



Press / Media Partner Pack 09

London's LGBT Arts Festival for All

GFest Testimonials and Support

"It is fitting that GFest takes place in the capital. I wish the festival every success and encourage Londoners to get involved."

- Mayor of London

"As a lesbian and a Londoner, I'm excited about GFest, an LGBT arts festival filled with cutting-edge exhibitions and performances by new and established artists. GFest is a celebration of the wonderful diversity that makes our queer communities so vibrant, and our capital city so rich. It's so inspiring to see LGBT arts showcased in this way. I hope GFest just gets bigger, bolder and more beautiful, year by year!"

- Sarah Waters, Author

"GFest is an excellent forum for encouraging new artists as well as established acts and I wish participants, organisers and visitors a great festival this year"

- Margot James, Conservative Party Vice Chairman for Women

"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 and performance - and being proud about the diversity that has created it - is something to be savoured, enjoyed, and celebrated. Good luck!"

- Chris Smith Rt Hon Lord Smith

"I send my good wishes to all those involved in organising and participating in GFest. Wise Thoughts has a proven track record and has organised an ambitious programme of events across the arts. I hope the Festival will raise the profile of LGBT artists and their work, not only in London but nationally."

- David Lepper MP

"As a TV producer I am always keen to hear about innovative media and arts forums. As Chair of the Equality and Human Rights Commission I am delighted to see innovation coupled with a celebration of LGBT creators and audiences. I wish all success to the G-Fest gayWise LGBT Arts Festival."

- Sir Trevor Phillips, Chair EHRC

"GFest looks set to be better than ever this year and the diversity and creativity behind the festival and are truly inspiring. It is a wonderful opportunity to showcase and celebrate LGBT artists and performers, so I wish all involved every success."

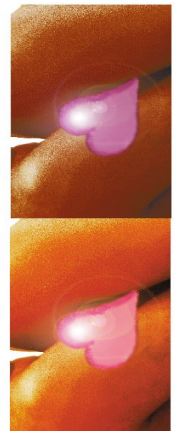
- Caroline Lucas MEP Leader of the Green Party

"I want to wish all the participants and supporters of the GFest- gayWise LGBT Arts Festival all the very best for this year's Festival. It provides a fantastic platform not just for the LGBT community but also for London and for the arts. This year's programme is packed with interesting and diverse events so I am sure it will be a great success."

- Jeremy Hunt Shadow Secretary of State for Culture, Media and Sport.

"GFest offers a broad, diverse mix of visual and performance art which is creative, challenging and provocative. The festival is also an exciting platform to showcase the creativity of artists who explore sexual and ethnic identities and it builds upon the extensive, historic contributions that LGBT Londoners have made to the vibrant social, economic and cultural fabric of this city. I wish GFest every success as it establishes itself as London's annual LGBT arts festival and encourage Londoners to attend."

- Jennette Arnold AM Chair of the London Assembly





Gfest – gayWise LGBT Arts Festival - Nov 09 across venues in London

What : Gfest - www.gaywisefestival.org.uk - provides an unrivalled and much needed platform for Lesbian, gay, Bisexual, Transgender and queer performers, artists, filmmakers and designers to express, inspire and empower attendees and participants. Comprising three main artistic strands Gfest '09 will feature over 100 queer artists and talent across **performance events, short film screenings and visual arts exhibitions**. Connecting these strands are social and networking events, workshops, debates and seminars with leading LGBT artists, workshop facilitators and academics in the UK. Gfest 09 will be bigger than ever and presents opportunities for unique partnership ventures with higher impact and response levels.

Who Gfest is the brainchild of **Niranjan Kamatkar, Artistic Director of registered arts charity Wise Thoughts** - www.wisethoughts.org. Founded in 1999 and currently celebrating its 10th year, Wise Thoughts works across the arts addressing social justice issues and the needs of the LGBT and Black, Asian & Minority Ethnic communities. Wise Thoughts has extensive experience of managing large-scale arts events and has a solid track record of effective financial management offering excellent value for money.

