2013. Since 2019, we have grown into a true International Film Festival with regular audience reach as far as England and Kenya.

Black Alphabet is a Chicago-based 501(c)(3) non-profit organization whose mission is to promote social equity awareness and education in all aspects of life for the Black LGBTQ+/SGL community through the use of media and the arts. The Film Festival is designed to celebrate the art of storytelling through the medium of film.

As a sponsor, you will have the opportunity to showcase your company's product or service to a potentially untapped demographic. It is our plan to provide you with as much exposure as possible within our community by creating an experience that our audience base has come to know and love, as well as tap into new markets across the country and around the world.

If you would like to sponsor the festival and/or want to discuss the information provided in the Corporate Sponsor & Advertising Packet, please contact Black Alphabet Executive Director Adam L. McMath at adam.mcmath@blackalphabet.org or Managing Director, Ray Harrell at ray.harrell@blackalphabet.org.

Your tax deductible sponsorship or donation demonstrates your commitment to the Black LGBTQ+/SGL community and helps us uphold our mission.

Thank you in advance for your support of the Black Alphabet. We look forward to this incredible opportunity to partner with you as we impact the lives of Black LGBTQ+ communities in Chicago and beyond.

Best regards,

Adam L. McMath



CORPORATE SPONSOR & ADVERTISING PACKET

Black Alphabet Film Festival

**Executive Director &
Board President**
Adam L McMath

**Managing Director &
Board Treasurer**
Ray Harrell

Board Secretary
Gil Shannon

Board Members
Chris Wimbley
Shiane Wilcoxon
Noel Green

Sponsorship and Advertising Levels

Sponsors will receive certain benefits associated with your sponsorship level. Your contribution is used to finance the expenses of our digital platforms, venue rental, insurance, marketing, and other operational expenses associated with our Festival and Special Events.

Select the Sponsorship level that most closely meets your needs, and follow the instructions provided on the next page.

Sponsor or Donor Level & Benefits	Executive	Celebrity	Director	Screen
	Producer \$20,000	\$10,000	\$5,000	Writer \$1,000
Prime Display Area at Film Festival	✓	✓		
Exclusive Major Donor Reception	✓	✓	✓	
VIP seats at the Film Festival	10	10	4	2
On-Screen recognition at the Festival	✓			
Your promo items in our Swag Bags	✓	✓	✓	
Advertisement in Festival Program	Full-page	Half-page	Quarter-page	Logo
Recognition on Social, Web & Print	✓	✓	✓	✓

Advertising Only Packages

Organizations who wish to advertise at our event but not receive any other benefits may purchase an ad in our digital program book (pages) or a mention on our social media. All digital packages include social media acknowledgment.

	Full Page	Half Page	Quarter Page	Social
Advertisement Only Packages	\$1,000	\$500	\$250	\$100
All packages receive social media promotion				

Ad & Logo Guidelines

- All ad artwork must be 300 dpi and full size.
- All raster logo images must be 300 dpi and at least 500 pixels wide. Logos will be scaled according to medium, so the larger the image you can provide will yield best results. Vector format logo images are preferred.
- You will receive an email acknowledgment of the payment and the artwork.

The deadline to submit collateral for the 2022 Film Festival is Thursday, September 15, 2022.

Payment

Payment may be made via Paypal, Credit Card, or ACH transfer. Payment instructions will be sent upon request.

The deadline for payment to be included in the 2022 Film Festival program book is Thursday, September 15, 2022.