



PARTNERSHIP & EVENT RECAP

# OUT ON FILM X LEXUS

Carefully crafted by Bill Kaelin Marketing



# Our Approach

---

BKM's objective was to bring Lexus' LGBTQ+ support to Atlanta's premiere LGBTQ+ film festival, Out On Film. Although Out On Film took things virtually for the majority of the festival, Lexus' sponsorship was present through all virtual screening and an on-site. In addition to the virtual component, Bill Kaelin Marketing created an on-site, socially distanced drive-in event featuring Atlanta's top LGBTQ+ influencers and local LGBTQ+ media.







# Premier Sponsorship with Out On Film

- Presence on the Out On Film ([outonfilm.org](http://outonfilm.org)) home page for 12 months
- Listing on the Festival Sponsorship page for 12 months
- Logo featured on the sponsorship page of the program guide
- Full page display advertisement in the festival guide
- Sponsorship recognition in the Out On Film e-newsletter for 12 months
- 30-second video ad at all virtual screenings
- Name/logo featured on the trailer screened prior to each film
- Name/logo included in festival promotional print/ad material
- Logo on festival banner
- All access passes given to Lexus VIP
- Complimentary tickets to Drive-in of Fame

**LEXUS ADS VIEWED 5000+ TIMES ON  
THE VIRTUAL OOF SCREENINGS**



# Out on Film x Lexus Drive-In

---

To celebrate the 40th Anniversary of the iconic film *Fame*, BKM brought together Lexus, Out On Film, Atlanta's finest media and influencers for the ultimate drive-in experience on Saturday, October 3rd at the Springs Cinema & Taphouse located in Sandy Springs, GA.

Prior to and during the event the Bill Kaelin Marketing team handled the following:

- Event concept and ideation
- Coordination with venue ownership
- Renting and placement of lighting, stanchions, etc.
- Entertainment sourcing, hiring, and management (drag queens, mirror ball, photographer)
- Managed the check-in, guest list, and VIP handling
- Popcorn partnership sourcing and giveaways
- On-site direct contact for Cathy Lee, Lexus, and Drive Shop
- Managed all influencer and media outreach
- On-site coordinator for Drive Shop
- Social distance signage and creation



# The Experience

---

Beginning with a parade of drag queens, dancing disco balls and 80s hits, our influencers, VIP guests, and film-goers were warmly greeted with colorful Lexus branded popcorn to the pre-film party. The VIP guests were escorted by our drag queen team to their VIP parking space located in the front row. Each parking spot donned its own tailgating area where attendees got to sit back and relax or get up and get dancing before the film. A pop-up bar located next to the lot served up drinks and atypical theater food such as buffalo chicken nachos and gourmet hotdogs.





# Influencers and Media

For the drive-in, BKM curated strategic partnerships with local LGBTQ+ influencers and media by inviting them to attend the drive-in and document their entire experience leading up to and at the event itself with their gifted Lexus.

Due to the current COVID climate, some influencers that we reached out to were reluctant to attend, therefore the BKM team pivoted and invited local LGBTQ+ media outlets to participate as influencers. In addition to documenting their experience, the media outlets such as Georgia Voice, Peach ATL, Wussy Mag, MAAP and the Gayborhood, hosted social media giveaways for tickets and promoted to their vast database of email subscribers totaling to over 500,000+.



