



GMCSF 10 YEAR
ANNIVERSARY

GAY MEN'S CHORUS OF SOUTH FLORIDA



SPONSORSHIP INVITATION



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GMCSF

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Equality is Everyone's Business

Music brings us together in our shared humanity. Each of us is an individual with no two exactly alike. Yet as unique as we all are, we also have so much in common. Under the baton of Artistic Director & Conductor Harold Dioquino, the Gay Men's Chorus of South Florida dedicates each season to the many diverse and wonderful people connected to our organization. Discover our passions and explore the chorus community we call family. In just nine years the Chorus has grown to over 130 men, becoming the largest gay men's chorus in the Southeast. Annually our audience reach exceeds 20,000. Together, we make one beautiful picture of humanity...rich in variety and joined through song.

As cultural ambassadors for the LGBTQ+ community, the Gay Men's Chorus of South Florida builds bridges of healing and understanding. We are so much more than a few major concerts a year. On the stage and in the community, the Gay Men's Chorus of South Florida is an artistic force committed to social good.

By supporting our music, you will help us reach our goal of doubling our impact in just a short amount of time. Each season, sponsors receive substantial brand and logo recognition through sponsorship opportunities with the Gay Men's Chorus of South Florida. Whether they choose a concert, a brunch table, or the entire season, our sponsors make a statement regarding their commitment to the community and the Chorus's mission of opening minds and changing hearts.

YOU'RE IN GOOD COMPANY



OUR AUDIENCE...YOUR MARKET

BRAND LOYAL

LGBTQ+ consumers are 2.06 times more likely to buy from companies that they trust, according to comScore.

BUYING POWER

The LGBTQ+ market processes \$917 billion in buying power in the US, according to Witeck Communications.

MORE SHOPPING

Same-sex households spend \$2,045 more per year on packaged goods than in straight households, according to comScore.

DISPOSABLE INCOME

23% higher median income in same-sex households, compared to straight households, according to Prudential research.

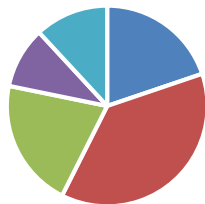
DIGITAL MEDIA

74% of LGBTQ+ consumers in the US visited LGBTQ websites in the past week, and only 22% read LGBTQ+ print media.

MUSIC

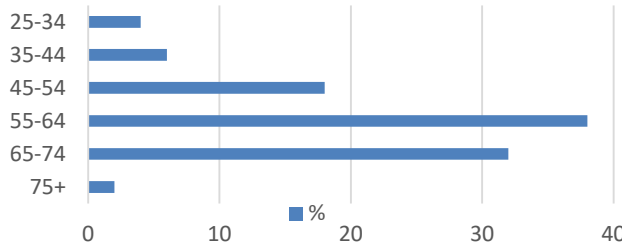
Across all music channels, LGBTQ+ music fans show higher levels of engagement than their counterparts, according to Nielsen.

GMCSF AUDIENCE INCOME



■ \$0-49K ■ \$50-99K ■ \$100-149K ■ \$150-200K ■ \$200K+

GMCSF AUDIENCE AGE



YOUR BRAND EXPOSURE

495,000	Social Media Impressions
90,000	Print Ad Impressions
57,000	Email Impressions
48,260	Local Playbill Impressions
20,000	Annual Audience Reach
6,200	Facebook Followers
850	Monthly Website Visitors (<i>80% New</i>)



2019-2020 SEASON SPONSOR

\$25,000

Top billing & prominent benefits for ALL season concerts:

- **Season Presenter** logo placement:
 - *GMCSF website with click through*
 - *All Concert posters (300)*
 - *All Palm Cards (3,000)*
 - *All concert programs covers (5,200)*
 - *All print and digital ad placements*
 - *Onstage video screen before all performances*
- First page full-page advertisement in **ALL 3** concert programs **(5,200)**
- Onstage acknowledgement by Executive Director
- On-site activation opportunity at each performance venue
- **Eighteen (18)** sponsor highlighted e-blasts (6 per concert) to GMCSF email list **(3,200+)**
- **Fifteen (15)** social media posts (5 per concert) with sponsor tag **(6,000+ followers)**
- **Thirty (30)** complimentary tickets; 10 per season concert
- Complimentary performance by Tropical Wave at a private event
- Access for **ten (10)** people to ALL post-concert receptions with top donors and guest concert artist
- Season sponsor signage at ALL post-concert receptions
- 1 complimentary table **(10 tickets)** to GMCSF's 10th anniversary Gala Brunch
- On-site activation opportunity and/or signage at the Gala Brunch **(450-500 Guests)**



PRESENTING SPONSOR

\$15,000

Holidays at Hard Rock Live and the Sunshine Cathedral

- Prominent **Presenting Sponsor** logo placement:
 - *GMCSF website with click through*
 - *Concert posters (100), Palm Cards (1,000)*
 - *Concert programs (2,200)*
 - *Print and digital ad placements*
 - *Onstage video screen before the performance*
- Full-page advertisement in concert programs **(2,200)**
- Onstage acknowledgement by Executive Director
- On-site activation opportunity and/or signage pre-show at performance venues
- **Four (4)** sponsor highlighted concert e-blasts to GMCSF email list **(3,200+)**
- **Three (3)** social media concert posts with sponsor tag **(over 6,000 followers)**
- **Eight (8)** complimentary tickets to concert
- Complimentary solo performance at a private event
- Access for **eight (8)** people to post-concert reception
- Signage at post-concert reception with top donors and guest concert artist
- **Four (4)** complimentary tickets to the 10th anniversary Gala Brunch



PRESENTING SPONSOR

\$10,000

“UNBREAKABLE”

