



Wine Country's
LGBTQI
Film Festival

www.OutWatchFilmFest.org

SRTBIA Grant Proposal 5/16/2017

Event Name

OUTwatch: Wine Country's LGBTQI Film Festival (Lesbian/Gay/Bi-sexual/Transgender/Queer/Intersex)

Event Dates

Nov. 3-5, 2017

Event Description

A 3-day Film Festival at a Santa Rosa venue, including parties and other mixers at local establishments for VIPs, sponsors, Festival pass-holders and attending Film Directors, Producers and talent. OUTwatch is entirely volunteer-run.

Event Location

We are currently looking at venues. Last year OUTwatch was at 3rd Street Cinema

Is this a new event?

OUTwatch 2017 will be our 6th Festival and our 2nd year in Santa Rosa

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Who is legally responsible?

OUTwatch' Fiscal Sponsor is From the Heart, a not-for-profit 501c.3

Total Event Cost

\$15k

Amount Requested

\$6,020 for full funding of advertising; or \$3,300 for advertising out of Sonoma/Marin Counties

How will Funds from SRTBIA be used?

First and foremost, SGTBIA funds will be used to promote OUTwatch and its new location, Santa Rosa. This will be done by adding to our existing marketing: Social Media target buys, additional postcards to send to our colleagues at LGBT Film Festivals and LGBT business organizations in Seattle, Portland, LA, San Diego, Phoenix, Palm Springs and SF. Also, funds will be used for newspaper print ads for SF, Berkeley and Oakland.

We want to build our audience coming to Santa Rosa. In our move from Sebastopol to Santa Rosa last year, we realized that attendance *decreased* instead of increasing as we expected (the number of folks attending from Santa Rosa increased, but the overall Sonoma County attendance decreased). Our customer base have given us this feedback: they don't see downtown Santa Rosa as inviting (parking and safety were seen as obstacles, as well as their unfamiliarity with Santa Rosa in general). We want to work on building our brand by increasing our on-line and print advertising, which will lead to a stronger LGBTQI image/visibility for Santa Rosa. Ideally, SRTBIA would fund our entire PR budget (\$6k); we ask at minimum for an amortized portion of that budget (\$2,400) to cover postcards and promotions in all areas outside Sonoma, Marin...

How many room nights will event generate?

In the past, according to people we've talked to at the festival, we estimate 3-5 rooms have been rented (without any promotion) to folks attending from the Bay area. But, again, remember that we are all trying to strengthen Santa Rosa's brand with the LGBTQI community throughout the entire year. Doing so will bring LGFBTQI folks to Santa Rosa in the future, and possibly in ways none of us can imagine!

Who is the targeted audience?

Our intent is to draw LGBTQI people from all over Sonoma County and the Bay Area. Also, OUTwatch draws filmmakers and producers from all over the country, and occasionally abroad.

**What is the anticipated attendance? Attendees from outside Sonoma County?
Attendees from within Sonoma County?**

We expect 760 to 850 attendees, however, as stated earlier, our move to Santa Rosa decreased attendance last year; we are now focused on building our numbers in Santa Rosa.

Our informal audience surveys indicate attendees from 30 different zip codes, 1/10th of them from outside Sonoma County. Of Sonoma County zips, most are from outside of Santa Rosa, from Sea Ranch to Sonoma, and Cloverdale, Bodega and Bolinas.

We do not track number of attendees, however we have a email list of over 500 people who have requested we send them information. On the email list we track zip

codes. There are approximately 30 zip codes and 1/10th of them are from outside Sonoma County.

What is the history of this event?

We started 5 years ago as a project of the Sebastopol Center for the Arts screening *A Day of LGBTQI Films*. OUTwatch moved to Santa Rosa last year to be more centrally located and have a better venue.

If this is an existing event, how many rooms were produced?

Info N/A

Have you approached any hotels for the event? How many rooms have you requested?

Attendees do not pre-register and are responsible for their own housing. We usually provide 1 or 2 rooms for Film Directors or Producers. Again, we estimate 3-5 rooms have been rented (without any promotion) to folks who attend from the Bay area

Will you use Santa Rosa CVB services?

Yes! Links, logos on our materials...one thing we recognize that it is important to promote Santa Rosa as being connected to LGBTQI events! Also, since OUTwatch is on the same weekend as Santa Rosa's Food and Wine Event, our social media sites will encourage folks to attend both

Describe the capacity to incubate.

This event set to grow. OUTwatch is one of the few LGBTQI Film Festivals on the West Coast north of San Francisco. However, consider that out-of-town visitors do not recognize Santa Rosa as an LGBTQI destination yet! Many people consider Sonoma, Healdsburg and the Russian River to be the "LGBTQI friendly" destinations in Sonoma County. Santa Rosa is "just the city you drive to to get to other places." The specific support we are requesting from SRTBIA will begin the process of spreading the word in the Bay Area, Seattle, Portland, San Diego, LA and Phoenix that Santa Rosa is an "LGBTQI destination and a friendly" place.

How does this event support or re-affirm SR's Brand?

