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LGBT FILM FESTIVALS IN EUROPE and the Sponsorship of Multinational Companies

I INTRODUCTION

This paper deals with multinational companies' sponsoring of LGBT (Lesbian, Gay, Bisexual, Transgender) film festivals in Europe. The festival sample chosen for analysis consists of 12 LGBT film festivals in Europe – in England, Italy, France, Austria, Germany, Spain and the Netherlands.

The main aim of this paper is to identify which multinational companies from the chosen sample have a clear policy of LGBT support and are prone to sponsor similar LGBT initiatives in the future. The collected data could help the organizers of various LGBT events to seek sponsors more easily. The research encompasses an analysis of all sponsors and thorough analysis of multinational companies that appeared as sponsors of the sample festivals. An analysis of companies' official web sites provided data on companies' sponsoring criteria, while the analysis of information available on the internet provided data on companies' previous engagement in the LGBT support. The sample chosen for analysis consists of the following festivals:

1. LONDON LESBIAN AND GAY FILM FESTIVAL
(www.llgff.org.uk)
2. MILANO INTERNATIONAL LESBIAN & GAY FILM FESTIVAL
(www.cinemagaylesbico.com)
3. IDENTITIES – QUEER FILM FESTIVAL, VIENNA
(www.identities.at)
4. INTERNATIONAL WOMEN'S FILM FESTIVAL DORTMUND/COLOGNE
(www.femmetotale.de)

5. HAMBURG LESBIAN AND GAY FILM FESTIVAL / LESBISCH-SCHWULE FILMTAGE HAMBURG
(www.lsf-hamburg.de)
6. INTERNATIONAL LESBIAN & FEMINIST FILM FESTIVAL, PARIS
(www.cineffable.fr)
7. FESTIVAL OF GAY AND LESBIAN FILM, PARIS
(www.ffglp.net)
8. FESTIVAL REFLETS (GAY AND LESBIAN FILM FESTIVAL), MARSEILLE
(www.festival-reflets.org)
9. GRENOBLE GAY AND LESBIAN FILM FESTIVAL
(www.vuesdenface.com)
10. NETHERLANDS TRANSGENDER FILM FESTIVAL, AMSTERDAM
(www.transgenderfilmfestival.com)
11. TURIN INTERNATIONAL GAY & LESBIAN FILM FESTIVAL
(www.tglff.com)
12. BARCELONA MOSTRA LAMBDA DE CINEMA – GAY FILM FESTIVAL
(www.cinemalambda.com)

II SPONSOR ANALYSIS

First part of this research encompasses sponsor identification and analysis. Out of 12 festivals from the sample, 1 festival has no sponsors - International Lesbian and Feminist Festival in Paris. Analyses show that there are 117 sponsors of 11 festivals. When analyzed on the basis of sponsors' **field or scope of activity**, the biggest number of sponsors (54) are involved in media activities - newspapers, TV stations, radio stations, magazines, web portals; 30 sponsors deal with entertainment - cinemas, bars, clubs, disco clubs; 7 sponsors deal with film and audiovisual activities - photo studios, production studios, motion picture equipment manufacturer, film distributor; 5 sponsors deal with hospitality – hotels; 4 with automobile manufacturing, while other sponsors cannot be grouped in larger categories.

Among 117 sponsors of 11 festivals there are 13 **multinational companies**.

When analyzing **target market**, 46 companies primarily target LGBT market and its consumers, out of which 29 deal with media activity. None of the companies that target LGBT market are multinational companies.

The analyses show that the LGBT market is primarily a concern of the local enterprises and LGBT festivals should therefore seek sponsors primarily among the local enterprises.

III MULTINATIONAL COMPANIES' LGBT SUPPORT

According to the financial dictionary "*Multinational Company is a very large company with subsidiaries, branch offices and factories operating in more than one country*". There are 13 multinational companies that suit the definition criteria and appear in the sponsors' lists of the sample festivals. They all primarily target the mainstream market, not the LGBT market and its consumers.

In order to be able to determine which multinational companies are most inclined to support LGBT events, the following step consists of detailed analysis of companies' official web sites and of the general search for relevant data on the internet. The aim is to get the information on companies' sponsoring criteria and their previous engagement in the LGBT support.

