



Crafting Sponsorship Packages That Fit Any Corporation or Local Business

Executive Summary

As the leading LGBTQ+ arts organization in Florida, the [Gay Men's Chorus of South Florida](https://www.gmcfsf.org/) (GMCSF) harnesses the power of music to inspire audiences and affirm our common humanity. Corporate partners and local businesses are essential to this mission, and thoughtful sponsorship packages make it easy for companies of all sizes to engage with a loyal, high-value audience. This white paper presents research on the buying power and brand preferences of LGBTQ+ consumers, outlines GMCSF's tiered sponsorship opportunities, and offers guidance on tailoring packages to fit both global corporations and local enterprises.

About the Gay Men's Chorus of South Florida⁽ⁱ⁾



GMCSF is a nonprofit choral organization based in Fort Lauderdale. We create high-quality music experiences that open minds, change hearts, and celebrate the truths of LGBTQ+ people. Through concerts and outreach performances, the chorus engages tens of thousands of audience members every year and partners with civic groups, nonprofits, schools, and community organizations. Our major events



include a season of mainstage concerts, outreach performances, and our signature fundraiser, [*The Chic & Unique Ball*](#). Sponsorships directly support these programs, underwrite artistic excellence, and expand our ability to serve South Florida's diverse communities.

Audience & Market Analysis⁽ⁱⁱ⁾



Economic Influence. Global spending power across LGBTQ+ communities now exceeds four trillion dollars, with roughly 1.4 trillion dollars coming from U.S. households¹. Within the United States, same-sex married male couples report a median household income of \$172,689, which is higher than that of both female couples and different-sex couples.² This financial capacity illustrates why companies that connect meaningfully with LGBTQ audiences often see strong returns on sponsorship investments.

Brand Loyalty and Values. Consumers in the LGBTQ community are attentive to corporate behavior. A Harris Interactive survey found that 74 percent of LGBTQ adults are likely to consider brands that support nonprofits or causes important to them,³ while 87 percent favor companies offering equal benefits for all employees.⁴ Seventy-five percent of heterosexual adults echo this preference, showing that inclusive policies resonate across demographics. In 2025, a national survey revealed that three-quarters of LGBTQ consumers would reduce or stop buying from companies that pull back from diversity initiatives, and 85 percent would actively support competitors who maintain inclusive commitments.⁵ These behaviors underline the risk of performative allyship and the opportunity for authentic partners.

Digital Engagement. LGBTQ audiences are heavily digital. Research from Gay Ad Network reports that 74 percent of LGBTQ consumers in the United States visit LGBTQ-focused websites each week, while



just 22 percent read LGBTQ print media.⁶ Digital channels, therefore, offer efficient pathways to reach our audience, and sponsors benefit from integrated campaigns that pair live event visibility with online storytelling.

Mainstream Support. Inclusive marketing appeals to broader audiences. A 2025 GLAAD/Ipsos survey found that 70 percent of Americans say a company's Pride merchandise has either a positive or neutral effect on their purchase decisions, 71 percent agree that brands should be able to show support during Pride Month, and 85 percent believe CEOs should speak up on issues important to their consumers.⁷ These findings suggest that corporate support for LGBTQ+ arts aligns with broader societal values.

Sponsorship Tiers & Benefits⁽ⁱⁱⁱ⁾



GMCSF's sponsorship program offers tiered opportunities designed to accommodate corporations, small businesses, and community organizations. Each tier combines meaningful brand exposure with exclusive experiences for employees and clients.⁸

Amplified (\$50,000)

The Amplified package positions your company as the Season Sponsor, including naming rights for the annual ball, mainstage concerts, and ensemble performances. Sponsors receive two VIP tables at the ball, priority seating for up to 24 concert and event admissions, early ticket access, and private meetings with the Artistic and Executive Directors. Your logo appears prominently across promotional channels, press releases, and videos, and you enjoy a live check presentation and dedicated activation space at all events.



Diamond (\$25,000)

This tier designates your company as the Mainstage Concert Series Sponsor and co-presenter of the annual ball. Benefits include premium seating at the ball, 20 VIP concert tickets, and up to 20 event admissions with a meet-and-greet opportunity. Diamond partners receive a preferred full-page ad in all programs, feature placements across print, digital, and social media, and a dedicated blog post. On-site, you receive activation space at each mainstage concert.

Emerald (\$10,000)

Emerald sponsors present one mainstage concert or the annual ball. You receive a table for ten at the ball, ten premium concert tickets, and access to receptions. The package includes a full-page ad and logo visibility across print materials, ads, articles, GMCSF's website, e-blasts, social media, and screen shows, plus a dedicated social post. Your company may host an activation space at one concert.

Ruby (\$7,500)

Designed for ensemble presentations, Ruby sponsorship provides eight tickets to the gala ball (with the option to upgrade to a table for ten) and eight admissions to celebrations. Sponsors also receive eight premium season tickets. Branding benefits include a full-page program ad and your logo across print and digital channels.

