

The hub
for queer and
queer-friendly
film festival
attendees

www.queerlounge.org



NETWORKING

PANELS

VIPS

PARTIES



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queer *adj (kwir)* Describing a lesbian, gay man, bisexual or transgender (LGBT) person.

A Lounge With a Mission

OUR MISSION: Queer Lounge™ – a Los Angeles based non-profit 501(c)3 organization and a program of the Gay & Lesbian Alliance Against Defamation (GLAAD) – establishes a venue for festival-goers with educational panels, hospitality services and events that facilitate a greater public awareness of queer film at the most prestigious mainstream film festivals in the world – including Sundance, widely regarded as the top film festival in the U.S. Queer Lounge at film festivals provides:

A CENTRAL HUB

A central meeting point for queer and queer-friendly film professionals and festival-goers to network.

A ONE-STOP INFO SHOP

A forum to create awareness of festival films that portray queer people in a positive and diverse light.

AN EVENT SPACE

A location for educational panels, press conferences and discussions on topics of importance to queer and queer-friendly festival attendees. A gathering and event space for parties and mixers where guests can be entertained while feeling comfortable and free from judgment.

- Queer Lounge will be the exclusive host of the exciting event, "And the Nominees Are...", which will announce the nominees for the 20th Annual GLAAD Media Awards.



Queer Lounge in Rolling Stone magazine

QUEER LOUNGE DURING SUNDANCE, JANUARY 15 TO 21, 2009, PARK CITY, UTAH: Queer Lounge during Sundance will be active from January 15 to 21, 2009 and will be centrally located in Park City at 608 Main Street. In addition to Sundance, the Queer Lounge also markets itself to guests of the concurrent Slamdance Film Festival and is legally independent of both festivals. Queer Lounge is unique, as we provide the only multiple-day oasis for queer and queer-friendly people during the film festivals.

Most significantly, Queer Lounge strengthens the bridge between the queer community and those in the mainstream towards a positive transformation of both worlds.



Director Alice Wu and Joan Chen at a Queer Lounge panel

In contrast to that generally brutish who's-who tyranny, for the first time ever, an enterprising team opened an all-inclusive Queer Lounge for filmmakers and festival-goers that dished up panels, daily filmmaker talks and a mixer every evening.

– San Francisco Chronicle

Let's face it, Queer Lounge was the most consistently worthwhile space to make a (nearly) daily appearance.

– Green Cine Daily

THE FILM FESTIVALS IN PARK CITY: The film festivals in Park City, Utah showcase the best in American cinema. Nearly 50,000 festival-goers including the top entertainment professionals, celebrities and press descend on the ski-town of Park City to preview the next generation of hit movies and film stars at Sundance and Slamdance. Nearly 500 name-actors, musicians and VIPs attend annually, ranging from Brad Pitt, Julianne Moore, Quentin Tarantino, Harvey Weinstein, Beastie Boys and Neil Young to Sundance discoveries – Jake Gyllenhaal, Michelle Rodriguez and more. Additionally, the festivals are some of the most publicized in the world, due to the presence of top media outlets ranging from Entertainment Weekly, Premiere Magazine, Wire Image, BBC, Getty Images and more.



Tom Arnold at Queer Lounge

How to...Lounge

Queer Lounge provides the following services complimentary to guests:

A COMFORTABLE SETTING

- ★ A hip lounge atmosphere
- ★ Complimentary snacks, beverages, and hosted bar
- ★ Staff familiar with the festival and the host town

LOUNGE SERVICES

- ★ A bank of computers plus WiFi keeps guests connected
- ★ Viewing stations allow film professionals to share clips of their movies
- ★ Community board for patrons to exchange film information and distribute extra tickets

