

# SPONSORSHIP INVITATION

2022  
2023  
SEASON



December Holiday Concert 2021

Season 13: We Sing Gay!

[www.gmcsf.org](http://www.gmcsf.org)





June Pride Concert 2022

## OUR MISSION

*We sing so that LGBTQ+ people  
can live their truth through quality music  
experiences that inspire audiences, open minds,  
change hearts, and affirm our common humanity.*

## OUR VISION

*A diverse united world.*



## GAY MEN'S CHORUS OF SOUTH FLORIDA

- *With over 130 singers on our roster, the Gay Men's Chorus of South Florida is the largest gay men's chorus in the southeastern U.S. Our membership is diverse, intergenerational, and multi-cultural.*
- *GMCSF is currently the eighth largest LGBTQ+ chorus in the country in terms of operating budget.*
- *GMCSF serves the public through a robust mainstage season featuring three concert series and a variety of community engagement programs. Between our mainstage concerts and community performances, we reach approximately 20,000+ people each year.*
- *GMCSF is a 501(C)(3) nonprofit public charity.*
- *GMCSF was founded in 2010. We are one of three gay men's choruses in the local area, including the Fort Lauderdale Gay Men's Chorus (approx. 20 members, founded in 1986) and the Miami Gay Men's Chorus (approx. 20 members, founded in 1999).*



March Jazz Concert 2022





Gabe Salazar, Artistic Director

# OUR AUDIENCE... YOUR MARKET

## BUYING POWER:

In 2015, note that the combined buying power for America's LGBT community was estimated to be **\$917 billion**, according to Witeck Communications. LGBTQ+ small businesses contribute **\$1.7 trillion** to the American economy each year, according to a SCORE meta-analysis.<sup>1</sup>

## DISPOSABLE INCOME:

There is **23% higher median income** in same-sex households compared to straight households according to Prudential research.<sup>2</sup>

## MORE SHOPPING:

Males same-sex households **spend \$2,045 more per year** on packaged goods than in straight households according to comScore.<sup>2</sup>

## BRAND LOYALTY:

The LGBTQ+ community are **more than 75% likely to change brands** when they know they are LGBTQ+ inclusive. **71%**

**will continue brand support** regardless of cost or convenience.<sup>1</sup> LGBTQ+ consumers are **2.06 times more likely to buy** from companies that they trust, according to comScore.<sup>2</sup>

## DIGITAL MEDIA:

**74% of LGBTQ+ consumers** in the US visited LGBTQ websites in the past week and only **22% read LGBTQ+ print media**.<sup>2</sup>

## MUSIC:

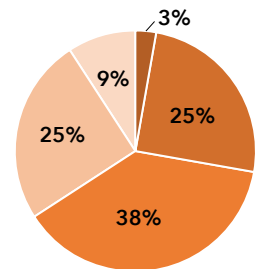
Across all music channels, **LGBTQ+ music fans show higher levels of engagement** than their non-LGBTQ+ counterparts according to Nielsen.<sup>2</sup>

## OUTREACH IMPACT:

An average of **72% think more positively of companies that sponsor LGBTQ+ community** organizations and events. They are more likely to purchase from a company that outreaches and advertises to the LGBTQ+ community & through LGBTQ+ media.<sup>3</sup>

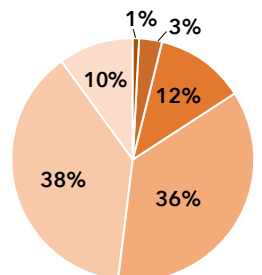
## GMCSF AUDIENCE ANNUAL INCOME (2021-2022)<sup>4</sup>:

- \$0-\$49K
- \$50K-\$99K
- \$100K-\$149K
- \$150K-\$199K
- \$200K+



## GMCSF AUDIENCE AGE (2021-2022)<sup>4</sup>:

- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75+



<sup>1</sup> National Gay & Lesbian Chamber of Commerce

<sup>2</sup> Gay Ad Network

<sup>3</sup> CMI Community Marketing & Insights

<sup>4</sup> Monkey Survey









June Pride Concert 2022

# YOUR BRAND EXPOSURE

Social Media Impressions <sup>1</sup>	1,100,000
Social Media Paid Impressions <sup>1</sup>	461,000
Print & Video Ad Impressions <sup>2</sup>	165,000
Local Ad Playbill Impressions <sup>2</sup>	100,000
E-Blast Impressions <sup>3</sup>	46,000
Annual Audience Reach	20,000
Social Media Followers <sup>1</sup>	11,000
Website Visitors <sup>4</sup>	814 monthly average, (81% new)

<sup>1</sup> Facebook, Instagram, Twitter, TikTok, LinkedIn, Google reports (7/1/21-6/30/22)