Pearl (\$5,000)

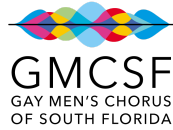
Pearl partners receive six general admission tickets to the ball, six premium season tickets, and six invitations to special events. Branding includes a full-page ad in all programs and high-impact logo placement across print, digital, and social media.

Crystal (\$2,500)

Our entry-level corporate package includes four general admission tickets to the ball, four season tickets, and four invitations to special events. A half-page ad and logo placement on our website and print materials ensure brand visibility.

Associate Sponsorships (\$500–\$2,000)

Associate tiers provide affordable visibility for smaller businesses. Platinum (\$2,000) sponsors receive a full-page ad, four concert tickets, and two ball tickets. Gold (\$1,500) sponsors receive a half-page ad, four concert tickets, and two ball tickets. Silver (\$1,000) sponsors receive a half-page ad and two concert tickets. Bronze (\$500) sponsors receive a quarter-page ad and two concert tickets. Each tier offers access to our events and targeted promotional opportunities.



Tailoring Sponsorship Packages^(iv)



While the tiers above provide structure, tailoring benefits is key to creating value for every partner. Consider the following strategies when crafting a package:

Align with Corporate Goals. Understand the sponsor's objectives—whether that is brand awareness, employee engagement, or community impact—and highlight the aspects of GMCSF's work that address those goals. For example, technology firms might value digital storytelling across our social channels, whereas hospitality brands may prioritize VIP hospitality at the ball.

Offer Personalized Experiences. Personalized hospitality makes sponsors feel connected. Custom meet-and-greets with chorus members or exclusive backstage tours can turn an event into a lasting memory. For local businesses, curated "behind-the-scenes" experiences that they can share with staff or clients are significant.

Maximize Digital Integration. Given the community's digital engagement,⁹ sponsors should leverage our online platforms. Work with GMCSF to create branded content, host live streams, or share employee stories across social media. For companies with limited physical presence, a robust digital package can deliver national reach.

Demonstrate Social Impact. Today's consumers expect brands to support meaningful causes.¹⁰ Emphasize how sponsorship dollars empower GMCSF to provide free outreach concerts, educational programs, and collaborations with other nonprofits. Showcasing these outcomes resonates with both corporate social responsibility goals and individual consumers who value authenticity.¹¹

Adapt for Local Businesses. Smaller enterprises may not need national reach but still crave community visibility. Offer targeted recognition at neighborhood concerts, features in local media, and opportunities



to co-host outreach events. Associate sponsorships provide entry-level access with clear benefits and pricing.

Crafting a Compelling Value Proposition

A successful sponsorship proposal tells a story that connects the sponsor's brand with GMCSF's mission. Start with the data: the LGBTQ community's buying power and brand loyalty demonstrate that the audience is not only economically influential but also values-driven.^{12, 13} Describe how your events evoke joy, foster community, and encourage acceptance, and explain how sponsorship gives companies a platform to share that narrative. Incorporate testimonials from current partners—such as Amazon's community engagement manager praising the chorus for fostering compassion¹⁴—to illustrate real-world benefits. Finally, show flexibility. Offer to customize packages, add unique experiences, or adjust recognition channels so that the partnership feels bespoke.

Conclusion^(v)



Sponsoring the Gay Men's Chorus of South Florida is an investment in the arts, diversity, and community. The LGBTQ community and its allies represent a robust market with substantial spending power and loyalty to inclusive brands.^{15,16} GMCSF's sponsorship tiers provide a clear framework for partnership, while our capacity to tailor experiences ensures that both large corporations and local businesses can find the right fit. By aligning with our mission to create music that inspires and unites, sponsors amplify their brand values and connect with audiences who appreciate authenticity. Join us in creating performances that change hearts, open minds, and build a vibrant, inclusive future. For more



information, contact Edward Otto Zielke, Director of Marketing and Sponsorship at 954-763-2266 or sponsorship@gmcsf.org.

Sources

- ^{1, 12, 15)} Estimated LGBT Purchasing Power, <https://www.lgbt-capital.com/>
- ²⁾ Rising Number of U.S. Households Are Headed by Married Same-Sex Couples, <https://www.pewresearch.org/>
- ^{3, 4, 13)} LGBT consumers prefer brands that support equality <https://lgbtsr.com/>
- ^{5, 9, 11, 16)} 'Go Woke, Go Broke?' Not So Fast: New Survey Reveals LGBTQ+ Consumers Are Cutting Spending with Companies Retreating from DEI pridesource.com
- ⁶⁾ Truist & The LGBTQ Community <https://gayadnetwork.com/>
- ^{7, 10)} American Consumers Support Corporate Pride Engagement <https://glaad.org/>
- ^{8, 14)} GMCSF's Corporate Partners <https://gmcsf.org/corporate-partners>

Photos by Ginny Dixon

- ⁱ⁾ A Holiday Extravaganza 2024
- ⁱⁱ⁾ Disney PRIDE in Concert 2023
- ⁱⁱⁱ⁾ Dazzling Divas 2025
- ^{iv)} Hooray For Hollywood 2024
- ^{v)} Broadway Blockbusters 2025