PANELS

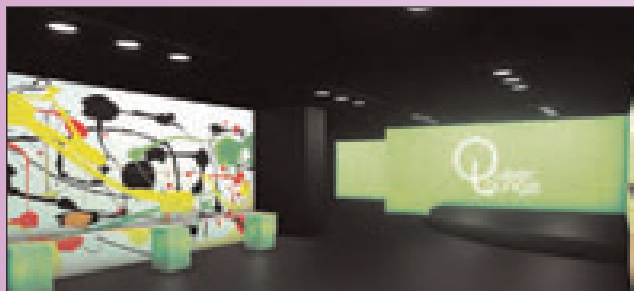
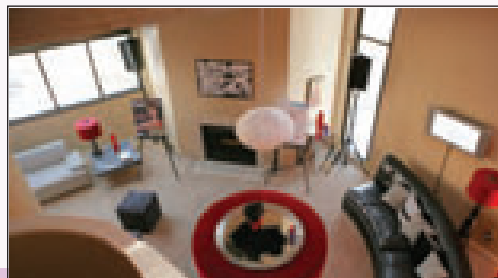
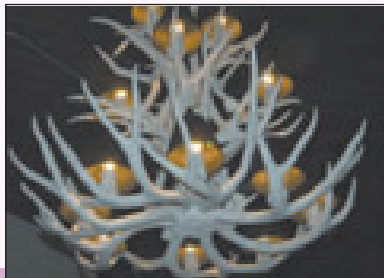
- ★ Informative panel discussions with queer filmmakers and other film professionals

PRESS AND MARKETING SERVICES

- ★ Central location for press conferences
- ★ Locale to interview celebrities and filmmakers
- ★ A bank of computers and WiFi for press to file timely articles
- ★ Key location for the dissemination of flyers, posters and displays for festival films

MIXERS AND VIP PARTIES

- ★ Cocktail mixers (open to festival attendees 21 years of age and older)
- ★ Privately sponsored VIP events (Red Carpet, VIP Room, Catering, Press Line set-up available)
- ★ Top-name musical and comedy acts



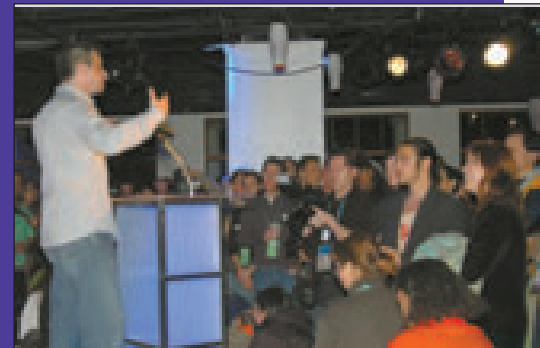
The Queer Lounge look 2006 to 2008

DEFINITION

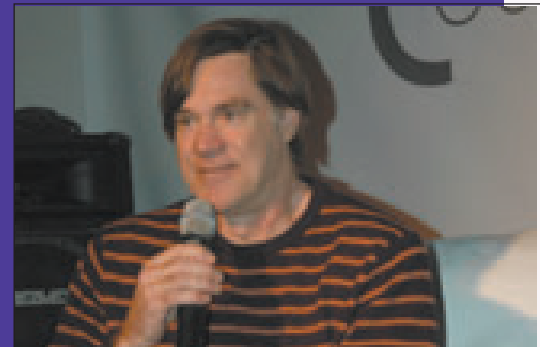
lounge *noun (louj)* A public room where one can sit or recline comfortably.



Liz Phair performs on the Queer Lounge stage



GLAAD Press Conference



Director Gus Van Sant at a Queer Lounge panel

SPONSOR PRESS HIT

"The private VIP lounges were designed by BARCLAY BUTERA... black and white leathers, textures and Flokati-inspired carpets... photographs of old Hollywood... (and) the white animal-horned chandeliers, all donated and auctioned off to benefit Queer Lounge."

— New York Blade, Feb. 3, 2006

(Blade media properties generate 1.3 million LGBT readers monthly)

established *adj.* (e-stab'leshd)

Accepted, set up, brought about, grounded.

Lounge: A History + Demographics

Queer Lounge, founded by former film executive, Ellen Huang in 2004 at the film festivals of Park City, Utah, has grown very quickly to become an institution and an important aspect of the film festival experience. In August 2007, Queer Lounge announced it has become a program of GLAAD.

"Given GLAAD's media focus, this new partnership is dynamic and vibrant." said Huang. The Queer Lounge, with space for hospitality and events, will be located in downtown Park City, in the heart of Festival activities.

Queer Lounge offers sponsors the flexibility of reaching VIPs and general festival-goers. During the day, Queer Lounge is open to the public and yields high-attendance for brand sampling. With our professional mixers and premiere parties, Queer Lounge reaches select visitors, celebrities and media through invitation-only guest lists.



The Donnas

STATISTICS FROM QUEER LOUNGE:

Since its inception, Queer Lounge has doubled its attendance.

