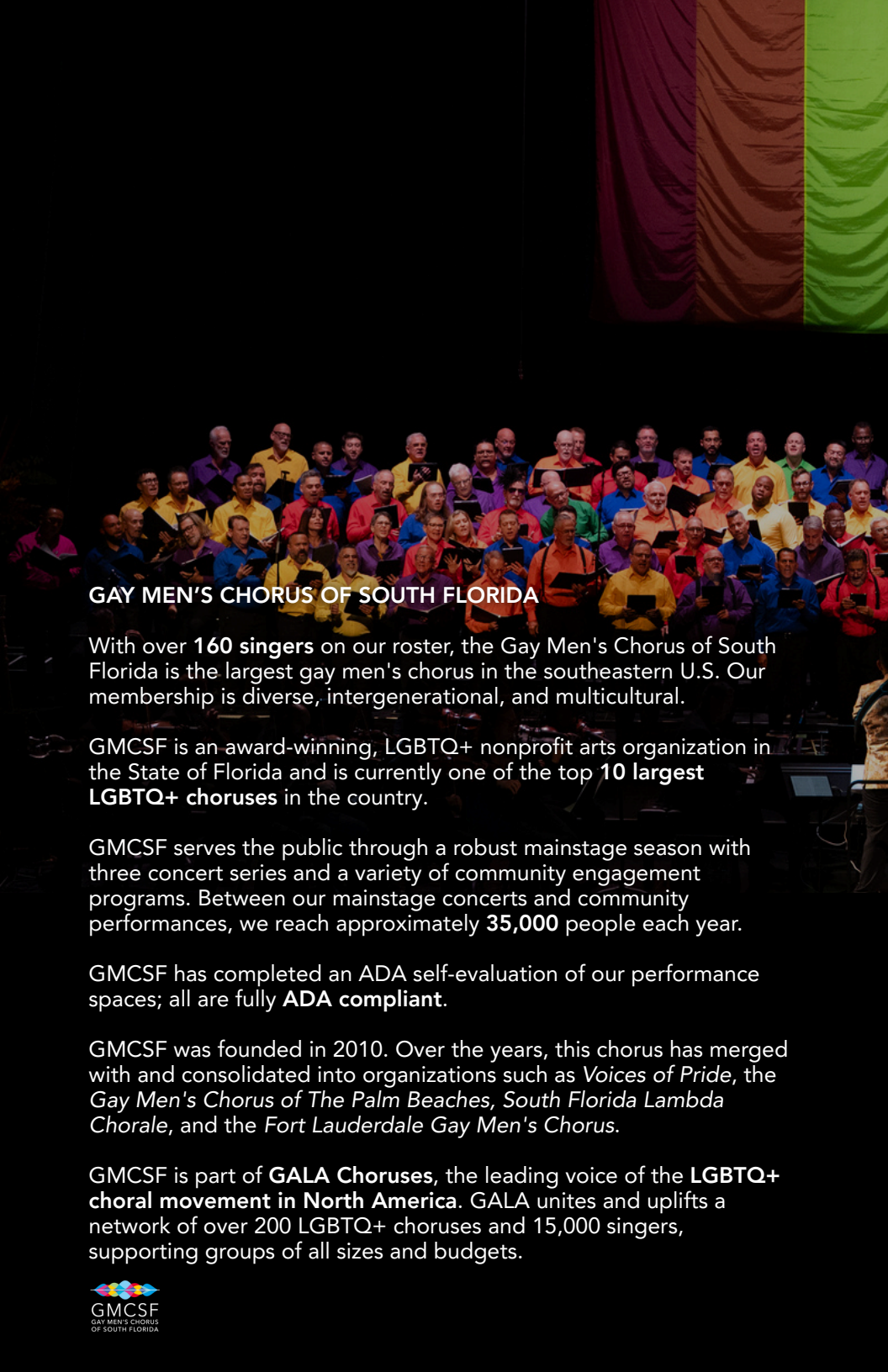




GMCSF
GAY MEN'S CHORUS
OF SOUTH FLORIDA

SPONSORSHIP OPPORTUNITIES





GAY MEN'S CHORUS OF SOUTH FLORIDA

With over **160 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 multicultural.

GMCSF is an award-winning, LGBTQ+ nonprofit arts organization in the State of Florida and is currently one of 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 **35,000** people each year.

GMCSF has completed an ADA self-evaluation of our performance spaces; all are fully **ADA compliant**.

GMCSF was founded in 2010. Over the years, this chorus has merged with and consolidated into 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*.

GMCSF is part of **GALA Choruses**, the leading voice of the **LGBTQ+ choral movement in North America**. GALA unites and uplifts a network of over 200 LGBTQ+ choruses and 15,000 singers, supporting groups of all sizes and budgets.