@rigelgemini  
104k Followers



@brande.elise  
35.9k Followers



@daniellegraymba  
5k Followers



@thebazaarbohemian  
71.9k Followers



@\_toni\_tones  
2.3k Followers



@ferozasyedatl  
7.5k Followers



@everyheadismycanvas  
10.6k Followers



Peach Magazine  
Collective reach  
of 35,000+



Georgia Voice  
Collective reach of  
67,000+



MAAP  
Collective reach  
of 13,000+



Wussy Mag  
Collective reach  
of 100,000+

*\*collective reach includes Instagram, Facebook, and email newsletter database*

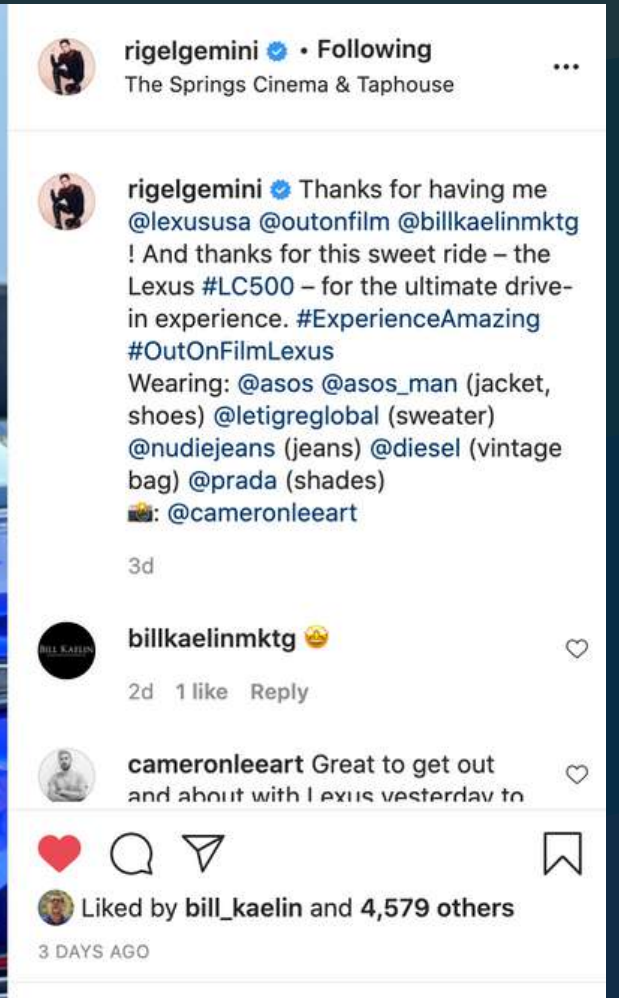
COMBINED REACH OF  
**500,000**  
ACROSS ALL PLATFORMS

