

# CONCERT SPONSORSHIPS



June 2024 Pride Concert at The Parker. Photo by Ginny Dixon.



December 2023 Celebrate The Holidays at Hard Rock Live. Photo by Ginny Dixon.



## 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 190 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 the top award-winning, LGBTQ+ nonprofit arts organization in the State of Florida and currently in the top 10 largest LGBTQ+ choruses in the country.*
- *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 30,000+ 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 The Fort Lauderdale Gay Men's Chorus.*



# Disney PRIDE IN CONCERT





Gabe Salazar, Artistic Director. Photo by Ginny Dixon.

# OUR AUDIENCE... YOUR MARKET

## BUYING POWER:

The LGBTQ+ community's global purchasing power, also known as "pink money" or "LGBT-GDP," is estimated to be around **\$3.9-4.7 trillion** annually. This number is expected to grow as more people identify as LGBTQ+, particularly among younger generations.<sup>1</sup>

## DISPOSABLE INCOME:

The median household income for same-sex couples in 2022 was **\$127,900, 25% higher** than the median household income of opposite-sex married couples.<sup>2</sup>

## BRAND LOYALTY:

**74%** of LGBTQ+ adults are likely to consider brands that **support nonprofits and/or causes** that are important to them as an LGBTQ+ person.<sup>3</sup>

**75%** of heterosexual adults say they are more likely to consider a brand known to provide **equal employee benefits**.<sup>4</sup>

**65%** of gays and lesbians are likely to **recommend a brand** they like, well above the average of all US consumers.<sup>5</sup>

**71%** of LGBTQ+ adults said that they are likely to remain loyal to brands that are **LGBTQ+ community-friendly**, even when less friendly companies may offer lower prices or greater convenience.<sup>6</sup>

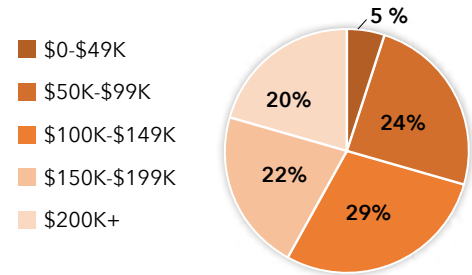
## DIGITAL MEDIA:

**74% of LGBTQ+ consumers** in the US visited LGBTQ websites in the past week and only **22% read LGBTQ+ print media**.<sup>7</sup>

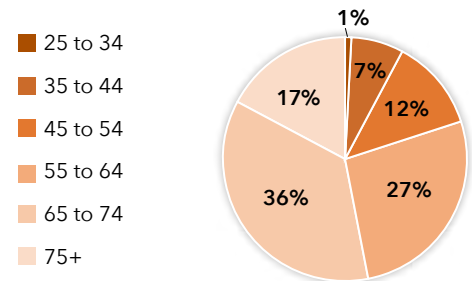
## OUTREACH IMPACT:

An average of **81% 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>6</sup>

## GMCSF AUDIENCE ANNUAL INCOME (2023-2024):



## GMCSF AUDIENCE AGE (2023-2024):



<sup>1</sup> LGBT Capital

<sup>2</sup> Census Bureau

<sup>3</sup> National Gay & Lesbian Chamber of Commerce

<sup>4</sup> Gay Ad Network

<sup>5</sup> Monkey Survey

<sup>6</sup> CMI Community Marketing & Insights



December 2022 Holiday Concert at Hard Rock Live Hollywood. Photo by Ginny Dixon.





# SPONSORSHIP OPPORTUNITIES

	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>
	Season Sponsor (including Annual Gala & Tropical Wave performances)*	Concert Series Sponsor (Holiday, Spring & Pride)	Concert Presenter (Holiday, Spring or Pride Concert)
<b>Program Ad</b>	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)
<b>Program Tickets</b>	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.
<b>Concert Celebration Events</b>	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
<b>Annual Gala Brunch</b>	One complimentary table for 10 w/ PRIME table seating location.	One complimentary table for 10 w/ PREFERRED table seating location.	10 tickets
<b>Brand Placement</b>	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.
<b>Social Media &amp; Blog Posts</b>	Three dedicated social media & blog posts	Two dedicated social media & blog posts	One dedicated social media & blog post
<b>Onsite Activation</b>	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.

# YOUR BRAND EXPOSURE

Social Media Organic Reach <sup>1</sup>	<b>136,000</b>
Print & Video Ad Impressions <sup>2</sup>	<b>135,000</b>
Local Ad Playbill Impressions <sup>2</sup>	<b>100,000</b>
E-Blast Impressions <sup>3</sup>	<b>100,000</b>
Annual Website Visitors <sup>3</sup>	<b>58,000</b>
Social Media Paid Impressions <sup>1</sup>	<b>55,000</b>
Annual Audience Reach	<b>30,000</b>
Social Media Followers <sup>1</sup>	<b>18,000</b>

<sup>1</sup> Facebook, Instagram, Twitter, TikTok, YouTube & LinkedIn (as of 6/30/24)

<sup>2</sup> Third-party media partner's report (as of 6/30/24)

<sup>3</sup> GoDaddy report (as of 6/30/24)



June 2023 Disney PRIDE in Concert at The Parker. Photo by Ginny Dixon.



March 2024 Spring Concert at The Parker. Photo by Ginny Dixon.

# REVIEWS



"GMCSF's Pride concert was a spirited musical celebration featuring powerful performances of timeless LGBTQ+ anthems with new, unforgettable commissioned works written specifically for this chorus. The program also included formidable personal stories from chorus members... and the enhanced sound quality from the new offstage orchestra placement added depth and richness to the overall experience."

*Paul Rolli, Commissioner, City of Wilton Manors.*

"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."

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



# YOU'RE IN GOOD COMPANY



HOLLYWOOD, FL

**THE WESTIN**  
FORT LAUDERDALE BEACH  
RESORT



**Cleveland Clinic**  
Florida



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**GMCSF**  
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OF SOUTH FLORIDA

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[GMCSF.ORG](http://GMCSF.ORG)