AUDIENCE DEMOGRAPHICS

(as of 6/30/2026)

Age Range		Annual Income	
Under 25	2%	\$0-\$49,999	7%
25 to 34	7%	\$50-\$74,999	11%
35 to 44	12%	\$75-\$99,999	19%
45 to 54	18%	\$100-\$149,999	24%
55 to 64	31%	\$150-\$199,999	17%
65 to 74	24%	\$200+	22%
75+	6%		



BRAND EXPOSURE GROWTH (as of 6/30/2026)

Total Exposure ~2,587,205 impressions and direct engagements

- Social Media Impressions ~1,813,702
- Email Impressions ~651,623
- Website Visitors ~76,894
- Direct Social Interactions ~44,986

E-Blasts (marketing & blog)

- ~3 per month (GoDaddy)
- Impressions ~651,623
- Engagement ~44,986
- Open Rate ~48.2%
- CTR ~3.2%
- Subscribers ~13,643

Social Media (Meta, TikTok, YouTube, & LinkedIn)

- Followers ~25,600
- Engagement ~121,432
- Reach ~468,210
- Impressions ~1,813,702

Annual Audience Reach

~35,000 (Survey Monkey/Google)

Annual Website Visitors

~76,894 (GoDaddy)

Compared to last year's total of ~1,887,761, this represents 699,444 additional points of contact with our audience this year.



AMPLIFIED - \$50,000+ (SEASON SPONSOR)

Presents our entire season as Co-Title Sponsor. Your name leads the annual ball, our mainstage concerts, and ensemble performances, with exclusive naming opportunities throughout. Our highest level of visibility and shared billing across everything we do.

BENEFITS (\$50,000+)

- Annual Ball: Two VIP complimentary tables for 10 with AMPLIFIED seating placement.
- Concert Tickets: 24 tickets maximum for the season with early ticket access and AMPLIFIED seating placement.
- Celebrations & Events: Up to 24 admissions for the season, plus a meet-and-greet with the Artistic and Executive Directors.
- Ad Placement: AMPLIFIED Full-page ad in all programs, including Gala Balls and ensemble performances.
- Brand Placement: AMPLIFIED Logo placement on promotional print materials, third-party advertisement placement, articles, GMCSF's website, e-blasts, screen shows, social media, and promotional videos. Two dedicated social media & blog posts. Mainstage recognition with live check presentation. Co-Title Sponsorship (i.e., GMCSF & BUSINESS) top billing in all materials. Amplified press releases and concert video credits.
- Onsite Activation: Company space at all events.



DIAMOND - \$25,000 (MAINSTAGE CONCERT SERIES SPONSOR AND BALL PRESENTER)

Presents our full mainstage concert series and our annual ball. Your brand takes center stage at the performances that define our season, pairing premium visibility with our most celebrated live moments.

BENEFITS (\$25,000+)

- Annual Ball: One table for 10 with PREMIUM seating.
- Concert Tickets: 20 tickets maximum for the season with early ticket access and VIP seating placement.
- Celebrations & Events: Up to 20 admissions for the season to all VIP receptions. Meet & Greet with the Artistic Director.
- Ad Placement: PREFERRED full-page ad in all programs, including Gala Balls and ensemble performances.
- Brand Placement: Logo on print materials, third-party ads, and articles. GMCSF's website featured e-blasts, screen shows, social media, and videos. One dedicated social media and blog post. Mainstage recognition with live check presentation.
- Onsite Activation: Company space at each mainstage concert.



EMERALD - \$10,000 (MAINSTAGE CONCERT OR BALL PRESENTER)

Presents one mainstage concert or the Annual Ball. Put your name on a signature night of live LGBTQ+ choral music and own one unforgettable moment of the season.

BENEFITS (\$10,000+)

- Exclusive Access & Seating – One table for 10 at the Annual Ball, 10 PREMIUM concert tickets for the season, and up to 10 admissions to receptions.
- Brand Visibility – Full-page ad in all programs, logo placement on print materials, third-party ads, articles, GMCSF's website, e-blasts, screen shows, social media, and videos, plus one dedicated social media post.
- Onsite Engagement – Company activation space at one concert.



RUBY - \$7,500 (ENSEMBLE SEASON PRESENTER)

Powers a full season of branded outreach performances. The chorus carries your name into schools, Pride celebrations, and community spaces all season long.

BENEFITS (\$7,500+)

- Annual Ball: 6 tickets.
- Concert Tickets: 8 concert tickets with PREMIUM seating.
- Celebrations & Events: 8 admissions.
- Ad Placement: Full-page ad in all programs (5.5" w x 8.5" h).
- Brand Placement: Logo on print materials, third-party ads, and articles. Featured on GMCSF's website, e-blasts, social media, and screen shows.