- Prominent **Presenting Sponsor** logo placement:
 - *GMCSF website with click through*
 - *Concert posters (100), Palm Cards (1,000), concert program and various ad placements*
 - *Onstage video screen before the performance*
- Onstage acknowledgement by Executive Director
- Full-page advertisement in concert program **(1,500)**
- On-site activation opportunity and/or signage pre-show at performance venue
- **Four (4)** sponsor highlighted concert e-blasts to GMCSF email list **(3,200+)**
- **Three (3)** social media concert posts with sponsor tag **(over 6,000 followers)**
- **Six (6)** complimentary tickets to concert
- Access for **six (6)** people to post-concert reception
- **Two (2)** complimentary tickets to the 10th anniversary Gala Brunch



PRESENTING SPONSOR

\$10,000

“HOMECOMING”

- Prominent **Presenting Sponsor** logo placement:
 - *GMCSF website with click through*
 - *Concert posters (100), Palm Cards (1,000), concert program and various ad placements*
 - *Onstage video screen before the performance*
- Onstage acknowledgement by Executive Director
- Full-page advertisement in concert program **(1,500)**
- On-site activation opportunity and/or signage pre-show at performance venue
- **Four (4)** sponsor highlighted concert e-blasts to GMCSF email list **(3,200+)**
- **Three (3)** social media concert posts with sponsor tag **(over 6,000 followers)**
- **Six (6)** complimentary tickets to concert
- Access for **six (6)** people to post-concert reception
- **Two (2)** complimentary tickets to the 10th anniversary Gala Brunch



GOLD SPONSOR

\$5,000

- Logo inclusion for all concerts
- *GMCSF website with click through*
- *Concert posters (100), Palm Cards (1,000), concert program and various ad placements*
- *Onstage video screen before the performance*
- Half-page advertisement in all concert programs **(5,200)**
- **Two (2)** sponsor highlighted concert e-blasts to GMCSF email list **(3,200+)**
- **Two (2)** social media concert posts **(over 6,000 followers)**
- **Two (2)** complimentary tickets to a select season concert
- Access for **two (2)** people to post-concert reception

SILVER SPONSOR

\$2,500

- Logo inclusion for all concerts
- *Concert posters (100), Palm Cards (1,000), 1 concert program and various ad placements*
- Quarter page advertisement in all concert programs **(5,200)**
- **Two (2)** complimentary tickets to a select season concert
- **One (1)** sponsor highlighted e-blast to GMCSF email list **(3,200+)**
- **One (1)** Social media post on Facebook and Twitter (over 6,000 followers)



BRONZE SPONSOR

\$1,500

- Logo inclusion for all concerts
- Concert posters (**100**), Palm Cards (**1,000**), 1 concert program and various ad placements
- Quarter page advertisement in all concert programs (**5,200**)
- **Two (2)** complimentary tickets to a select season concert

CORPORATE PARTNER

\$500

- Recognition of support in all concert programs
- Business card advertisement in all concert programs (**5,200**)
- Early access to concert tickets



10th ANNIVERSARY BRUNCH GALA

The much-anticipated GMCSF annual Brunch Gala takes place in March and attracts nearly 500 influential guests from the South Florida area. Guests are treated to live entertainment, fantastic food, an open bar, and both silent and live auctions. Funds raised from the brunch will go directly to sustaining our operations and offsetting expenses for concerts, educational programs, and scholarships for members who otherwise could not participate. You are assured that the event will be an incredible 10TH anniversary celebration of music and community.

Presenting Brunch Sponsor

\$10,000

- Billed as **Presenting Sponsor** on invitation and in ALL advertising material
- Brunch Page **Presenting Sponsor** Logo placement:
 - *GMCSF website with click through*
 - *Palm Cards (1,000) and printed brunch program*
- Full page advertisement in Brunch program and all remaining season concert programs
- On-site activation opportunity and/or signage at Gala Brunch venue
- 1 complimentary table (**10 tickets**) to Gala Brunch
- Recognition from the stage at the event by the Executive Director
- **Four (4)** dedicated e-blasts to GMCSF email list with brand logo (**3,200+**)
- **Three (3)** social media posts with brand logo and tags (**over 6,000 followers**)
- Projection of logo on screen at the Brunch

Additional Sponsorship Benefits for Liquor Sponsors:

- *Category exclusivity*
- *Printed bar menus with brand specialty cocktail and logo*
- *Post-event photos and/or video highlighting branding and engagement*
- *Social media tags with post-event photos*



Gold Brunch Sponsor

\$5,000

- Billed as Gold Sponsor in all Gala Brunch advertising material
- Logo placement:
 - *GMCSF website with click through*
 - *Palm Cards (1,000) and printed brunch program*
- Full page advertisement in Brunch program
- On site activation opportunity or signage pre-show at Gala Brunch venue
- **Six (6)** complimentary tickets to Gala Brunch
- Recognition from the stage at the event by the Executive Director
- **Two (2)** sponsor highlighted e-blasts to GMCSF email list with brand logo (3,200+)
- **One (1)** social media posts with brand logo and tags (**over 6,000 followers**)
- Projection of logo on screen at the Brunch

Silver Brunch Sponsor

\$2,500

- Billed as Silver Sponsor in all Gala Brunch advertising material
- Logo placement:
 - *GMCSF website with click through*
 - *Palm Cards (1,000) and printed brunch program*
- Half page advertisement in Brunch program
- **Four (4)** complimentary tickets to Gala Brunch
- Recognition from the stage at the event by the Executive Director
- **One (1)** sponsor highlighted e-blasts to GMCSF email list with brand logo (3,200+)
- Projection of logo on screen at the Brunch

Brunch Table Host

\$1,200

- Recognized as a Table Host in Brunch program
- **Ten (10)** tickets to Gala Brunch