2004 Queer Lounge attendees: 4,000 people

Recent Queer Lounge attendees: 8,000 people

*Statistics from Queer Lounge in Park City. Sundance's average attendance is approximately 40,000 people.

AGE

18-24	14%
25-34	34%
35-44	34%
45-54	16%
55 and older	2%

GENDER

Male	58%
Female	42%

EDUCATION

High school graduate	10%
Some college	27%
Undergraduate degree	38%
Postgraduate degree	25%

INCOME

Under \$25,000	16%
\$25,000 - \$50,000	25%
\$50,001 - \$75,000	22%
\$75,001 - \$100,000	3%
\$100,001 and over	24%

The word queer doesn't have a negative connotation anymore. Now when you hear queer you think of style, taste and class.

— Honey Labrador, star of *Bravo's Queer Eye for the Straight Girl*

SPONSOR PRESS HIT

"...Alan Cumming and the extremely gay-friendly Jenny McCarthy all worked the red carpet before scurrying out of the cold and into the ABSOLUT®-warmed confines of the VIP Parties... at the always-happening Queer Lounge."

— PlanetOut.com: Jan 24, 2005;
4 million LGBT subscribers



Filmmakers at Queer Lounge



Director Gregg Araki and actor Craig Gilmore

cutting edge *noun* (kʌt ɪŋ eɪ)

The position of greatest achievement or importance; the forefront.

MEDIA OUTLETS (GAY AND MAINSTREAM) COVERING QUEER LOUNGE

LOGO

PlanetOut.com
Instinct
Advocate
The Los Angeles Times
 Starz/Encore
 Sundance Channel
USA Today
London Observer
Rolling Stone
Chicago Sun-Times
Los Angeles Times
 theenvelope.com
 Yahoo! Movies
 MSN News
San Francisco Chronicle
Hollywood Reporter
Daily Variety
 NPR
 Fox News
 The Salt Lake Tribune
 IndieWire
 Here!
Curve
Girlfriends
Passport Magazine
Frontiers
Go NYC
Salt Lake Metro
H/X Magazine
Out Magazine
Out Traveler
 Gaymonkey.com
 BBC
 AOL Gay
MacLeans (Canada)
Globe and Mail (Canada)
Toronto Sun (Canada)

Lounge in the News

Queer Lounge has quickly become a recognized brand on the film festival circuit. Press impressions following a recent Sundance Film Festival topped **400 million** – solidifying the Lounge's stature as the "must visit" destination at the world's top film festivals.

Queer Lounge's brand supersedes the attendees of film festivals. With press coverage in both gay and mainstream media, Queer Lounge's trademark now stands for smart, connected, hip, energetic, and cutting edge.

NATIONAL BROADCAST MEDIA COVERED QUEER LOUNGE



20 million subscribers*



25 million subscribers*



16 million subscribers*

* Source: National Cable & Telecommunications Association

MAJOR GAY AND LESBIAN MEDIA COVERED QUEER LOUNGE

PlanetOut.com & Gay.com 4 million subscribers/month

Advocate 1 million readership
 Out Magazine
 Out Traveler
 (parent co: Here!)

Gaymonkey.com 1.3 million visitors/month
 365Gay.com
 Gaywired.com
 LesbiaNation.com
 (parent co: Here! Interactive)

Instinct Magazine 200,000 readership/month

OutinAmerica.com Cities 600,000 subscribers/month

WHAT THE MEDIA IS SAYING ABOUT QUEER LOUNGE...

"Queer Lounge is a smash hit, backing up its mission to queer filmmakers with fellowship by day and hot-and-cold running queer parties every night."

-- Advocate.com
 (2 million pageviews monthly)

"The Queer Lounge, next to the Sundance Box Office... had plenty to celebrate."

-- Rolling Stone Magazine,
 Feb. 23, 2006
 (4 million readers & 2.5 million
 online monthly)

"And the Queer Lounge, located in Park City's Gateway Center, has become ground zero for all the activity surrounding the [gay] films."

-- Hollywood Reporter, Jan. 26, 2006
 (90,000 daily readers); and Reuters
 (58 million pageviews monthly)

celebrity *noun* (sə-ˈleɪ-bri-tē) The quality of being widely honored and acclaimed.

