

This festival is a real testament to the creativity and diversity of our gay artists and the vital contribution they make to the UK's cultural scene *Prime Minister, David Cameron, in a message in 2010.*  
The biggest thing going on in London right now *BBC London in Nov 2009.*



Image © 2011 Niranjan Kamekar & Wise Thoughts | models: GFEST 2010 Artists Sokhan Ozer & Valeriy Eremenko | leather costume: Expectations

**Sponsorship / Advertising /  
Media partners Pack**

**GFEST - Gaywise FESTival**  
**London's LGBT Arts Festival for All**  
**7 to 20 Nov 2011**

# GFEST Support and Testimonials

An annual event in November, GFEST comprises of performance events, short film screenings, visual arts exhibitions, workshops, debates parties & events.

London's premier LGBT cross-arts festival, GFEST is a high profile platform for lesbian, gay, bisexual, transgender (LGBT) and queer artists, organisations and venues to promote LGBT and queer arts. Organised by arts charity Wise Thoughts, GFEST features established alongside fresh or young LGBT artists and queer talent across the arts, including visual arts, theatre, dance and performance, LGBT short films, debates, workshops and parties. GFEST takes place annually in November in various venues across London.

The festival was supported by The Mayor of London and Arts Council England for the past 4 years. GFEST also enjoys cross-party support. GFEST launch receptions were attended by Ministers, MPs and members from all three main parties, amongst others, in the Houses of Parliament for the last three years.

Among several local, arts and international news & online channels, the festival was covered by travel and tourism sector.

**A high visibility showcase of first-rate and diverse talent, GFEST broke barriers since it is attended by gay and straight audiences from all age groups (including families walking in with toddlers) and social and cultural backgrounds.**

Events like GFEST enrich our society and challenge us to think more about the world around us - **David Cameron, The Prime Minister**

With contributions from across the country and also internationally, GFEST highlights talent as wide-ranging and diverse as the LGBT community itself - **Boris Johnson, Mayor of London**

It (GFEST) provides a fantastic platform not just for the LGBT community but also for London and for the arts - **Jeremy Hunt, Secretary of State for Culture, Media, Sports & Olympics**

Proud and happy to support GFEST 2011, which does so much to promote the work of LGBT artists everywhere - **Stephen Fry**

GFEST and the many LGBTI artists are in the frontline of queer culture, articulating our identities, experiences, triumphs and tragedies - **Peter Tatchell**

As a lesbian and a Londoner, I'm excited about GFEST.. that makes our queer communities so vibrant, and our capital city so rich. I hope GFEST just gets bigger, bolder and more beautiful, year by year! - **Sarah Waters, Author**

GFEST, which each year is growing like Topsy.. has over 100 artists - **Lynne Featherstone, MP, Minister for Equalities.**

GFEST is an excellent forum for encouraging new artists as well as established acts - **Margot James, MP**

"I send my very best wishes to GFEST, and hope the festival is a huge success. Giving full expression to some of the best in LGBT arts - **Rt Hon Lord Smith (Lord Chris Smith)**

I am delighted to see innovation coupled with a celebration of LGBT creators and audiences. I wish all success to the GFEST – Gaywise FESTival - **Trevor Phillips, Chair EHRC**

GFEST coming around again is a hugely good thing.. - **Ben Summerskill, CEO, Stonewall UK**

**London's  
gay art  
festival  
launched  
this week**

*Pink News*





# LGBT Consumer Insights

**Consumer Behaviour** Over 20,400 lesbian and gay people said they pay attention to who advertises in the LGBT press and that sponsorship of LGBT events and charities is an even a stronger influencer in choosing to purchase products and services (according to LGBT Consumer Index Survey). As the chart below illustrates, this combined with an employment policy can greatly assist in influencing the purchasing decisions of the lesbian and gay community.

**Stonewall** nearly 1 in 7 people in London are estimated to be LGBT – that is up to 1 million people (Nov 2008)

**Out Now Millivres UK Gay Market Study 2008:** In a survey of almost 3 million UK lesbian and gay people by Millivres, publishers of DIVA, GT, Pink Paper, it was found in the UK gays and lesbians spent £7.1 billion pounds alone buying goods on the internet annually, and put a total of £23.5 billion pounds on their credit cards.