---



# Social Media Feed Features

## Instagram Feed



#outonfilmlexus



# Social Media Feed Features

## Instagram Feed



#outonfilmlexus



# Social Media Feed Features

## Instagram Feed

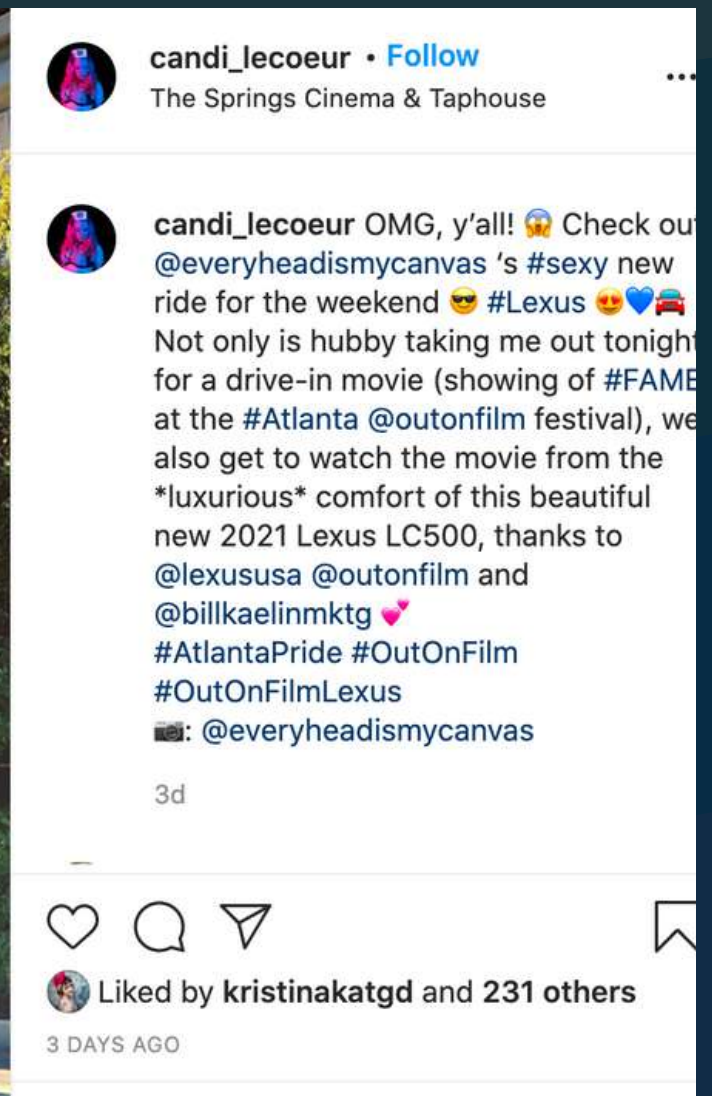
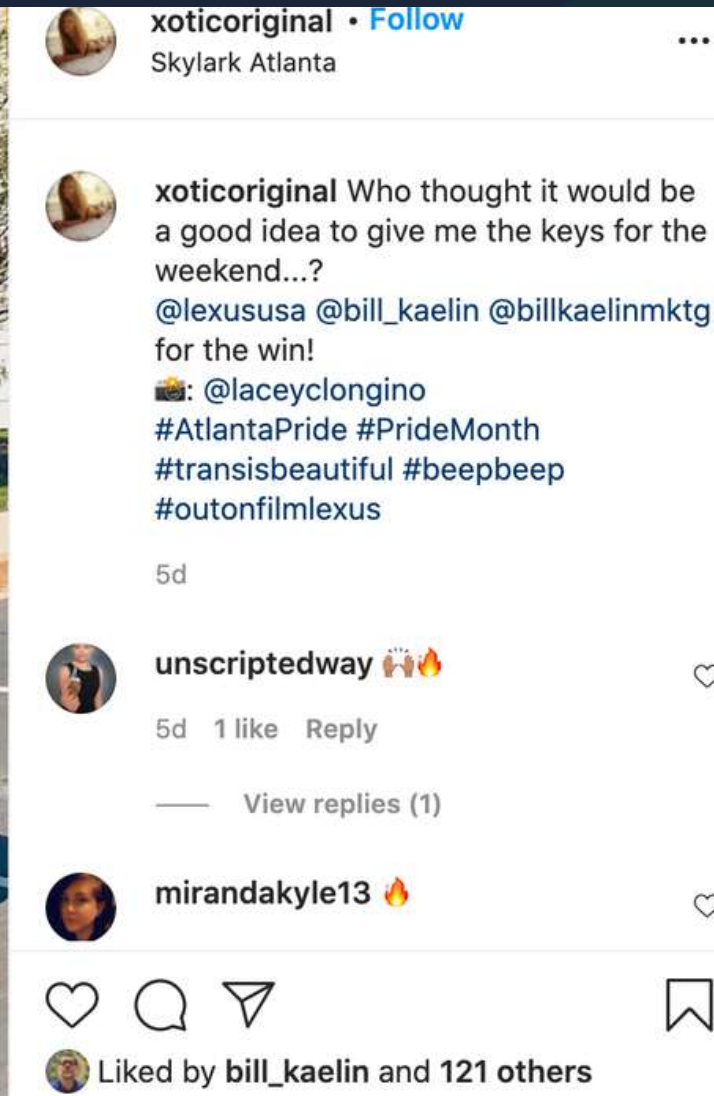