PEARL - \$5,000 (SIGNATURE OUTREACH SPONSOR)
CRYSTAL - \$2,500 (OUTREACH PERFORMANCE SPONSOR)

PEARL sponsors help produce our Tropical Wave holiday and spring concerts, two of our most beloved moments of the year. Your generosity keeps live LGBTQ+ choral music center stage for both seasonal celebrations.

PEARL LEVEL BENEFITS (\$5,000+)

- Annual Ball: 4 tickets.
- Program Tickets: 6 concert tickets with PREMIUM seating.
- Celebrations & Events: 6 admissions.
- Ad Placement: Full-page ad in all programs (4.5" w x 7.5" h).
- Brand Placement: Logo on print materials, third-party ads, and articles. Featured on GMCSF's website, e-blasts, social media, and screen shows.

CRYSTAL sponsors support one ensemble outreach performance. Our singers travel directly into the community for a single memorable event, meeting audiences where they are and opening hearts one performance at a time.

CRYSTAL LEVEL BENEFITS (\$2,500+)

- Annual Ball: 2 tickets.
- Program Tickets: 4 concert tickets.
- Celebrations & Events: 4 admissions.
- Ad Placement: Half-page ad in all programs (4.5" w x 3.69" h).
- Brand Placement: Logo on GMCSF website and print materials.



ASSOCIATE SPONSORSHIPS AND PROGRAM ADVERTISING

AFFORDABLE. VISIBLE. IMPACTFUL.

PLATINUM (\$2,000)

- Full-page ad in Mainstage Concert and Ball Programs
- 4 general admission tickets.

GOLD (\$1,500)

- Half-page ad in Mainstage Concert and Ball Programs
- 2 general admission tickets.

SILVER (\$1,000)

- Half-page ad in Mainstage Concert Programs
- 2 general admission tickets

BRONZE (\$500)

- Quarter-page ad in Mainstage Concert Programs
- 2 general admission tickets

PRINT

- **Full Page Season:** \$2,000 Mainstage Concerts: \$1,500 Concert/Event: \$500 per program (ad specs 5.5 x 8.5)
- **Half Page Season:** \$1,400 Mainstage Concerts: \$1,050 Concert/Event: \$350 per program (ad specs 4.5 x 3.625)
- **Quarter Page Season:** \$1,000 Mainstage Concerts: \$750 Concert/Event: \$250 per program (ad specs 2.1875 x 3.625)
- **Loyalty Bundle:** First-time advertisers: 10% off; returning advertisers: 15% off.

DIGITAL

- **Signature Bundle \$600 per package:** (Social Media + Website Banner + Targeted E-Blast). One week of exposure. Limited availability per concert.
- **Targeted E-blast \$350 per send:** Dedicated e-blast to engaged donor and patron base. Strong alignment with mission-driven consumers. Limited availability to protect the list value.
- **Social Media \$200 per week:** One-week sponsored placement on GMCSF Meta platforms, targeted to arts supporters and LGBTQ+ audiences. Includes creative and audience targeting.
- **Website Banner \$150 per week:** One-week banner placement on gmcsf.org. High-traffic visibility tied to concerts and ticket sales, ideal for brand awareness and event-driven messaging.