Where and when **9 -22 November 2009 at established and recognised venues in London.**

Some of the past venues: The Drill Hall, The Cochrane Theatre, Rich Mix, Bernie Grant Arts Centre, Toynbee studios, Mackenzie Pavilion, Univ. Arts London, etc.

Why Gfest presents an ideal opportunity for sponsorship advertising and community partners:

- LGBT community accounts for 1 in 7 people Londoners (Stonewall 2008)
- 64% of LGBT people buy products or use services that have been directly marketed towards to the LGBT market (Harris Interactive)
- The Out Now 2008 Millivres UK Gay Market Study found that the “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”
- Experiencing audience growth of over 150% year on year with over 2,500 people attending in '08
- Became the first LGBT arts festival to be launched at the House of Commons and has widespread support from LGBT artists, celebrities and politicians, including the Mayor of London
- One of the most successful mechanisms in London for bringing LGBT arts to mainstream audiences

More information Call us on +44 (0) 20 8889 9555 or email info@wisethoughts.org.

LGBT Consumer Insights

Consumer Behavior 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 the 2008 LGBT Consumer Index Survey 2008). 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)

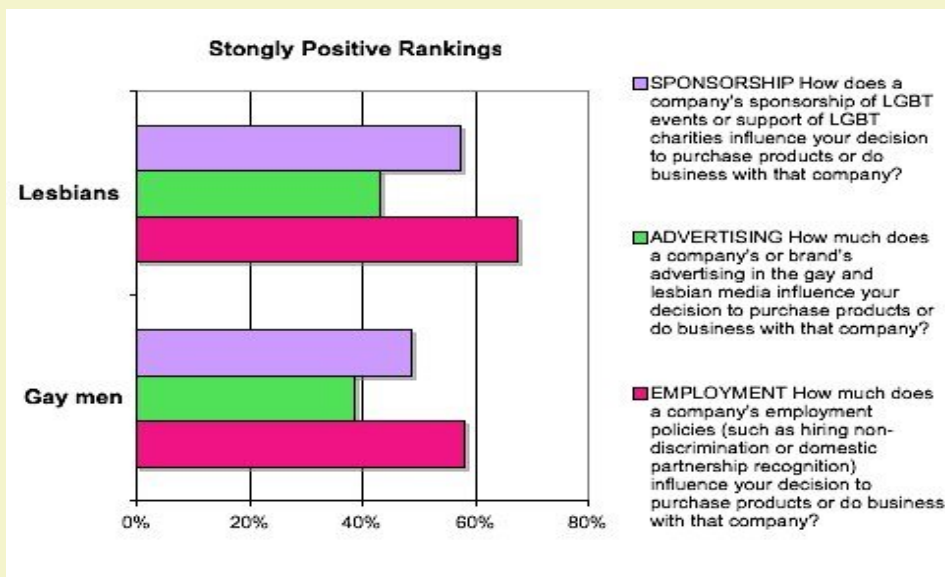
Out Now 2008 Millivres UK Gay Market Study In a 2008 survey of almost 3 million UK lesbian and gay people by Millivres, publishers of DIVA, GT, Pink Paper, it was found in the UK gays and lesbians spent £7.1 billion pounds alone buying goods on the internet annually, and put a total of £23.5 billion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

