

definition

queer

(noun) 1. an all-inclusive and unifying term for those identifying as lesbian, gay, bisexual, transgender (adjective) 2. one that is of an open and tolerant mindset

queer lounging

(verb) 1. to connect through common cause

QUEER LOUNGE'S FILM FESTIVAL PROGRAMS

Queer Lounge's Programs held during the Sundance Film Festival and the Toronto International Film Festival® advance our mission. By leveraging the high profile industry, press and celebrity attendees at the top film festivals worldwide, Queer Lounge maximizes awareness and opportunities for LGBT films and filmmakers. In one year alone at Sundance, Queer Lounge generated over 400 million press impressions and garnered over 8,000 visitors, nearly 20% of total Festival attendees, LGBT and straight. Queer Lounge at Festivals provides:

**A HOME AWAY FROM HOME** The premiere networking venue and meeting place for LGBT and LGBT-friendly film professionals at mainstream film festivals.

**AN EDUCATIONAL FORUM** Creating awareness for the public and press of queer festival films through panels, guest-speakers, events and a comprehensive LGBT film guide to the festival.

**A NETWORKING HUB** Through events, bringing together the world's top film professionals and emerging talent, both queer and straight, toward greater collaboration.

\*Queer Lounge is legally independent of Sundance and the Toronto International Film Festival. ©Toronto International Film Festival is a trade-mark of Toronto International Film Festival, Inc.



Puccini for Beginners panel

definition

media advocacy

(noun) 1. the strategic use of mass media to promote an initiative.

CREATING AWARENESS THROUGH MEDIA ADVOCACY

**REACHING BROAD AUDIENCES:** Queer Lounge generates cross-awareness of films important to the LGBT community and has inspired groundbreaking features in major media including *Rolling Stone* magazine, *Reuters*, *Hollywood Reporter*, *Starz/Encore*, *MTV's LOGO* that for the first-time covered a mainstream film festival from an LGBT film perspective.

Queer Lounge and the films it supports have been covered by



(4 million readers and 2.5 million online monthly)

Gay and Mainstream Media Covering Queer Lounge: *Advocate*, *AOL*, *BBC*, *Chicago Sun Times*, *Curve*, *HereTV*, *Instinct*, *London Observer*, *Los Angeles Times*, *Out*, *PlanetOut*, *San Francisco Chronicle*, *Sundance Channel*, *USA Today*, *Yahoo*, *MSN* and more.

MEDIA ADVOCACY: SUCCESS STORIES FROM THE LOUNGE

Queer Lounge's press conferences, panels and advocacy for press screenings supporting LGBT films have generated widespread media coverage for queer-themed and queer-made features, documentaries and shorts. Some of Queer Lounge's notable success stories include:

**LATTER DAYS**, a gay love story involving a Mormon character, had its distribution unfairly pulled in Utah. Queer Lounge quickly mobilized gay advocacy groups and filmmakers for an emergency press conference in Park City, resulting in a media ripple effect for months to follow. *Latter Days* found new distribution in Utah and critical acclaim across the country.

**TARNATION**, a documentary about a gay man growing up with a schizophrenic mother. Queer Lounge successfully lobbied the Sundance Press Office to offer a press screening for this film, creating the all-important early media "buzz" that pushed this film into mainstream consciousness. *Tarnation* has since won the London Film Festival and was nominated for the Independent Spirit Award.

EDUCATION

Queer Lounge provides *the* forum, dedicated to serious discussion about queer presence and contribution to the world of film through panels, guest speakers, printed materials and events.

EDUCATING THE NEXT GENERATION

Queer Lounge provides the next generation of LGBT filmmakers access to the world's most influential entertainment professionals. Past Queer Lounge panelists and guest-speakers have included directors Gus Van Sant (*Good Will Hunting*), Don Roos (*Bounce*), John Cameron Mitchell (*Hedwig and the Angry Inch*), writers Armistead Maupin (*Tales of the City*), Craig Lucas (*Longtime Companion*, *Prelude to a Kiss*), actress Joan Chen (*Last Emperor*), documentarians Jennie Livingston (*Paris is Burning*), Kirby Dick (*This Film is Not Yet Rated*), Academy Award-winner Freida Lee Mock (*Maya Lin: A Strong Clear Vision*), and many more.