Celebrity Lounge

Queer Lounge has quickly established itself as the destination for celebrity festival attendees. With its VIP events and concerts, central location and well-equipped facilities, the Lounge is hands-down the place to see and be seen.

QUEER LOUNGE V.I.P. ATTENDEES:

Naomi Watts (*The Ring*)
 Toni Collette (*The Hours*)
 Nick Nolte (*48 Hours*)
 Alan Cumming (*X-Men 2*)
 Jared Leto (*Alexander*)
 Anne Heche (*John Q*)
 Angelica Houston (*The Royal Tenenbaums*)
 Armistead Maupin (*Tales of the City*)
 Tom Arnold (*Roseanne*)
 Jenny Shimizu (*Foxfire*)
 Sting (*The Police*)
 Gwyneth Paltrow (*Shakespeare in Love*)
 Dave Matthews (*Dave Matthews Band*)
 Eric Balfour (*Texas Chainsaw Massacre*)
 Liz Phair
 Nick Cave
 Jenny McCarthy (*MTV*)
 Virginia Madsen (*Sideways*)
 Jane Krakowski (*Ally McBeal*)
 Reiken Lehmkuhl (*Amazing Race*)
 Kevin Smith (*Clerks*)
 Rachel Dratch (*Saturday Night Live*)
 Joan Chen (*The Last Emperor*)
 Pamela Anderson (*BayWatch*)
 Michael Madsen (*Reservoir Dogs*)
 Neve Campbell (*Party of 5*)
 Timothy Hutton (*Ordinary People*)
 Stephen Dorff (*Blade*)
 Gus Van Sant (*Good Will Hunting*)
 Mandy Moore (*Saved!*)
 Benjamin McKenzie (*The OC*)
 Erika Christensen (*Swimfan*)
 Michael Rapaport (*Mighty Aphrodite*)
 Andre 3000 (*Outkast*)
 Macauley Culkin (*Home Alone*)
 Don Roos (*Opposite of Sex*)
 John Cameron Mitchell
 (*Hedwig and the Angry Inch*)
 Steve Buscemi (*Ghost World*)
 Honey Labradour
 (*Queer Eye for the Straight Girl*)
 Robert Gant (*Queer as Folk*)
 Chad Allen
 (*Dr. Quinn Medicine Woman*)
 Jordana Brewster
 (*The Fast and the Furious*)
 Patrick Fugit (*Almost Famous, Saved*)
 Heather Matarazzo
 (*Princess Diaries*)
 Jena Malone (*Step Mom*)
 Richard Gephardt (*U.S. Senate*)
 Lili Taylor (*Six Feet Under*)



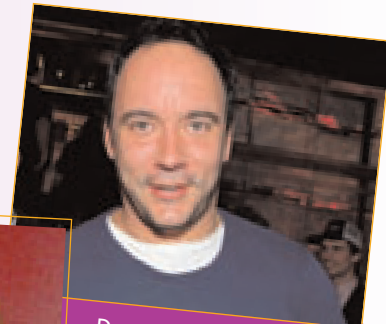
Nick Nolte and Timothy Hutton



Pamela Anderson heads into a Queer Lounge party



Angelica Houston and Paz de la Huerta



Dave Matthews



Co-stars of *The L Word*



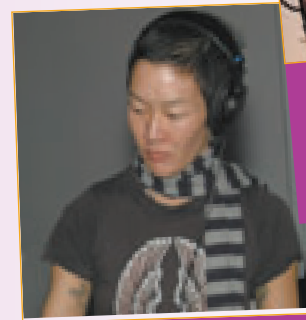
Toni Collette



Michael Madsen



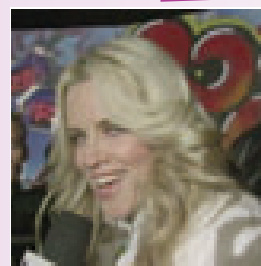
Band members of *Cake*



Jenny Shimizu DJs a Queer Lounge party



Singer Jill Scott



Jenny McCarthy

Princess Diaries'
 Heather
 Matarazzo



community *noun* (kə-myoo' ni-te)
A group of people having common interests; sharing participation, fellowship.

Today's Queer Market

Queer Lounge reaches an extremely important demographic segment of the population. Gays and lesbians are a highly desirable market because of their greater disposable income and brand loyalty. They are "early adopters" of new trends in the technology, fashion and lifestyle categories, and those who attend Sundance are a perfect example of this consumer.

