



FOR IMMEDIATE RELEASE

Austin, Texas — June 25, 2025

BROTHERS OF INFLUENCE (BOI)

Celebrating Black Gay Men | Building Culture | Creating Community

WHO WE ARE

Brothers Of Influence (BOI) is a 501(c)(7) social impact group founded in 2020, evolving from a digital collective launched in 2018. We celebrate and support Black gay men—while also uplifting the Latino gay community—through cultural events, wellness initiatives, and intentional community connection.

OUR COMMUNITY

- 8,500+ engaged followers (Instagram, Facebook, and email)
- 65%+ engagement during major campaigns and events
- 75% of our audience: Black gay men, ages 25–45
- Strong presence in Charlotte, Atlanta, Chicago, New York, DC, and the Northeast Corridor

PROGRAM HIGHLIGHTS

Party with a Purpose

Mission-driven experiences—including nightlife, celebrations, and creative gatherings—centered on joy, culture, and connection.

Culture & Community

Brunches, film premieres, and speaker-led events that reflect our stories, elevate our voices, and support scholarships and mutual aid.

Hydration Stations

In partnership with Frolic Weekend, Charlotte Black Pride, and regional health groups, BOI provides wellness resources and harm reduction tools at large-scale events.

Community Impact

Scholarships, mentorship, and meaningful support that affirm and empower Black and Latino gay men.

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5900 Balcones Drive, Suite 100 ♦ Austin, TX 78731

PHONE: (980) 361-9964

Updated : 24 JUN 2025



IMPACT SNAPSHOT

- 5,000+ individuals engaged
- 2,000+ wellness kits distributed
- \$7,500+ raised for aid and scholarships
- Collaborations with Frolic, Charlotte Black Pride, and regional partners
- Featured nationally recognized DJs, artists, and cultural leaders

WHAT'S NEXT

In 2025, BOI will launch its 501(c)(3) foundation to grow year-round programs, deepen community investment, and expand its long-term impact.

CONNECT WITH US

Email: boi@brothersofinfluence.org

Website: www.brothersofinfluence.org

Instagram: [@boiinfluences](https://www.instagram.com/boiinfluences)

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Sponsorship Opportunities

We don't just offer sponsorships—together, we co-create culture. By partnering with BOI, you align your brand with the movement and energy of **Black Gay culture**, helping shape experiences that matter.

Vanguard Patron \$5,001+

Step to the front of the line. As a Vanguard Patron, your brand will lead with visibility and voice, playing an essential role in capturing the essence of Black Gay culture at every touchpoint.

Includes:

- Exclusive naming rights for BOI's flagship events
- Premium brand placement across all assets and platforms
- Featured spotlight in campaign emails and social media
- Opportunity to address the audience on stage or in video segments
- Custom branded activations and content partnerships

Culture Catalyst \$2,501- \$5,000

Ignite connection. As a Culture Catalyst, your brand becomes part of the pulse—sponsoring signature BOI events with curated brand experiences, dynamic on-site presence, and storytelling that resonates.

Includes:

- Branded activation or experiential space
- Logo visibility on event collateral and digital promos
- Live social media mentions and onsite engagement
- Product integration, sampling, or experience zones

Community Companion

Rooted in impact. Community Companions stand with BOI to amplify Black and Latino gay men via scholarships, mentorship, grassroots leadership, and local engagement—creating meaningful change from the ground up.

Includes:

- Recognition on BOI website and all related materials
- Invitation to planning sessions, community events, and roundtables
- Collaborative storytelling and co-created campaigns
- Optional scholarship or aid matching programming

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