<sup>2</sup> Third-party media partner's report (7/1/21-6/30/22)

<sup>3</sup> Aplos report (7/1/21-6/30/22)

<sup>4</sup> Google Analytics report (7/1/21-6/30/22)





# SPONSORSHIP OPPORTUNITIES

	\$20,000	\$10,000	\$7,500	\$10,000
	Concert Season Sponsor	Holiday Concert Presenter	Spring Concert Presenter	Pride Concert Presenter
Program Ad	Full page PRIME ad placement in all programs, including a full page ad in our gala brunch program.	Full page PREFERRED ad placement in all programs.	Full page PREFERRED ad placement in all programs.	Full page PREFERRED ad placement in all programs.
Program Tickets	24 tickets-8 tickets per concert with early ticket access and VIP seating placement.	8 tickets with early ticket access and VIP seating placement.	6 tickets with early ticket access and VIP seating placement.	8 tickets with early ticket access and VIP seating placement.
Concert Celebration Events	24 tickets-8 per concert receptions & a meet & greet with the Artistic Director.	8 tickets to all VIP receptions	6 tickets to all VIP receptions	8 tickets to all VIP receptions
Annual Gala Brunch	One complimentary table for 10 w/ PRIME table seating location.	6 tickets	4 tickets	6 tickets
Brand Placement	Season Sponsor PRIME Logo placement on promotional print materials, 3rd-party advertisement placement and articles. Also on GMCSF website, e-blasts, screen shows and all videos. Stage recognition.	Presenting Sponsor PREFERRED Logo placement on promo materials for print, website, e-blasts, screen shows and all videos. Stage recognition.	Presenting Sponsor PREFERRED Logo placement on promo materials for print, website, e-blasts, screen shows and all videos. Stage recognition.	Presenting Sponsor PREFERRED Logo placement on promo materials for print, website, e-blasts, screen shows and all videos. Stage recognition.
Onsite Activation	Season Sponsor - one company table at all concerts & gala brunch	Presenting Sponsor - one company table at Holiday Concert	Presenting Sponsor - one company table at Spring Concert	Presenting Sponsor - one company table at Pride Concert
Social Media & Blog Posts	Season Sponsor four dedicated social media & blog posts	Presenter Sponsor one dedicated social media & blog post	Presenter Sponsor one dedicated social media & blog post	Presenter Sponsor one dedicated social media & blog post

# SPONSORSHIP OPPORTUNITIES

	\$7,500	\$5,000	\$2,500	\$1,500
	Gala Brunch Presenter	Gold Level Sponsor	Silver Level Sponsor	Bronze Level Sponsor
Program Ad	Full page PREFERRED ad placement in all programs.	Full page ad	Full page ad	Full page ad
Program Tickets	6 tickets with early ticket access and VIP seating placement.	4 tickets to one select concert	2 tickets to one select concert	2 tickets to one select concert
Concert Celebration Events	6 tickets to all VIP receptions	4 tickets to a reception	2 tickets to a reception	2 tickets to a reception
Annual Gala Brunch	One complimentary table for 10 w/ PRIME table seating location.	4 tickets	2 tickets	—
Brand Placement	Presenting Sponsor PREFERRED Logo placement on promo materials for print, website, e-blasts, screen shows and all videos. Stage recognition.	Sponsor Logo placement on GMCSF promotional materials & web	Sponsor Logo placement on GMCSF promotional materials & web	—
Onsite Activation	Presenting Sponsor - one company table at Gala Brunch	—	—	—
Social Media & Blog Posts	Presenter Sponsor one dedicated social media & blog post	—	—	—





December Holiday Concert 2021

## REVIEWS

"The shared and unifying experience between the Chorus and the audience resonated on the eve of a crushing blow from the Supreme Court that reminds us all that marginalized communities will always need a voice ... I couldn't be more thankful for a perfect evening - it came at just the right time."

*David Jobin, President & CEO, Our Fund Foundation  
Unbreakable & Unstoppable Pride Concert, June 24, 2022*

"The June pride concert was one of the best yet. Everyone at the Chorus is doing such amazing things!"

*Erick Eldridge, Director of Special Events,  
Seminole Hard Rock Hotel & Casino, Hollywood FL  
Unbreakable & Unstoppable Pride Concert, June 30, 2022*

"The Chorus put on a spectacular show at Sunshine Cathedral, mixing brilliant new music with popular favorites sung by a powerful group of community voices. I had tears in my eyes for much of the night and leaped to my feet at the end of each act. Truly an astonishing and inspiring evening."

*Ronnie Larsen, Artistic Director, Plays Of Wilton  
Unbreakable & Unstoppable Pride Concert, July 5, 2022*





# YOU'RE IN GOOD COMPANY



HOLLYWOOD, FL



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