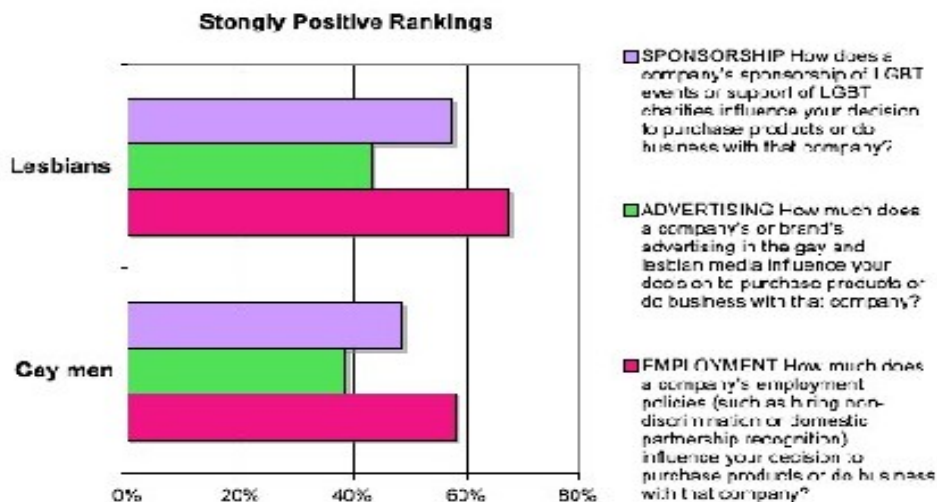
“UK’s gay and lesbian consumers offer marketers significant opportunities to grow their revenues during the UK’s worst economic conditions in more than 60 years” - *a comment from the report*

**Annual expenditure** Dining out £5.8bn; Beer and spirits £3.4bn; Clothes £3.2bn; Electronics/computers £3.0bn; Bottled wine £2.2bn; Mobile phone bills £1.8bn; Takeaway food £1.8bn; Footwear £1.6bn; Fragrance/toiletries £1.2bn ; DVDs £1.2bn; Home phone bills £1.1bn; CDs £1.1bn; Hairdressing £1.1bn; Books £1.1bn; Champagne £1.0bn; Concert tickets £1.0bn; Designer underwear £904 million; Grooming, facials, waxing £607 million; Alternative health £486 million; Music downloads £401 million.

**Harris Interactive** 64% of gay people would prefer to buy products that have been marketed to them (Harris Interactive).

Nearly half (48%) of LGBT adults report they like to keep up with the latest styles and trends, compared to only 38 percent of heterosexual adults (Harris Interactive). 45% of LGBT adults say they tend to upgrade to the latest model or version of a product, compared to one-third (33%) of heterosexual adults. With gay men nearly half (49%) report they tend to upgrade to the latest model or version of a product, compared to 35 percent of heterosexual men.

- *Many companies with new products recognise that gay people are often trend-setters and pioneers whilst successful companies seeking to recruit the best employees recognise the importance of a diverse workforce – Millivres Prowler*



Gaysurvey.com 'LGBT Consumer Index Survey' - based on 20,400 people

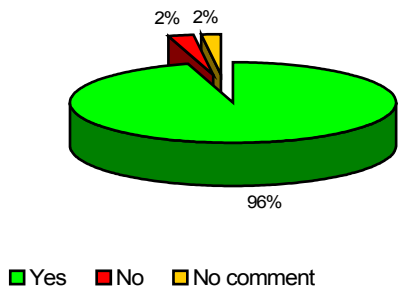


**Capital set  
for Gay art  
Festival**  
Community  
newswire  
Entertainment  
(Press  
Association)

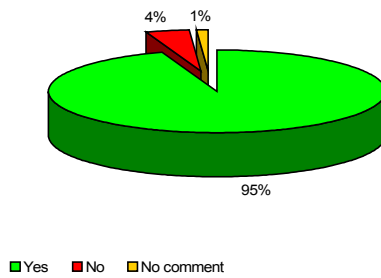
# GFEST Audience Insights

The statistics below show an overview of audience responses for the GFEST programme, based on over 1500 audience / participants feedback forms.

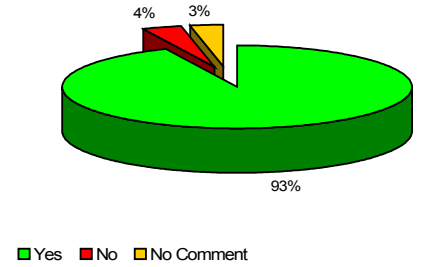
Should funders continue to sponsor GFEST ?



