



## 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 170 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 with 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 has completed an ADA self-evaluation of our performance spaces; all are fully ADA-compliant.*
- *GMCSF was founded in 2010. Throughout the years, this chorus has merged and consolidated with organizations such as Voices of Pride, the Gay Men's Chorus of The Palm Beaches, South Florida Lambda Chorale, and most recently, The Fort Lauderdale Gay Men's Chorus.*







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>

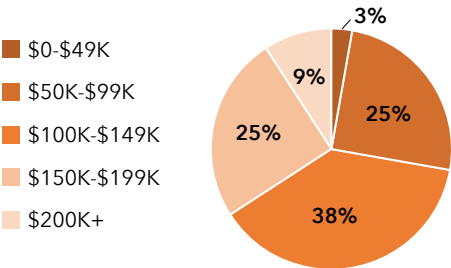
## MUSIC:

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

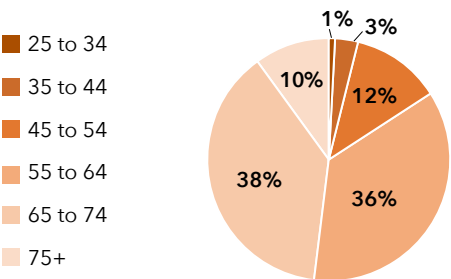
## OUTREACH IMPACT:

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>:



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



<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

SPONSORSHIP OPPORTUNITIES

	\$30,000	\$20,000	\$10,000
	Season Sponsor (including Annual Gala & Tropical Wave performances)*	Concert Series Sponsor (Holiday, Spring & Pride)	Concert Presenter (Holiday, Spring or Pride Concert)
Program Ad	PRIME ad** placement in all programs, including gala fundraiser and Tropical Wave. (Ad specs 5.5 w x 8.5 h)	PRIME ad** placement in all concert programs, including Tropical Wave. (Ad specs 5.5 w x 8.5 h)	PREFERRED ad** placement in all programs. (Ad specs 5.5 w x 8.5 h)
Program Tickets	24 tickets-8 tickets per concert with early ticket access and VIP seating placement	18 tickets-6 per concert with early ticket access and VIP seating placement.	12 tickets-4 per concert with early ticket access and VIP seating placement.
Concert Celebration Events	24 tickets-8 per concert receptions & a meet & greet with the Artistic Director.	18 tickets-6 per concert to all VIP receptions	12 tickets-4 per concert to all VIP receptions
Annual Gala Brunch	One complimentary table for 10 w/ PRIME table seating location.	One complimentary table for 10 w/ PREFERRED table seating location.	8 tickets
Brand Placement	PRIME Logo placement on promotional print materials, 3rd-party advertisement placement and articles. Also on GMCSF website, e-blasts, screen shows and all videos. Official press release. Stage recognition with a live check presentation.	PRIME Logo placement on promotional print materials, 3rd-party advertisement placement and articles. Also on GMCSF website, e-blasts, screen shows and all videos. Official press release. Stage recognition with a live check presentation.	PREFERRED 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.
Social Media & Blog Posts	Three dedicated social media & blog posts	Two dedicated social media & blog posts	One dedicated social media & blog post
Onsite Activation	Company booth at all events	Company space at each concert	Company space at one preferred concert

SPONSORSHIP OPPORTUNITIES

	\$7,500	\$5,000	\$2,500	\$1,500
	Tropical Wave Sponsor* (Vocal Ensemble)	Conductor Sponsor	Orchestra Sponsor	Chorus Sponsor
Program Ad	PREFERRED ad** placement in all programs. (Ad specs 4.5 w x 7.5 h)	Full page ad (Ad specs 4.5 w x 7.5 h)	1/2 page ad (Ad specs 4.5 w x 3.69 h)	¼ page ad (Ad specs 2.19 w x 3.69 h)
Program Tickets	8 tickets with VIP seating placement.	6 tickets to one select concert	4 tickets to one select concert	2 tickets to one select concert
Concert Celebration Events	8 tickets to a reception	6 tickets to a reception	4 tickets to a reception	2 tickets to a reception
Annual Gala Brunch	6 tickets	4 tickets	2 tickets	—
Brand Placement	Sponsor Logo placement on GMCSF promotional materials & web. Stage recognition.	Sponsor Logo placement on GMCSF promotional materials & web	—	—
Social Media & Blog Posts	One dedicated social media post	—	—	—

\*Tropical Wave is the GMCSF vocal ensemble, designed for special service performances and when a venue has limited space for the entire chorus. They also are frequently showcased in mainstage concerts and community events.

\*\* PRIME ad placements are designated for back and inside covers only. PREFERRED ad placements available upon request.





December 2022 Holiday Concert at Hard Rock Live Hollywood



# 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>	60,000
Annual Audience Reach	25,000
Social Media Followers <sup>1</sup>	14,000
Annual Website Visitors <sup>4</sup>	10,000+

<sup>1</sup> Facebook, Instagram, Twitter, TikTok, YouTube & LinkedIn (as of 7/1/2023)

<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)





December Holiday Concert 2021

## REVIEWS

"The holiday concert was entertaining, lighthearted and fun! Amazon is proud to support and further the mission of using extraordinary music and experiences to build community and foster compassion at home and around the world."

*Angelica Santibanez, Senior Manager, Community Engagement, Amazon*

"Sitting in the audience, I was struck by the energy and anticipation of the chorus. The exuberance of sheer joy and laughter was refreshing. Music is the world's greatest equalizer crossing all boundaries and barriers-a universal language that speaks to our soul as well as our humanity. Music has the power to liberate us from our thoughts. Like the air we breathe, music shapes us, propelling us through a magical journey."

*Denise Jordan, Executive Vice President, Greater Fort Lauderdale Chamber of Commerce.*

