



CORPORATE SPONSOR & ADVERTISING PACKET

8th Annual 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



Promoting Social Equity through Media & the Arts

September 23, 2020

Dear Corporate Sponsor,

We are requesting your support of Black Alphabet's 8th Annual 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.

The film festival for 2020 will be held virtually due to COVID-19 restrictions. We have enlisted a virtual festival platform and have already hosted numerous events in 2020. The festival dates for 2020 are Monday, November 16 through Monday, November 30.

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+ community through the use of media and the arts. The Film Festival is designed to celebrate the art of storytelling through the art 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+ 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

Sponsorship and Advertising Levels

Sponsors will receive certain benefits associated with your sponsorship level. Your 2020 contribution is used to finance the expenses of our digital platforms, 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	Titanium \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$100
Full Page digital ad (8.5" x 11")	✓				
Half page digital ad (8.5" x 5.5")		✓			
Quarter page digital ad (4.25" x 5.5")			✓		
Logo or name on all promo items	✓	✓	✓	✓	
Linked logo on web site	✓	✓	✓	✓	
Sponsor listing on screen credits	✓	✓	✓	✓	✓
Recognition in press & media posts	✓	✓	✓	✓	
Recorded promo before select films	✓				
Festival pass	15	10	5	2	2
Special Events pass	10	5	2		

- Festival pass for 2020 includes unlimited access to all films during the festival period.
- Special Event pass for 2020 includes access to all Special Events during the 2021 event calendar, commencing after the 2020 film festival and ending prior to the 2021 film festival.

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	\$250	\$125	\$75	\$25
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.

Digital Sponsorship Instructions

Digital sponsorships are preferred as they allow us to use funds immediately to offset the costs of producing the festival. All sponsorship levels below Titanium must use Digital Sponsorship.

1. Log into PayPal.com or visit this link: [https://www.paypal.com/donate/?cmd= s-xclick&hosted_button_id=D652ZSK7LT4M4](https://www.paypal.com/donate/?cmd=s-xclick&hosted_button_id=D652ZSK7LT4M4)
2. Select your sponsorship level from the list and enter the sponsorship amount. Be sure to enter your full name or the name of your organization. Save your receipt as a pdf.
3. Submit your ad and/or digital logo to info@blackalphabet.org with a copy of your PayPal receipt.
4. Titanium Level sponsors should submit a digital video of no longer than 1 minute in .mp4 format.

Pledged Sponsorship Instructions

For our Titanium Level sponsors who will provide payment after the event:

1. Please complete the included pledge form.
2. Submit your ad and/or digital logo to info@blackalphabet.org with a copy of your completed and signed Pledge form and your promotional video.
3. You will receive an invoice with a due date of no later than December 31, 2020. Payment may be made via check or ACH. Mail checks payable to:

Black Alphabet Pledge

Please complete this pledge form for the Titanium Level sponsorship package for Black Alphabet Film Festival 2020. This form acknowledges that your organization will receive all the benefits of the Titanium Level Sponsorship Package and will remit sponsorship at a later date to be received no later than December 31, 2020 in the form of a check or ACH transfer.

Organization

Representative

Address

City

State

ZIP

I hereby pledge a sponsorship donation of at least \$5,000 to Black Alphabet for the 2020 Film Festival. I acknowledge that I am the representative of this organization authorized to make this pledge and assure that the contribution will be made according to the invoice provided.

I understand that payment information will be provided on the invoice.

Authorized Signature