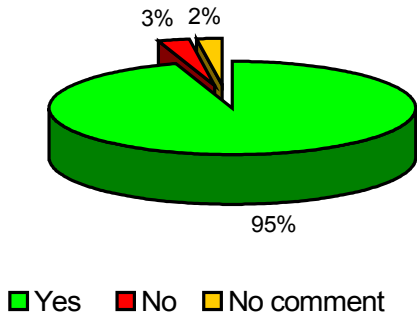
Did you enjoy the event?



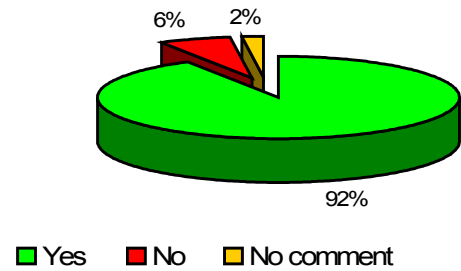
Did you like the artwork / artists?



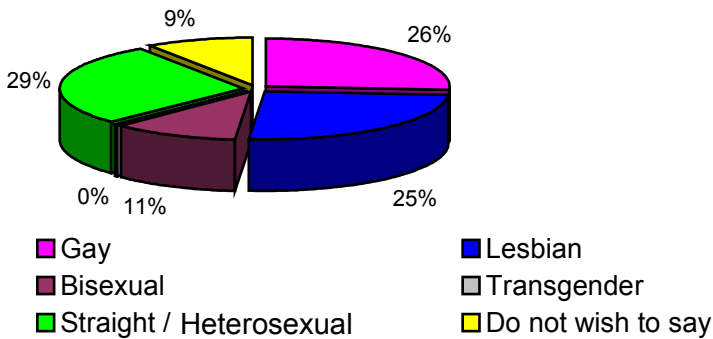
Do you like dedicated LGBT arts events?



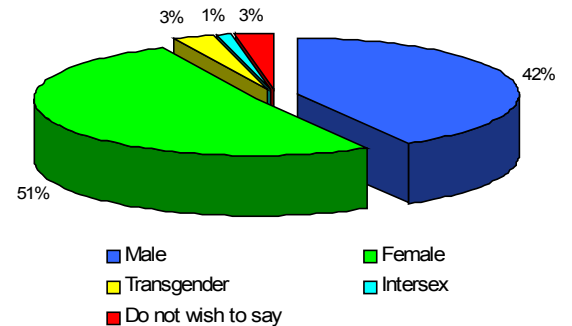
Would you recommend the events?



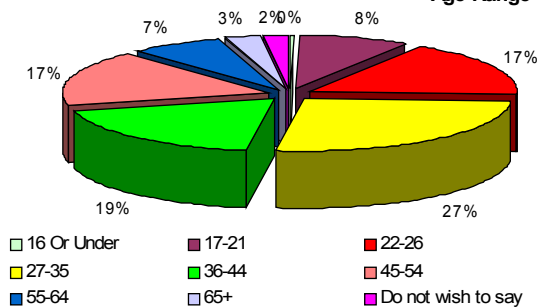
Sexual Orientation



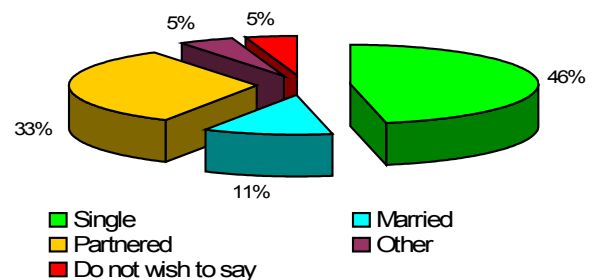
Gender



Age Range



Relationship Status



GFEST is proving to be **one of the most successful mechanisms in London for bringing a LGBT arts to a diverse audience**, including up to 35% of the audience being non-LGBT, presenting an ideal opportunity for companies and organisations to become **associated with an upcoming cutting edge festival with mainstream appeal, whilst appealing to and engaging with a core LGBT demographic.**



**YOUR  
LOGO**

## Benefit Packages (Generic)

This is a brilliant opportunity to be a sponsor of **London's LGBT Arts Festival for all - GFEST 2011**. You can also sponsor main artistic (film screenings / performances etc.,) events and networking receptions, seminar / socialising events. Sponsor can also benefit from 2 to 3 high profile networking events and parties around each artistic strand.

**Benefit packages for sponsoring these events are tailored around specific needs of the sponsor. Please get in touch with us for further details : [info@wisethoughts.org](mailto:info@wisethoughts.org) or call: (+44) 20 8889 9555**

You can also benefit from the GFEST web presence through out the year, since GFEST is a recognisable and increasingly popular social media portal for LGBT matters.