Our goal is to provide LGBTQI visibility in Santa Rosa. Last year we moved from Sebastopol to SR to be more central and affirm that SR is *the* "Center" of Wine Country. We had a number of people complain to us about this move. However, many of these same people have told us they now understand why we made the move. They did not normally come into SR, and had not realized until attending OUTwatch in downtown Santa Rosa that it was easy to park and how good the restaurants were! Many told us they used nearby restaurants to eat before, after and in-between films... something they had never been able to do before at our previous location in Sebastopol.

Describe community support

Local businesses are Sponsors of OUTwatch, donate wine and food for the VIP event and parties, and we receive gift certificates from many SR restaurants to use as prizes for our raffles (which we use to gather email addresses and zip codes).

How will this event be sponsored in the future?

We rely on sponsorships, grants, donations and ticket sales.

Marketing Plan

...See attached....

Will there be media coverage?

There are usually articles in all of the local newspapers (OUTwatch was just mentioned in Sonoma Discoveries magazine in an article about Sonoma County Film Festivals 3/17), as well as coverage on both KRCB radio and TV and KBBF radio. As we do more outreach into the Bay area, we expect to include articles in Bay area LGBTQI news sources.

Additional info

We produce 2 additional events as part of OUTwatch. A Short Film program called *Shorts at the River*, at the Rio Theater and Cafe is part of the Sonoma County Pride Celebration. Although this event used to be in SR, it is now held in Guerneville. The SoCoPride Committee is considering moving the event back to SR. We are encouraging them to do that. If they do move back to SR, our short film program (now called *Shorts at the River*) would also move to Santa Rosa. We also do a free program for LGBTQI youth (up to 25-yrs old) and their friends and families called *youthQUAKE!* This event is produced in collaboration with local non-profits Positive Images, LGBTQI Connections and VOICES Services.



OUTwatch 2017 Marketing Plan

Events:

Outside of Sonoma County:

June 15-25 Frameline [International LGBT](#) Film Festival, largest LGBT film festival, San Francisco

Aug. 20, Portland Food and Wine Festival

Sonoma County:

5/20/17: Santa Rosa GayDar at Graton Resort. Poolside Cocktail Party. OUTwatch promotion and ticket give-away

6/2/17: Sonoma County Pride. Booth

10/14/17: Gay Bingo in Guerneville. Ticket give-away

10/14, 21, 28 (Saturdays): SR Farmers Mkt.

10/15,22,29 (Sundays): Sebastopol Farmers Mkt

Postcard Drops:

Outside of Sonoma County:

9/8/17: SF Castro and Valencia areas. Berkeley/Oakland.

10/15: Postcard drops Portland, Palm Springs, San Diego, Los Angeles, and Seattle

10/15: Second postcard drop San Francisco

Sonoma County:

6/2/17: West Sonoma County Pride. *Save the Date*

6/15/17: SF Frameline International LGBT Film Festival. *Save the Date*

9/2/17: SR, north and west Sonoma County. *Save the Date*

9/4/17: Petaluma, Novato, San Rafael, and Sonoma *Save the Date*

Program Drops:

10/2/17: SR, north and west Sonoma County. Guerneville-area restaurants and hotels. *OUTwatch Schedule with Major Sponsors*

10/4/17: Petaluma, Novato, San Rafael, and Sonoma. *OUTwatch Schedule and Major Sponsors*

10/20/17: SF Castro and Valencia areas. Berkeley and Oakland. *OUTwatch Schedule and Major Sponsors*

Radio/TV shows:

Live interviews (dates TBD): OutBeat Radio, 2 shows on KBBF

Print Advertising:

10/8/17: Bohemian, Bay Area Reporter (SF)

10/17: Gloss Magazine (Bay Area)

10/15/17: Bay Times (East Bay)

10/23/17: Bohemian, Bay Area Reporter, Bay Times (East Bay)

10/23/17: Article, Bay Area Reporter

Website/List serves/email blasts:

On-going: Updates to OUTwatch website and.

6/17: *Save the Date* announcements to mailing list

9/17: Sponsor/Venue/Screening schedule posts to web page. Link OUTwatch to other sources

10/17: Weekly email blasts to OUTwatch list

Oct.

Weekly listing in NiteOwl News (list serve to 1000 lesbians in North Bay area)

E-Blast Bay Times(30,000 people)

Facebook:

Oct. 1 Posting of OutWatch films and events

Oct 1 Promotion of OutWatch Film Festival on Facebook Pages of films being shown.

Oct 15 Promotion OutWatch Facebook Page to whole Bay area

Marketing Budget

Design @ \$75/hr. (non-profit discount)

Ad design 5hrs \$450

Amortized Postcard design \$100

1500 Postcards (Amortized) \$100

Web update (amortized) \$200

Web promotion

Facebook \$ 50

Bay Times E-blast to 30,000 people \$350

Print Ads (non-profit discount) \$2100

5 ads Bay Area Reporter and Bay Times @\$350

1 ad Gloss Magazine (monthly)

Total \$3300