

# SPONSORSHIP OPPORTUNITIES







With over 180 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 the top 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 compliant with the ADA.

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.

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.



Reach ~370,791

Impressions ~1,297,768

# Total GMCSF-Owned Exposure ~1,887,761 impressions, direct engagements

Annual Totals Across Media Partners (OutClique, Out South Florida, HotSpots Happening Out, Bear World Magazine, Edge Media Network)

- Print Reach ~1,560,000
- Digital Impressions (Banner, Mobile, Email) ~3,390,605
- Video Broadcasts ~1,247,000

Combined Exposure ~6,197,605 impressions, readers, & viewers annually



**EXCLUSIVE NAMING OPPORTUNITIES.** 



# 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 world united.

# SEASON SPONSOR 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.



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# **CONCERT SERIES & BALL PRESENTER** (\$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.





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# CONCERT PRESENTER (\$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, eblasts, screen shows, social media, and videos, plus one dedicated social media post.
- Onsite Engagement Company activation space at one concert.





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# ENSEMBLE PRESENTER (\$7,500+)

- · Annual Ball: 8 tickets (upgrade to a table for 10 for \$500).
- 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.





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# PEARL SPONSOR (\$5,000+)

- Annual Ball: 6 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, eblasts, social media, and screen shows.

# CRYSTAL SPONSOR (\$2,500+)

- Annual Ball: 4 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.





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# PLATINUM (\$2,000)

- Full-page ad (4.5" w x 7.5" h) in Mainstage Concert Programs and Annual Ball
- 4 general admission concert tickets and 2 general admission gala tickets.

# GOLD (\$1,500)

- Half-page ad (4.5" w x 3.69" h) in Mainstage Concert Programs & Annual Ball
- 4 general admission concert tickets and 2 general admission gala ball tickets.

# SILVER (\$1,000)

- Half-page ad (4.5" w x 3.69" h) in Mainstage Concert Programs
- 2 general admission concert tickets.

# **BRONZE (\$500)**

- Quarter-page ad (2.19" w x 3.69" h) in Mainstage Concert Programs
- 2 general admission concert tickets



**Buying Power:** Global "pink money" is now estimated at \$4.7 trillion, up from \$3.9–4.7 trillion, with around \$1.4 trillion coming from the U.S. alone. (finance.yahoo.com, insightsinmarketing.com, advocate.com, forbes.com)

**Disposable Income:** Same-sex married male couples in the U.S. report a median household income of \$172,689, significantly outpacing both female same-sex couples (\$121,900) and different-sex married couples (\$121,000). (census.gov, pewresearch.org)

**Digital Media:** 74% of LGBTQ+ consumers in the U.S. visit LGBTQ+-focused websites weekly, while only 22% engage with LGBTQ+ print media. (americanprogress.org, mediaculture.com)

Outreach Impact: 71% of Americans support company participation in Pride Month. 70% feel Pride-branded products positively influence—or don't affect—their purchase decisions. 85% believe CEOs should speak up on issues important to their consumers. (insightsinmarketing.com, nickwolny.com, wordstream.com)



- Times (UK), PRNewswire.com, Axios.com)
  Equal Employee Benefits: While specific 2025 data is scarce, previous surveys (including those by Nielsen and Harris) show that around 75% of heterosexual adults prefer brands offering equal workplace benefits. Current patterns suggest this remains steady. (businessinsider.com, reports.hrc.org, prnewswire.com, marketingweek.com)
- Recommendation Behavior: According to The Harris Poll in 2025, LGBTQ+ adults are highly influential advocates, with 65% being more likely to recommend a brand they like, which is significantly higher than the general population. (outsfl.com, glaad.org, prnewswire.com)
- Loyalty to LGBTQ-Friendly Brands: In 2025, NGMA and MRI-Simmons reported that 85% of LGBTQ+ respondents would actively support competitors if a brand were to back away from its Pride/DEI commitments. Additionally, 75% would reduce or stop purchasing from such brands. These numbers imply strong loyalty among those who do remain supportive; even if the exact percentage retention isn't specified, the intent is clear. (fortune.com, outsfl.com, clickz.com)



# YOU'RE IN GOOD COMPANY









HOLLYWOOD, FL

























CONTACT



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Photography provided by Ginny Dixon Photographics