#outonfilmlexus



# Social Media Feed Features

## Instagram Feed

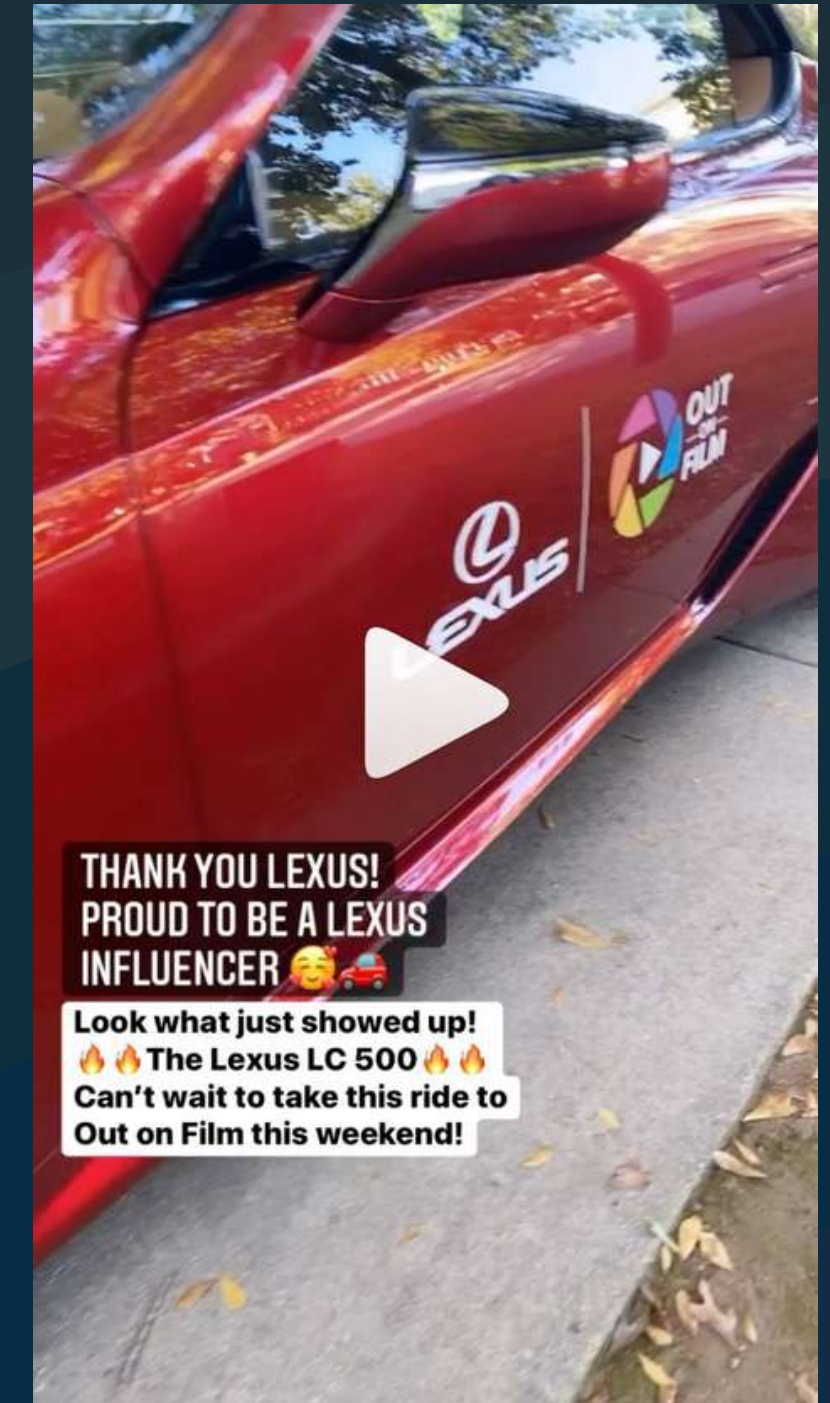
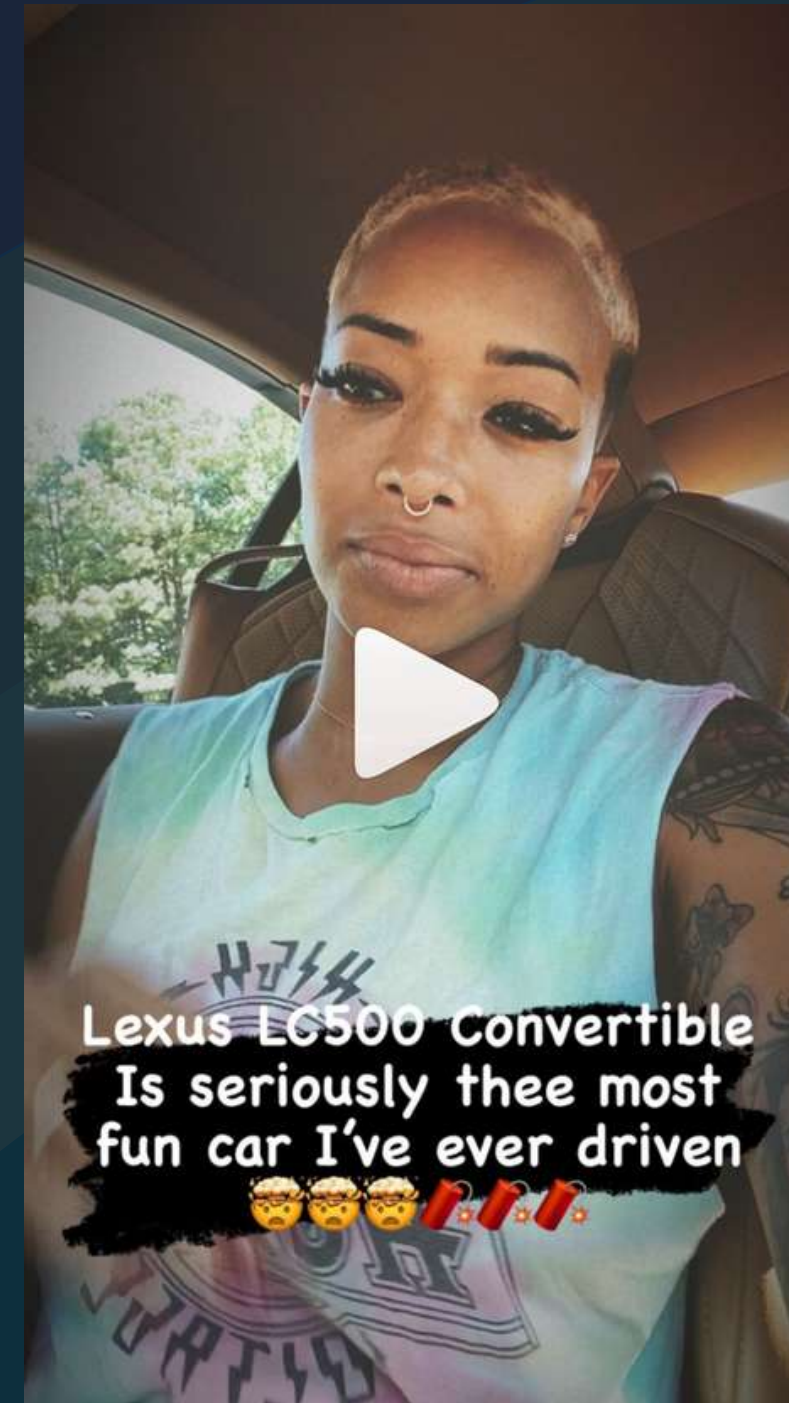


#outonfilmlexus



# Social Media Feed Features

Instagram Reels – @brande.elise & @daniellegraymba



#outonfilmlexus



# 100+ Instagram Story Mentions Before and During Drive-In

To view stories, check out our Lexus x OOF highlight [here](#)

#outonfilmlexus





Thank you so much  
for supporting  
Out On Film! We  
look forward to  
working with you  
all in the future.

#outonfilmlexus



# Why Bill Kaelin Marketing Team

---

Bill Kaelin Marketing's background is in the hospitality business. We've worked for almost every major hotel brand and property management in the market, while also owning and operating some of Atlanta's most iconic hot spots. We know that in order to keep the buzz you have to keep the ideas fresh, innovative, yet approachable.

Whether it's a drive-in with drag queens, a virtual film festival, our an influencer retreat, our team is committed to getting your target demographic through your doors, curate experiences that your guests will be talking about for years, and becoming an extension of your existing sales and marketing team.

