



**GMCSF**

GAY MEN'S CHORUS  
OF SOUTH FLORIDA

# SPONSORSHIP INVITATION

21  
22  
SEASON



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



## **O U R M I S S I O N**

*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.*





# 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 Gabe Salazar, 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 eleven 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 bridge

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.





# OUR AUDIENCE... YOUR MARKET

## BUYING POWER:

The LGBTQ+ market processes **\$917 billion** in buying power in the U.S. according to Witeck Communications.

## DISPOSABLE INCOME:

There is **23% higher median income** in same-sex households compared to heterosexual households according to Prudential research.

## MORE SHOPPING:

Male same-sex households **spend \$2,045 more per year** on packaged goods than in heterosexual households according to comScore.

## BRAND LOYAL:

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

## DIGITAL MEDIA:

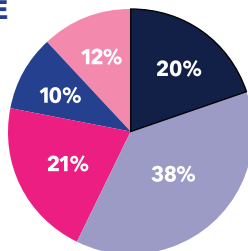
**74% of LGBTQ+ consumers** in the US visited LGBTQ websites in the past week, and only 22% read LGBTQ+ print media.

## MUSIC:

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

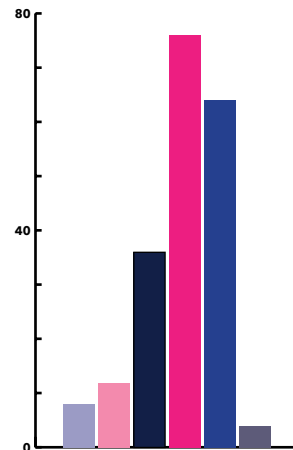
## GMCSF AUDIENCE ANNUAL INCOME

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



## GMCSF AUDIENCE AGE

24-35: **4%**  
35-44: **6%**  
45-54: **18%**  
55-64: **38%**  
75+: **2%**







# YOUR BRAND EXPOSURE

**563,000 Social Media Impressions** (Facebook, Instagram, Twitter)

**348,000 Paid Social Media Ad Impressions** (Facebook & Instagram)

**90,000 Print Ad Impressions**

**48,650 Local Ad Playbill Impressions**

**36,000 E-Blast Impressions**

**20,000 Annual Audience Reach**

**8,469 Social Media Followers**

**850 Monthly Website Visitors (80% new)**

	<b>Full Season \$25,000</b>	<b>Presenting Sponsor Holiday Shows \$15,000</b>	<b>Presenting Sponsor Spring Concert \$10,000</b>	<b>Presenting Sponsor Pride/ June Concert \$10,000</b>
<b>Program Ad</b>	First Page All Programs	Full Page Holiday Program	Full Page Spring Program	Full Page June Program
<b>Concert Tickets</b>	10 Tickets per Concert	8 Tickets to Holiday Concert	6 Tickets to Spring Concert	6 Tickets to June Concert
<b>Logo Placement</b>	Full Season Sponsor Logo Placement GMCSF Website With Click Thru All Concert Posters Palm Cards Print/Digital Ads Concert Video Screens Concert Receptions	Presenting Sponsor Logo Placement GMCSF Website With Click Thru Holiday Concert Poster Holiday Palm Cards Holiday Print/Digital Ads Holiday Concert Video Screens Holiday Concert Reception	Presenting Sponsor Logo Placement GMCSF Website With Click Thru Spring Concert Poster Spring Palm Cards Spring Concert Video Screens	Presenting Sponsor Logo Placement GMCSF Website With Click Thru June Concert Poster June Palm Cards June Concert Video Screens
<b>Social Media</b>	15 Posts with Sponsor Tag	3 Posts with Sponsor Tag	3 Posts with Sponsor Tag	3 Posts with Sponsor Tag
<b>E-Blasts</b>	18 Sponsor Highlighted	4 Sponsor Highlighted	4 Sponsor Highlighted	4 Sponsor Highlighted
<b>Concert Receptions</b>	10 Admits to All Receptions	8 Admits to Holiday Concert Receptions	6 Admits to Spring Concert Reception	6 Admits to June Concert Reception
<b>Onstage Recognition</b>	Live Acknowledgment	Live Acknowledgment	Live Acknowledgment	Live Acknowledgment
<b>Onsite Activation</b>	Available at All Concerts and Gala Brunch	Available at Holiday Concerts	Available at Spring Concert	Available at June Concert
<b>Gala Brunch</b>	Complimentary Table (10 seats)	4 Complimentary Tickets	2 Complimentary Tickets	2 Complimentary Tickets
<b>Private Events</b>	Performance by Tropical Wave	Solo Performance	–	–