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

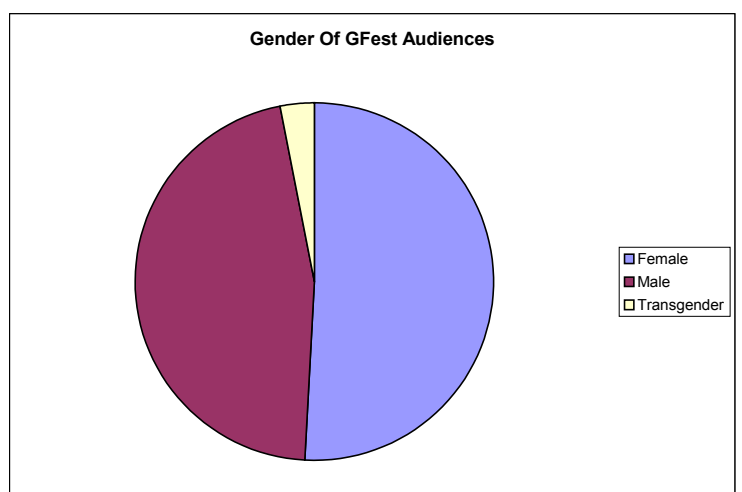
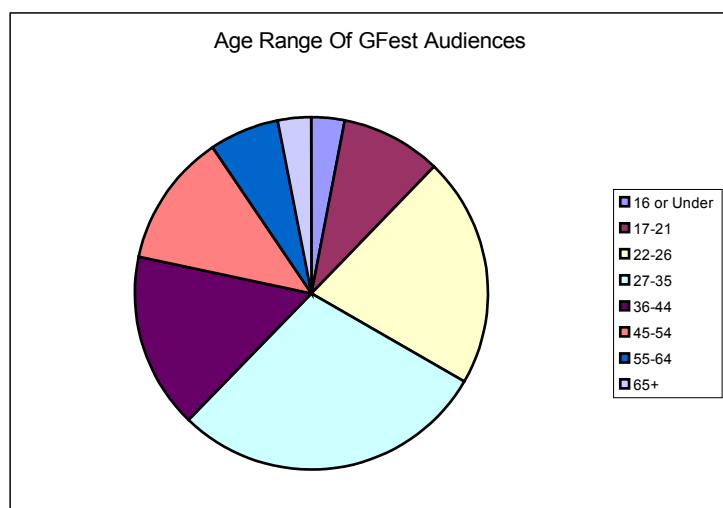
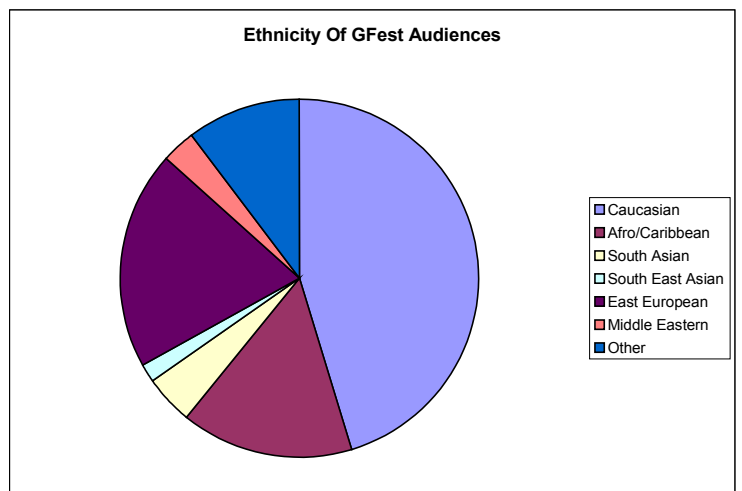
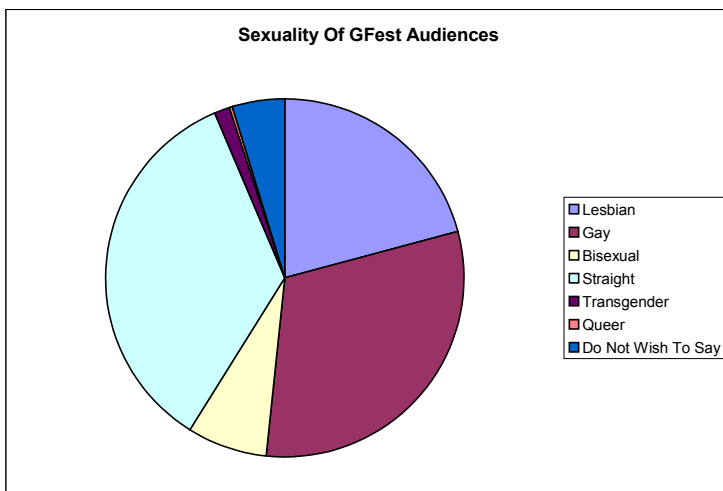
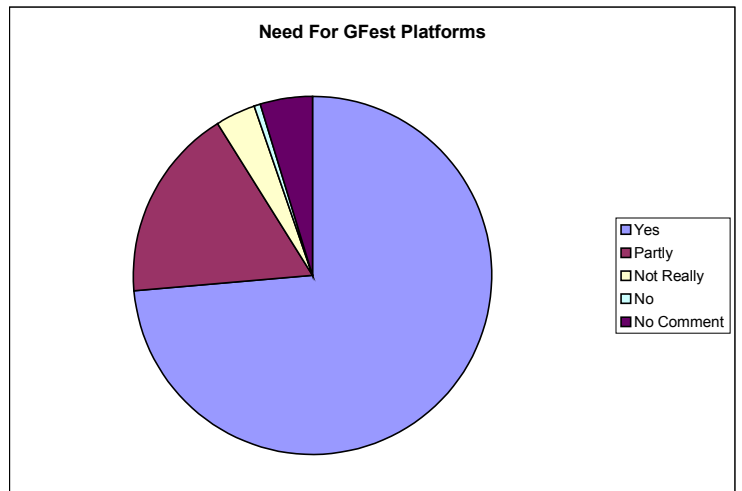
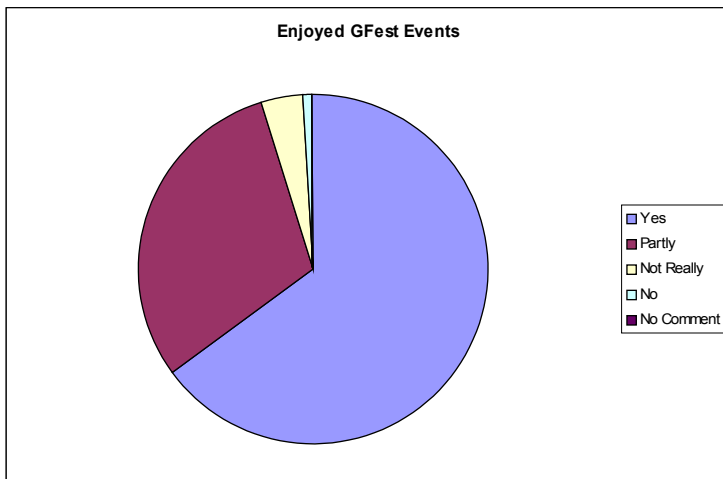
Nearly half (48%) of LGBT adults report they like to keep up with the latest styles and trends, compared to only 38 percent of heterosexual adults (Harris Interactive 2008). 45% of LGBT adults say they tend to upgrade to the latest model or version of a product, compared to one-third (33%) of heterosexual 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.