1. ACCENTURE

Accenture is a global management consulting, technology services and outsourcing company, employing 146,000 people in 150 cities worldwide. The company is the main sponsor of London Lesbian & Gay Film Festival. According to Stonewall 2007 Workplace Equality Index, Accenture ranks in the top 20 best employers for gay and lesbian people. Accenture sponsored 2006 Reaching Out MBA conference, a gay and lesbian recruiting event. Apart from diversity employment policy Accenture provides support for arts and culture, for example by lending technology and management expertise to The Louvre Museum in France, National Museum of Fine Arts in Sweden and Rheingau Musik Festival in Germany etc. From all the information gathered, it is obvious that Accenture has a clear policy for LGBT support which is an indication to all LGBT festivals to seek Accenture's support.

2. AIR FRANCE KLM

On the web site of the London Lesbian & Gay Film Festival there is an article written by Air France KLM Company's management that states that the company supports both the Lesbian and Gay community and its dynamic film industry. The official web site of Air France KLM does not contain such information and there is no information on the internet that would support that statement.

Air France sponsored various film festivals: Cannes Film Festival, San Francisco International Film Festival, City of Lights/City of Angels film festival, Stockholm French Film Festival, The Fort Lauderdale International Film Festival (FLIFF), The Arcachon Women's Film Festival.

On the KLM official web site there is a section named *KLM's sponsorship policy for art & culture* that merely states KLM's sponsoring activities on Expo 2005 in Aichi and The KLM Paul Huf Award for photography. The search on the internet gave no result on KLM's LGBT support. Since two companies merged, it is very difficult to state what their unified sponsoring criteria are.

3. AUSTRIAN AIRLINES

Company's official web site does not contain any information on arts and culture sponsoring or company's support for LGBT population and initiatives. The information on the internet shows that the company does not sponsor many cultural events. The only sponsoring activities found on the internet are on Sarajevo Film Festival, Vienna Jazz Festival and Jewish Museum in Vienna. There is no visible connection to LGBT events support.

4. CANAL+

Canal+ ("Canal Plus", meaning "Channel Plus/More" in French) is a French premium pay television channel launched in 1984. As Canal+ was launched in new markets the brand has been used in several countries. The official web site and information available on the internet do not show any connection to LGBT support.

5. CITROEN

Official Citroen web site does not contain any information on sponsorship criteria or LGBT support. The information found on the internet shows that Citroen sponsored various film festivals such as International Film Festival Rotterdam, Deauville Asian Film Festival, The Cabourg film festival, but it showed that the company sponsored some LGBT events such as the Manchester Gay and Lesbian mardis-gras and Torino Pride 2006.

6. COBRA BEER

On Cobra Beer official web site there is information regarding film and cinema sponsoring. Since 2004 Cobra Beer has sponsored Media Centre at Film Distributors' Association (FDA) tri-annual Cinema Days Events. Cobra Beer is investing in new film talent as part of a deal to sponsor about 300 films shown across a 13-month period on ITV2 and ITV3. This initiative is called Cobra Vision. This data proves company's connection to the world of film, but the official web site and the information found on the internet does not show company's affinity for LGBT support.

7. COMEDY CENTRAL

Comedy Central is an American cable television and satellite television channel in the United States that carries predominantly comedy programming and since late 2006 local versions of Comedy Central have been launched in European markets such as Poland, Germany, the Netherlands, and Italy. The official web site and internet search gave no result on company's sponsorship criteria or LGBT support.

8. FIAT

On Fiat's official web site there is nothing that states sponsorship criteria or company's support for LGBT population. The information gathered on the internet shows that Fiat sponsored various film festivals, such as Trento Film Festival, Venice International Film Festival, Biografilm

Festival in Bologna and Turin Film Festival, but there is no information on LGBT festivals and events sponsoring. From the information gathered on the internet it can be concluded that Fiat predominantly sponsors film festivals that take place in Italy.

9. FNAC

FNAC is the largest French retailer of cultural and consumer electronics products: books, CDs and DVDs, computer software and hardware, television sets, cameras, video-games etc. and it is also present in Belgium, Brazil, Greece, Italy, Monaco, Portugal, Spain, Switzerland and Taiwan.