EDUCATING THE PUBLIC-AT-LARGE

By promoting films that facilitate a greater understanding of LGBT people to the public-at-large, Queer Lounge builds bridges between communities. Queer Lounge promotional efforts have resulted in a strong cross-over audience with 30-40% of those attending Queer Lounge educational panels and events identifying as non-LGBT.

QUEER LOUNGE FILM GUIDE

Queer Lounge publishes and distributes thousands of Film Guides summarizing all queer-interest Festival films. By making the Film Guide available to the public and press, Queer Lounge provides information and access to queer-interest films that might otherwise have been lost in the hundreds of films programmed in the Festivals.



Alternative Distribution panel



Filmmakers at Queer Lounge Opening Night

NETWORKING

Queer Lounge's events create an environment where up-and-coming LGBT filmmakers and artists can connect with each other, audiences and most importantly, with a full-range of industry power-players who can make a difference in their careers and get their films made and distributed. This kind of professional exposure means elevated opportunities for all levels of LGBT films and filmmakers.

*"Through the people I met at a Queer Lounge panel, I got a job as a foreign broadcast correspondent."*

-Anna Margarita Albelo, independent filmmaker

*"Queer Lounge was a major highlight of the promotion of our short film. We were provided with a professional environment that allowed us to cultivate the connections with a film distributor who has since distributed the piece nationwide."*

- Renee Rosenfeld, Director of "Everyone. Everywhere." highlighting the work of the International Gay and Lesbian Human Rights Commission.

*"Queer Lounge invited us to have our own panel and a party for our documentary. Queer Lounge felt very welcoming. It was a great place to reach so many people, gay and straight, with our message which aptly is about the importance of finding common cause."*

- Marion Lipshultz and Rose Rosenblatt, co-directors *The Education of Shelby Knox*



Director John Cameron Mitchell interviewed by Access Hollywood



Director Alice Wu and Joan Chen at Queer Lounge's Saving Face panel



QL, P.O. Box 39488, Los Angeles, CA 90039

## QUEER LOUNGE

Support Queer Lounge, a Los Angeles-based, 501(c)(3) non-profit organization, ensuring that films important to the LGBT community have a voice in the mainstream; that the next generation of LGBT filmmakers have the professional knowledge, contacts and opportunities to create compelling work and reach broad audiences; and that our community has an advocate, challenging Hollywood and the independent film world to continue to make and distribute films with LGBT themes and characters.

Because **Movies Make a Difference**. *Brokeback Mountain, Boys in the Band, The Crying Game, Transamerica, Kissing Jessica Stein, Philadelphia, La Cage Aux Folles, Boys Don't Cry, Go Fish* are some of the movies that have made a widespread impact on how society perceives LGBT people. These films illuminate our humanity and diversity. Support the next generation of LGBT filmmakers whose work has the power to make a difference. Support Queer Lounge.

## WHY QUEER LOUNGE?

Queer-themed film is often perceived as lacking universal appeal while having a “narrow appeal.” Mainstream audiences steer clear of films whose honest depictions of lesbian, gay, bisexual transgender (LGBT) lives they feel they cannot identify with. Major studios, production companies and film distributors rarely make films with LGBT-content fearing that these films will lack mainstream-crossover and generate little box-office. The result is a vicious cycle: Lack of financial resources for LGBT film affects the quantity and quality of these films, limiting them from reaching and influencing broad audiences; plus LGBT films are unfairly dismissed as a genre for the “gay community only,” while the richness, diversity, uniqueness of storylines, style and tone in these films and the people they portray are overlooked by the public-at-large.



The cast of 2006 Sundance Film Festival Winner, *Quinceañera*



Honey Labrador  
(Bravo's *Queer Eye for the Straight Girl*)

Queer Lounge will be a force for change to overcome the stigma that queer film lacks broad appeal. Queer Lounge will educate a broad community and provide access to queer-themed and queer-made film while strengthening the core of the LGBT film community and building bridges to the mainstream.