	<b>Gold Sponsor \$5,000</b>	<b>Silver Sponsor \$2,500</b>	<b>Bronze Sponsor \$1,500</b>	<b>Corporate Partner \$500</b>
<b>Program Ad</b>	Half Page All Programs	Quarter Page All Programs	Quarter Page All Programs	Recognition of Support Eighth Page Ad
<b>Concert Tickets</b>	2 Tickets to One Select Concert	2 Tickets to One Select Concert	2 Tickets to One Select Concert	Early Access
<b>Logo Placement</b>	Logo Inclusion Placement GMCSF Website With Click Thru All Concert Posters All Palm Cards All Concert Video Screens	Logo Inclusion Placement GMCSF Website With Click Thru All Concert Posters All Palm Cards	Logo Inclusion Placement GMCSF Website With Click Thru All Concert Posters All Palm Cards	-
<b>Social Media</b>	2 Posts with Sponsor Tag	1 Posts with Sponsor Tag	-	-
<b>E-Blasts</b>	2 Sponsor Highlighted	1 Sponsor Highlighted	-	-
<b>Concert Receptions</b>	2 Admits to All Receptions	-	-	-
<b>Onstage Recognition</b>	-	-	-	-
<b>Onsite Activation</b>	-	-	-	-
<b>Gala Brunch</b>	-	-	-	-
<b>Private Events</b>	-	-	-	-

# YOU'RE IN GOOD COMPANY

Thank you to our government and foundation partners



Thank you to our corporate and community voices



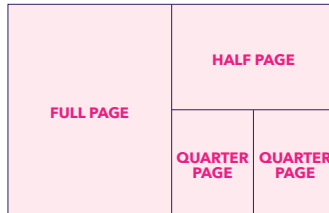
CONTACT:

Edward Otto Zielke

Director of Marketing and Sponsorship  
(954) 763-2266, Ext. 107 | [eozielke@gmcsf.org](mailto:eozielke@gmcsf.org)

2040 North Dixie Highway, Suite 218, Wilton Manors, FL 33305 | 954-763-2266 | [info@gmcsf.org](mailto:info@gmcsf.org) | [gmcsf.org](http://gmcsf.org)

We are proud of the tremendous relationship we have with the local business community. Advertising in our concert program books not only pushes their brand in front of a highly desirable demographic, but it also demonstrates support for our mission.



Program books are 8.5"x 5.5" and printed on high-quality glossy stock  
File format accepted: .PDF .PNG .JPEG .PSD .Ai  
Colors set: CMYK | Resolution: 300 dpi or higher  
All images and fonts need to be embedded or linked to the file

Ads not designed with the above specifications, will produce poor quality. Ads must be submitted by the specified event date.

Full Season Discount & Returning Advertisers: **10% OFF**

AD SIZE/PLACEMENT	Holidays at Hard Rock Live & Sunshine Cathedral December 2022 <b>DEADLINE NOVEMBER 12</b>	Spring Concert Parker Playhouse April 2022 <b>DEADLINE FEBRUARY 28</b>	Pride Concert Sunshine Cathedral June 2022 <b>DEADLINE MAY 20</b>
Premium Back Cover (W: 4.5" x H: 7.5")	\$1,000	\$1,000	\$1,000
Premium Inside Covers (W: 4.5" x H: 7.5")	\$750	\$750	\$750
Full Page (W: 4.5" x H: 7.5")	\$440	\$440	\$440
Half Page (W: 4.5" x H: 3.6875")	\$280	\$280	\$280
Quarter Page (W: 2.1875" x H: 3.6875")	\$200	\$200	\$200

Note: For premium ads, priority is given to advertisers buying full season.

Contact [Edward Otto Zielke](mailto:eozielke@gmcsf.org), Director of Marketing & Sponsorship at (954) 763 2266, ext 107 or email [eozielke@gmcsf.org](mailto:eozielke@gmcsf.org).