GFEST Sponsorships will allow you to meet your Corporate & Social responsibility (CSR)

### **Principal Sponsor      £20,000 + VAT    Sponsoring up to 3 GFEST 2011 events.**

- 15 invitations to GFEST events & reception / parties. Including **5 invitations to GFEST Launch Event with dignitaries (Last 3 years it was in the Houses of Parliament, and was attended by Ministers & MPs)**
- 20 free tickets booking & special preferences bookings. Staff involvement.
- GFEST promotions for staff.

**Principal Sponsors logo & promotion:** Website, Flyers, Posters, GFEST Ads , Brochures, E-flyer, Sector, Email of staff, GFEST PR / PRESS, GFEST Social media, Additional ad on the website and On site ad based on tailor made package.

### **Major Sponsor      £ 15,000 + VAT    Sponsoring up to 2 GFEST 2011 events.**

- 10 invitations to GFEST events & reception / parties. Including **3 invitations to GFEST Launch Event with dignitaries (Last 3 years it was in the Houses of Parliament and was attended by Ministers & MPs)**
- 10 free tickets booking & special preferences bookings. Staff involvement.

**Major Sponsors logo & promotion:** Website, Flyers, Posters, GFEST Ads , Brochures, E-flyer, Sector, Email of staff.

### **Associate Sponsor    £ 10,000 + VAT Sponsoring up to 1 GFEST 2011 event.**

- 7 invitations to GFEST events & reception / parties.
- 7 free tickets booking.

**Associate Sponsors logo & promotion:** Website, Brochures, Flyers, Posters, GFEST Ads , Brochures.

### **Sponsor £5,000 + VAT.**

- 5 invitations to GFEST events & reception / parties.
- 5 free tickets booking.

**Sponsors logo & promotion:** Website, publicity Brochures, Flyers, Posters, GFEST Ads.

### **Sponsor a single artists from as little as £ 250**

You can sponsor your favourite GFEST artist for only £250. Please get in touch for further details.

### **Sponsor a single GFEST event from £500**

- 1 Workshop event: £500
  - 1 debate / party event: £ 1200
  - 1 Performance Evening: £ 1500
  - 1 Short film screening: £ 1500
  - Visual Arts Exhibition: £ 3500
- For further info please call: 020 8889 9555  
or email: [info@wisethoughts.org](mailto:info@wisethoughts.org)

Adam Briggs, lecturer in advertising at the City of London Polytechnic:

'Gay men, and to a lesser extent lesbians, tend to have more money to spend on going out because they don't have families; and because they don't have families they tend to be inclined to go out more.'

'One of the best forms of advertising you can have is trend-setters adopting your product.' - The Independent



## Media Partners

We would like to take this opportunity to offer you the chance to become a GFEST 2011 media partner, which will allow you to be able to participate in the events and grant you access to promotional offers. GFEST 2011 offers you the opportunity to be associated with a cutting-edge festival with mainstream appeal, whilst engaging with a influential LGBT demographic and mainstream arts patrons.

We will include your logo and recognition of support on key promotional materials, including the website and brochures. At the same time, during the festival there are opportunities for on-site branding and display of promotional materials such as banners and posters plus distribution of publicity materials to our audiences via stalls.

We are also able to offer some advertising space within our brochure and on our website.

Please get in touch with us to discuss your specific sponsorship / partnership package needs

## Wise Thoughts



[www.wisethoughts.org](http://www.wisethoughts.org)

## GFEST - Gaywise FESTival

[www.gaywisefestival.org.uk](http://www.gaywisefestival.org.uk)

Contact details:

tel: +44 (0) 20 8889 9555

[info@wisethoughts.org](mailto:info@wisethoughts.org)



If you'd like any further information get in contact:

On the web [www.wisethoughts.org](http://www.wisethoughts.org) / [www.gaywisefestival.org.uk](http://www.gaywisefestival.org.uk)

Social Networks Become friends with GFEST and Wise Thoughts on social networks including blogs, Twitter, Facebook, MySpace, YouTube and Flickr:

<http://gaywisefestival.wordpress.com>

<http://twitter.com/gfest>

<http://www.flickr.com/photos/gfest/>;

<http://www.youtube.com/user/wisethoughts> among several other GFEST integrated web channels.

Phone +44 (0) 20 8889 9555

Email [info@wisethoughts.org](mailto:info@wisethoughts.org)

Write

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