The company's official web site does not provide any information on sponsoring activities or LGBT support. From the information gathered on various festivals' web sites it can be said that FNAC often supports various film festivals such as Verona Film Festival, Monte Carlo Film Festival and Genova Film Festival, but it also sponsors festivals and events dealing with LGBT issues such as Lisbon Gay and Lesbian Film Festival and Gay Pride Paris.

10. MIDNITE EXPRESS

Midnite Express was established in Los Angeles in 1982 to provide critical and security sensitive logistics services to the film and TV industry. Although the company nowadays serves customers from various sectors, the company's connection to film and TV industry remains strong. Midnite Express is a sponsor of Cannes Film Festival, Venice Film Festival and London Film Festival.

The Midnite Express official web site and the search on the internet gave no result on company's LGBT support.

11. RENAULT

Renault sponsors various film festivals and the official web site has a separate section dedicated to company's relation to the world of film. Renault sponsored International Istanbul Film, Renault French Film Festival, Athens International Film Festival, Turin Film Festival, Cannes Film Festival; it has supported the British Film Institute since 1995 etc. All this shows companies affinity towards film festival

sponsoring, but apart from London Lesbian and Gay Film Festival there is no record of company's sponsoring of any LGBT event.

12. RWE

RWE is a German electric power and natural gas utility company based in Essen. Through its various subsidiaries, the energy company contributes electricity and gas to more than 20 million electricity customers and 10 million gas customers, principally in Europe. RWE is the largest electricity producer in Germany. On company's official web site there is a section dedicated to sponsoring culture. RWE promotes regional projects in Germany and abroad, for example the Ruhr piano festival or the Karlovy Vary film festival in the Czech Republic. Other cultural activities are: cooperation with the Folkwang Museum ("Museum Folkwang in the RWE Tower" is established as "subsidiary" of the Essen based museum), RWE Norway Music Foundation (finances scholarships for Norwegian undergraduates and post-graduates to study at German conservatoires) and International Prague Spring Music Festival. There is no available information on the internet that would prove company's affinity for LGBT support.

13. TOYOTA

On Toyota's official web site it is possible to see its strong involvement in arts and culture projects. Toyota develops initiatives that are aimed at supporting arts and culture with special emphasis on "fostering culture," "broadening horizons," and "revitalizing local cultures." Such initiatives are: support for the local amateur orchestras; organization of concerts in conjunction with Berlin Philharmonic Orchestra and Vienna Philharmonic Orchestra; art management site as an archive of the Toyota Art Management (TAM) Seminars from 1996 to 2004 and as a source for a variety of information related to art management; Toyota offers its corporate facilities for contemporary dance performers to use as a 'creative space' for rehearsals; it supports Japan's only comprehensive cultural facility overseas, la Maison de la culture du Japon á Paris. From the information found on the internet Toyota's sponsoring activities relating to LGBT events sponsoring range from 2006 Reaching Out MBA conference, a gay and lesbian recruiting event to LGBT film festivals such as Tampa International Gay and Lesbian Film Festival and Miami Gay

and Lesbian Film Festival. Important notion that proves Toyota's affinity towards LGBT support is the company's presence on *Out & Equal Workplace Advocates* list of corporations who support LGBT workplace equality by encouraging and fostering their own employee resource groups (ERGs).

IV CONCLUSION

The sponsors of 12 LGBT film festivals in Europe comprise 13 multinational companies that sponsored one, or two, film festivals from the sample. The main aim of this work was to identify which multinational companies from the sample have a clear policy of LGBT support and are prone to sponsor LGBT initiatives in the future. In order to achieve that, the research encompassed detailed analyses of companies' official web sites and thorough internet search for data on companies' previous engagement in LGBT support.

The research results show that Toyota and Accenture have a clear policy for LGBT support and are most inclined to sponsor other LGBT events. Toyota's support is twofold: There is a record of company's previous engagement in LGBT events support, but the company also has a clear in-house support for LGBT employees. Accenture has a clear in-house LGBT support and is therefore prone to sponsor LGBT events, but apart from London Lesbian and Gay Film Festival (sample festival) there is no record of company's engagement in similar event support. The research gave no results on LGBT in-house support of other multinationals from the sample. Accenture, Toyota, Citroen and FNAC are the only companies that sponsored LGBT events outside the festival sample. Companies that have a strong connection to the world of film and are prone to sponsor film festivals, including those dealing with LGBT issues, are Renault, Fiat, Midnite Express and Air France.