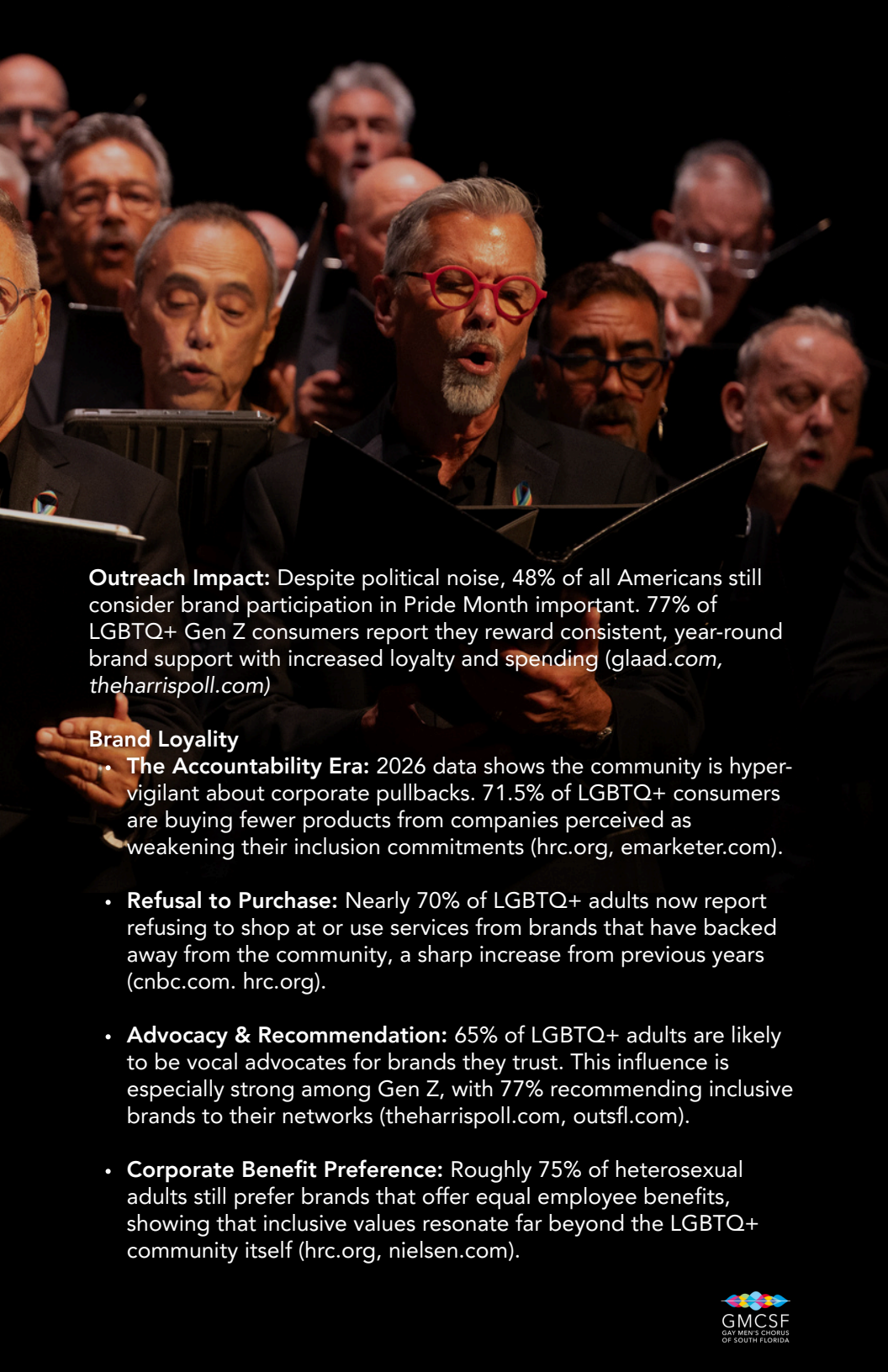


OUR AUDIENCE, YOUR MARKET

Buying Power: The global "pink money" market is now estimated at over \$4.7 trillion. In the U.S. alone, LGBTQ+ spending power holds steady at a formidable \$1.4 trillion. This community remains a critical economic driver for brands seeking growth in a competitive landscape. (jpmorgan.com, pinkmedia.lgbt)

Disposable Income: U.S. Census data confirms that same-sex married male couples report a median household income of \$172,689. This significantly outpaces both female same-sex couples (\$121,900) and different-sex married couples (\$121,000), making this demographic the highest-earning household type in the nation. (census.gov, pewresearch.org)

Digital Media: Engagement remains digital-first, with 87% of LGBTQ+ consumers using social media daily. While 74% regularly visit LGBTQ+-focused websites, only 22% interact with print media, reinforcing the importance of our digital sponsorship activations. (pinkmedia.lgbt, marketingcharts.com)



Outreach Impact: Despite political noise, 48% of all Americans still consider brand participation in Pride Month important. 77% of LGBTQ+ Gen Z consumers report they reward consistent, year-round brand support with increased loyalty and spending ([glaad.com](https://www.glaad.com), [theharrispoll.com](https://www.theharrispoll.com))

Brand Loyalty

- **The Accountability Era:** 2026 data shows the community is hyper-vigilant about corporate pullbacks. 71.5% of LGBTQ+ consumers are buying fewer products from companies perceived as weakening their inclusion commitments ([hrc.org](https://www.hrc.org), [emarketer.com](https://www.emarketer.com)).
- **Refusal to Purchase:** Nearly 70% of LGBTQ+ adults now report refusing to shop at or use services from brands that have backed away from the community, a sharp increase from previous years ([cnbc.com](https://www.cnbc.com), [hrc.org](https://www.hrc.org)).
- **Advocacy & Recommendation:** 65% of LGBTQ+ adults are likely to be vocal advocates for brands they trust. This influence is especially strong among Gen Z, with 77% recommending inclusive brands to their networks ([theharrispoll.com](https://www.theharrispoll.com), [outsfl.com](https://www.outsfl.com)).
- **Corporate Benefit Preference:** Roughly 75% of heterosexual adults still prefer brands that offer equal employee benefits, showing that inclusive values resonate far beyond the LGBTQ+ community itself ([hrc.org](https://www.hrc.org), [nielsen.com](https://www.nielsen.com)).



Tito's
HANDMADE VODKA