THE HARD FACTS

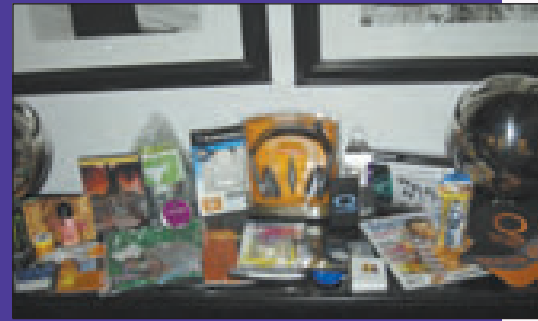
- \$600 billion community spending power
- \$61,000 average queer household income (vs. \$41,000 U.S. average)
- 41% college graduates (vs. 25% U.S. average)
- 79% use cellphones
- 31% have broadband connections (150% more than the U.S. average)
- 63% shopped on-line in the past 12 months

Source: 2005, Harris Interactive® with Witeck-Combs Communications, Inc. and Lambdabusiness.com, 2005

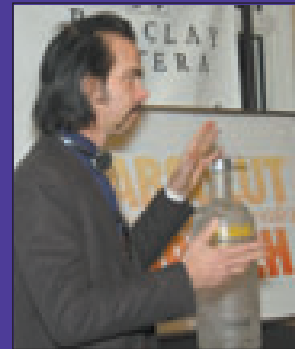
THE FUN FACTS

- 9 out of 10 are more likely to purchase a product or service marketed directly to them
- 3 times more likely to be professionals or management level
- 3 times more likely to be online
- 2 times more likely to have a household income over \$250,000
- 2 times more likely to hold a MasterCard or VISA account
- 5 times more likely to have traveled overseas
- 14 times more likely to be frequent fliers
- 57% buy "top of the line"
- 68% upgrade to the latest model
- 60% took a foreign trip in the past three years

Source: 2005, Harris Interactive® with Witeck-Combs Communications, Inc. and Lambdabusiness.com, 2005



Queer Lounge gift bag items



Nick Cave autographs an ABSOLUT® Vodka bottle



Queer Lounge gift bag



Queer Lounge national ads in the U.S. & Canada include our sponsors

SPONSOR PRESS HIT

"In the past [Queer Lounge's] parties have attracted celebrities from Naomi Watts to Paris Hilton, and with sponsors like ABSOLUT VODKA, INTEL, Q TELEVISION, BUD LIGHT, and VOLKSWAGEN, the buzz factor is continually high."

— Go NYC, Feb. 3, 2006 issue; 75,000 LGBT readership NY, NJ, CT



Opening Night party at Queer Lounge

smart *adj (smärt)* Sound judgment and rationality.

Why Queer Lounge? Why Now?

QUEER LOUNGE IS...

- A Program of GLAAD supporting queer film and queer filmmakers.
- A **Multiple-Day Event**. Few worldwide events offer multiple days to market to the valuable queer demographic.
- A Recognizable Brand that has generated over 400 million press impressions in the past year alone.
- A consistent draw of **Celebrity Attendees** of film festivals, offering opportunities for product endorsement.
- A **Resource To The Gay Press**, with over 100 journalists utilizing services offered by Queer Lounge.
- A sponsorship opportunity to allocate **Charity or Niche-Marketing Dollars and Spend Substantially Less while Reaching a Target Audience**.

A SPONSORSHIP OF QUEER LOUNGE UNDERLINES YOUR COMPANY'S COMMITMENT TO THIS COMMUNITY, AND PROVIDES MYRIAD BENEFITS, INCLUDING:

- * Marketing Benefits through logo placement and association with the Queer Lounge brand
- * Significant reach through Queer Lounge's marketing and publicity strategies
- * Opportunities for industry exclusivity in your association with Queer Lounge
- * Cross-promotions of your company's products and services
- * Access to the Queer Lounge team to leverage your sponsorship



A strong mission
A proven track record
A recognized brand
A destination



Brazilian Girls on the Volkswagen sponsored-stage



Jennifer Coolidge and Parker Posey at Queer Lounge's *Shortbus* Premiere Party sponsored by Star TV and Coors Light



Patrons use HP computers



Representative of Wolfe Video, Withoutabox.com and Netflix participate in a Queer Lounge panel