Gaysurvey.com 'LGBT Consumer Index Survey' 2008 - based on 20,400 people

GFest '08 Audience Insights

The statistics below show an overview of audience responses for the GFest '08 programme, for which over 1034 audience / participants feedback forms were completed.



GFest is proving to be **one of the most successful mechanisms in London for bringing a LGBT arts to a diverse audience**, including 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.**

Media Partners

We would like to take this opportunity to offer you the chance to become a GFest '09 media partner, which will allow you to be able to participate in the events and grant you access to promotional offers. **GFest 09 offers you the opportunity to be associated with a cutting-edge festival with mainstream arts appeal, whilst engaging with an influential LGBT demographic.**

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.

Media partners also get the exclusive press releases options.

We are also able to offer some advertising space within our brochure and on our website, on a first come first serve basis.

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

Wise Thoughts

www.wisethoughts.org

GFest – gayWise LGBT Arts Festival

www.gaywisefestival.org.uk

Contact details:

tel: +44 (0) 20 8889 9555

info@wisethoughts.org

www.wisethoughts.org



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

On the web www.wisethoughts.org / www.gaywisefestival.org.uk

Social Networks **Become friends with GFest and Wise Thoughts on social networks including Twitter, Facebook, MySpace and Flickr.**

Phone +44 (0) 20 8889 9555

Email info@wisethoughts.org

Write

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