



**DEAF**

**SPOT**

**LIGHT**



**Partnerships**

**2024**



**Photo ID: a blue filtered photo of youths holding up different types of cameras to the viewer.**

**Who Are We?**

Deaf Spotlight (DS) emerged from the first Seattle Deaf Film Festival in 2012, created by community members in response to the cultural debt in entertainment in the Pacific Northwest. Programming has since expanded to include theater productions, curated visual art exhibitions, and workshops for Deaf artists. DS is a nationally recognized leader in Deaf arts.

Our events feature both local and national artists who tell original stories about the Deaf experience. We use the arts to transform stories, communities, and perspectives by connecting the arts with our community in creative ways.

**What Do We Do?**

We believe in supporting original and creative content about, for, and by Deaf, DeafBlind, DeafDisabled, and Hard of Hearing (DDBDDHH) communities. We often collaborate with local and out of state artists, community groups, and arts organizations to offer affordable and accessible workshops in sign language.

**Mission:**  
 Inspiring and showcasing Deaf Culture and sign languages through the arts

**Vision:**  
 Deaf Spotlight illuminates the artist within every Deaf person.

**Core Values:**  
 Creativity, Community, Equity & Integrity

**Photo ID: a black and white group photo at the art exhibit with a brushstroke effect over tan background.**



# Our Programs



Deaf Spotlight hosts group and solo art exhibitions, as well as educational workshops for Deaf, DeafBlind, DeafDisabled, and Hard of Hearing artists.



The Black, Indigenous and People of Color (BIPOC) Deaf Arts Grant is an annual program that provides financial support for emerging and established artists to further advance their careers.



Deaf Spotlight partners with diverse organizations in order to nurture more accessible and inclusive creativity for all.



During odd years, Deaf Spotlight will present a theatrical program featuring works written by Deaf playwrights. Deaf Spotlight will hire Deaf directors and Deaf cast to bring the story onto the stage.



Seattle Deaf Film Festival (SDFF) showcases the best Deaf, DeafBlind, DeafDisabled and Hard of Hearing filmmaking in the world.

SDFF is one of the biggest Deaf film festivals in the world. We believe in cultivating a vibrant community of emerging and experienced Deaf filmmakers, actors, and producers. Join us to see various short and feature films by members of the Deaf, DeafBlind, DeafDisabled, and Hard of Hearing community.

## Our Team:

**Staff/Contractors:**

80% DDBDDHH  
80% disabled  
30% BIPOC

**Board:**

63% DDBDDHH  
75% disabled  
38% BIPOC

Our team is made of both arts practitioners and arts lovers, who support Deaf Spotlight's mission.





**Photo ID:** a fuchsia filtered photo of two characters from *Camilla for Camille* by Heba Toulan, a play from Short Play Festival 2023.

### Who is our audience?

Our audience is Deaf, Hard of Hearing, DeafBlind, and hearing people. Our events are accessible to those with no prior knowledge of American Sign Language through interpreters, captions, and other accessible accommodations.

Our target audiences include Deaf adults and children, sign language interpreters, teachers of the Deaf, college students, hearing professionals who are involved with the Deaf community, and arts lovers of all kinds. Our in-person events attract people in the Seattle Metropolitan Area and the I-5 Corridor, including Tacoma, Bellingham, Vancouver, BC, Portland, and other nearby cities.

### Marketing Impacts

**4,500** Instagram Followers

**5,920** Facebook Followers

**315** YouTube Subscribers

**970** Newsletter Subscribers

**Avg 1.1K** Website Visitors per month  
(at least 2K page views)

### Sources

- Direct 43%
- Search 40%
- Social 9%
- Referral 8%

### Devices

- 60% via website
- 38% via mobile
- 2% via tablet



**Photo ID:** a blue filtered photo of Alexandria Wailes, Short Play Festival Director, and Patty Liang, Executive Director, standing on the stage during the pre-performance announcement.

# Why Sponsor Deaf Spotlight?

Page 4



**Photo ID: a green banner with a circled black and white photo of the Short Play Festival 2019 crew with hands up. Text on left: "Why Sponsor Deaf Spotlight?"**

## RECOGNITION

- Your logo and website link on our Seattle Deaf Film Festival (SDFF) website for one year
- Your logo on program books and digital materials for all SDFF programming
- Your brand featured on our social media channels
- Two free passes to SDFF (April 2024)

## EXPOSURE

**Social media:** Deaf Spotlight has active accounts on Facebook (nearly 6,000 followers) and Instagram (4,800 followers). We primarily use organic engagement, opting to grow our follower base through meaningful, sustained interactions. Followers comprise Deaf, Hard of Hearing, DeafBlind, and hearing demographics of all ages in the Pacific Northwest, but also across the U.S. and internationally.

**Festival attendance:** In prior years, SDFF welcomed over 800 audience members in person at Northwest Film Forum. In 2022, our curated submissions included 30 shorts and 4 feature films streaming for 630 virtual attendees in 10 countries.

## EDUCATION

In recent years, many community organizations have expressed a growing desire to learn about Deaf Culture and accessibility. We offer two complimentary options to all sponsors:

- A two-hour training for you, OR
- A one-on-one consultation with Deaf Spotlight Executive Director (or member of our team) on how to design, plan, and execute your event. Also: learn how to make your digital content more accessible to all

**Collaborate with Deaf Spotlight to create a custom sponsorship package that meets all of your corporate and community goals!**  
**Email us: [sponsor@deafspotlight.org](mailto:sponsor@deafspotlight.org).**