

Sub: Publicise in BQFF 2011 Programme Schedule

The 3rd Bangalore Queer Film Festival is being held on **25, 26 and 27 February 2011** at the Alliance Francaise de Bangalore. The festival will feature film screenings, cultural performances, discussions with filmmakers and a photo exhibition. The festival will feature themes on lesbian, gay, bisexual, transgender, intersex (LGBT) and similar populations. BQFF 2011 is presented by Good As You (GAY), Swabhava Trust and We're Here and Queer (WHAQ!). GAY (www.goodasyou.in) is a support group for LGBT people in Bangalore (est. 1994). Swabhava Trust (<http://swabhava.org>) is a non-governmental organisation (est. 1999) working with LGBT issues (Sahaya, a counselling helpline is one of Swabhava's projects) in Bangalore. We're Here and Queer (WHAQ!) is a queer women's support group (estd. 2009). All these groups regularly organise film screenings. All the groups are non-funded and operate entirely on donations.

BQFF collects funds through community-based donations and the call for donations and sponsorships have gone out. The funds being collected will pay for venue rental costs, audio/video costs, refreshments and communication/publicity. Some of the costs for publicity are going to be raised by selling publicity space in the **BQFF 2011 Programme Schedule**. We have attached the Programme Schedule for BQFF 2010 to this letter. The previous schedule cost approximately Rs. 50,000. We hope to raise approximately the same amount this year.

The space can be used to publicise LGBT-themed issues, diversity policy implementation, products targeting LGBT communities or simply personal/professional work that also targets LGBT people. The document will be ¼ Demy Size (21 cm x 28 cm). Approximately 1000 copies of the schedule may be produced (the numbers will alter according to funding collected). There are three options available to publicise your organisation/work in the schedule:

1. Full Page: Size - 21 cm x 28 cm. Cost – Rs. 10,000
2. Half Page: Size – 21 cm x 14 cm. Cost – Rs. 5,500
3. Quarter Page: Size – 10.5 cm x 14 cm. Cost – Rs. 3,000

Besides these there are other options to provide a more prominent placement and more visibility to your organisation/work.

1. Inside Front Cover: 21 cm x 28 cm. Cost – Rs. 13,000
2. Inside Back Cover: 21 cm x 28 cm. Cost – Rs. 12,000
3. Back Cover: 21 cm x 28 cm. Cost – Rs. 15,000
4. Classified Page: Text only. Maximum of 5 lines. Cost – Rs. 500



Every audience member, press agent/journalist, casual visitor to the BQFF 2011 will receive a free copy of the Programme Schedule, thereby providing maximum exposure to your organisation/work. Please use this opportunity to publicise your LGBT-friendly workplace or LGBT-targeted products/services to as many people from the community as possible.

If you wish to support the Bangalore Queer Film Festival in any other manner, please read the Sponsorship Letter attached.

All donations/payments should be made in cash or by cheque to "SWABHAVA". Do not hesitate to contact us for more information.

Thank you in advance for your support,

Sincerely,

For BQFF 2011,

Festival Coorganisers – BQFF 2011

Mr Nanju R., Mr Vinay Chandran, Mr Karthik V., Ms Mari M., Mr Nithin Manayath
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