Overall sponsor analyses show that majority of sponsors of 12 LGBT film festivals in Europe are local enterprises, primarily targeting LGBT market. This leads to a conclusion that LGBT oriented local businesses will be willing to provide sponsoring to LGBT events, including film festivals, and that sponsorship search effort will yield good results in this segment first of all.

APPENDIX (SPONSOR LIST)

Following list shows grouping of 117 sponsors according to their scope of activity. Multinational companies are written in **bold** letters; while the **pink** letters mark the companies whose activity primarily targets the LGBT market.

1. MEDIA (print media, TV, radio, web)

Pink Paper, **Gt Gay Times**, **Diva**, Falter, Film Dienst Magazine, Die Tageszeitung, K.West, **Männerschwarm Book Shop**, Forum Des Images Film Library, **Têtu Magazine**, **Les Mots Pour Le Dire Book Shop**, Coming Up Magazine, En Scenes Magazine, **Fnac**, Le Petit Bulletin, **360 Magazine**, La Dixieme Muse Magazine, **Pref Magazine**, **Book Shop Vrolijk**, Amsterdam Weekly, **Editorial Ellas Publishing House**, **Ilico Magazine**, La Repubblica, **Lui Guidemagazine**, **Towanda Magazine**, **Babilonia Magazine**, **Clubbing Magazine**, Der Standard, **Lowenherz Bookshop**, **An.Schlage Magazine**, Thegap magazine, Malmoe, Ray filmmagazine, **Pride Magazine**
Canal+, **Pink Tv**, Tele Grenoble, **Gay.tv**, **Comedy Central**, OKTO TV, Radio Lombardia, Fg. Dj Radio, Radio Grenouille, Orange 94.0 Radio, Fm4 Radio, Ecran Noir, **Gayvox.com**, **Citegay.fr**, **La Lucarne.org**, **e-ilico.com** , **Gay.Com**, **www.hamburg.gay-web.de**, **Gay.it**, **Cinemagay.it**

2. ENTERTAINMENT (cinemas, hanging out places)

Filmcasino Cinema, Wienextra Cinema, Top Kino Cinema , Lichtspiel & Kunsttheater Schauburg Cinema, Le Grand Rex Cinema, Cinema Les Varietes Domicil, Cinemas Du Sud, Cinema Le Club, Cinemes Casablanca Kaplan, Kinothek Asta Nielsen, Theater Dortmund, Cinestar, Österreichische Filmgalerie
Bitsy Bar, **Les Drole 2 Dames Bar**, **Le Bistro Vénitien Bar And Restaurant**, **Mc2 Bar**, **Le Café Noir**, **Café Saarein II**, **Kiut Disco Club**, **Metro Disco Club**, **Grupo Arena Disco Club**, **Willendorf bar and restaurant**, **Frauen Café Vienna**, Rhiz Bar Modern, **Casa No Name**, **Trash Bar**, Die Philiale, Lena & Laurenz sandwich bar, **Zum Roten Elefanten restaurant**

3. FILM AND AUDIOVISUAL (photo studio, production studio, film distribution)

Subs, Karl Mai Art Photography, Cs Art Photo, Les 7 Portes, Nova Multimédia Sud, Aaton, [Pride Films](#)

4. HOSPITALITY

Lloyd Hotel, Park Inn Hotel, Hotel Hanseatin Und Frauencafé Endlich, Hotel Novatel Hamburg, [Axel Hotel](#)

5. AUTOMOBILE MANUFACTURING

Renault, Citroen, Toyota, Fiat

6. OTHER

Air France Klm, Austrian Airlines – Transport service, **RWE** - German electric power and natural gas company, **Cobra Beer** – Beverage production, **Accenture** – Consulting, **Midnite Express** - Courier, shipping, Impact, The Pink Partner – Marketing, TicketKontor – travel agency, [Gay Provence](#) – gay and lesbian travel agency, Silver Server - Internet service provider, Connection - multimedia development & hosting services, [Gay-Parship](#) - Online partner agency, Filmschule Hamburg Berlin – Film school, Tanzsalon – dance school, Espic - Lamp design studio, No Difference – clothes design