## DONOR BENEFITS

### FRIEND (\$100):

Bi-Annual Newsletter

### SUPPORTER (\$250):

Bi-Annual Newsletter

Blast Notices on any QL events, concerts, news and features

### MEMBER (\$500):

includes “Lounge” membership card

Bi-Annual Newsletter

Blast Notices on any QL events, concerts, news and features

The Lounge Card – good for admission for two at QL domestic events

### RED CARPET MEMBER (\$1,000):

includes “Lounge” membership card

Bi-Annual Newsletter

Blast Notices on QL events, concerts, news and features

The Lounge Card – good for admission for two at QL domestic events

Two QL sweat-shirts

Acknowledgment in the QL event program

## MAJOR GIFT BENEFITS

### INDUSTRY CIRCLE (\$2,500):

includes “Lounge” membership card

Bi-Annual Newsletter

Blast Notices on QL events, concerts, news and features

The Lounge Card – good for admission for four at QL domestic events

Two QL sweat-shirts

Acknowledgment in the QL event program

Invitation to exclusive VIP Receptions during Sundance

Home delivery of one (1) exclusive VIP QL Gift Bag

### FILMMAKER CIRCLE (\$5,000):

includes “Lounge” membership card

Bi-Annual Newsletter

Blast Notices on any QL events, concerts, news and features

The Lounge Card – good for admission for four at QL Domestic and International events

Two QL sweat-shirts

QL VIP Ticket & Ski Package for (2)

Invitation to exclusive QL VIP Receptions at Sundance

Home delivery of two (2) exclusive VIP QL Gift Bags

Full-Page acknowledgement in QL event program

### EXECUTIVE DIRECTOR'S CIRCLE (\$10,000):

includes “Lounge” membership card

Bi-Annual Newsletter

Blast Notices on any QL events, concerts, news and features

The Lounge Card – good for eight admissions for QL Domestic and International events with reserved seating

Two QL sweat-shirts

QL VIP Ticket & Ski Package for your group (4)

Invitation to exclusive QL VIP Receptions at Sundance

Home delivery of two (2) exclusive VIP QL Gift Bags

Full-Page acknowledgement in QL event program

Permanent recognition and special thanks in our promotional materials

Access to the QL Hospitality Team for assistance in purchasing movie tickets (save hours standing in line), booking reservations for restaurants

& skiing, and access to some of the entertainment industries most exclusive parties.

**DONOR CIRCLES:** (Please check one)

- Friend (\$100)  Supporter (\$250)  Member (\$500)  Red Carpet Member (\$1,000)
- Other \$ \_\_\_\_\_

### MAJOR GIFT CIRCLES:

- Industry Circle (\$2,500)  Filmmaker Circle (\$5,000)
- Executive Director's (\$10,000)  One Time Angel Gift \$ \_\_\_\_\_

*\*Donors from Red Carpet Members to Major Gifts may be identified by up to two names*

Donor Name: \_\_\_\_\_

(2) Donor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please check any and all that apply:

- Please contact me about volunteering  Don't list my name. I wish to remain anonymous.
- My employer has a Matching Gift Program.  I would like to refer 3 potential donors.

Name/Contact: \_\_\_\_\_

Name/Contact: \_\_\_\_\_

Name/Contact: \_\_\_\_\_

Check payable to Queer Lounge is enclosed for the total amount of \$ \_\_\_\_\_

Please bill the following credit card:

Card Type: \_\_\_\_\_ Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Major Gift Options (for gifts \$2,500 or higher)

\$ \_\_\_\_\_ total amount to be paid in installments (please check):

Monthly  Quarterly

Multi-Year - I wish to commit a multi-year gift each year of \$ \_\_\_\_\_ for \_\_\_\_\_ yrs

**Mail Donations to: Queer Lounge P.O. Box 39488, Los Angeles, CA 90039**

Your contribution to Queer Lounge, a 501(c)(3) non-profit is tax-deductible to the extent of federal and state law. You will receive a receipt by mail for your contribution.