

# PHOENIX

GAY MEN'S CHORUS



## ADVERTISE WITH US

Reach a Dedicated & Engaged LGBTQ+ Audience

Join Our Community Of Advertisers This Season!

# WHO WE ARE

The Phoenix Gay Men's Chorus (PHXGMC) is a powerhouse of performance, igniting hearts with dynamic shows that celebrate diversity, inspire change, and foster community. Founded in 1990, PHXGMC has risen to become one of the nation's top LGBTQ+ choruses, thrilling audiences at marquee events like the GALA Festival and collaborating with renowned artists. Each year, PHXGMC delivers two spectacular concerts, packed with multiple performances and impactful community engagements.

## STATS

- **Founded:** Early 1990s (as Grand Canyon Men's Chorale)
- **Years of Operation:** 34 years
- **Annual Concerts:** Multiple major concerts annually, including themed performances and special seasonal shows.
- **Total Annual Attendees:** 3,000+ audience members each year
- **Chorus Members:** 100+ active chorus members

## NOTABLE MILESTONES

- **First GALA Festival Performance:** Tampa, FL - 1996
- **International GALA Performances:** San Jose, CA - 2000; Seattle, WA - 2002; Montreal, Canada - 2004; Miami, FL - 2008; Denver, CO - 2012, 2016, Minneapolis, MN - 2024
- **National LGBTQ+ Advocacy:** Performances at World AIDS Day, Equality Arizona Gala, Phoenix Pride, The Trevor Project
- **Community Engagement:** Partnerships with Aunt Rita's Aid's Foundation, Southwest Center for HIV/AIDS, PFLAG, Onenton
- **Ensemble Expansion:** Canyon Echoes, Harmonic Vibrations and Omaggio Youth Chorus founded in 2012



# OUR AUDIENCE

## 3000+ ANNUAL CONCERT ATTENDEES

OUR CONCERTS ARE A HIT WITH THOUSANDS OF DEDICATED ATTENDEES EVERY YEAR!



## SUBSCRIBER SNAPSHOT

A CLOSER LOOK AT OUR ENGAGED 8K AUDIENCE ACROSS PLATFORMS



### FACEBOOK

3,500+ followers,  
predominantly male, 45-64  
37 % Female, 62% Male



### INSTAGRAM

1,350+ followers,  
engaging men 25-44  
30% Female, 70% Male



### TIKTOK

1,000+ followers,  
balanced gender split  
41% Female, 59% Female

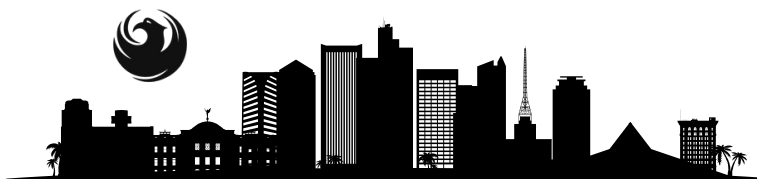


### EMAIL DISTRIBUTION

2250+ subscribers,  
40% open rate, 3% ctr  
45% Female, 55% Male

## LOCAL LOVE ❤️

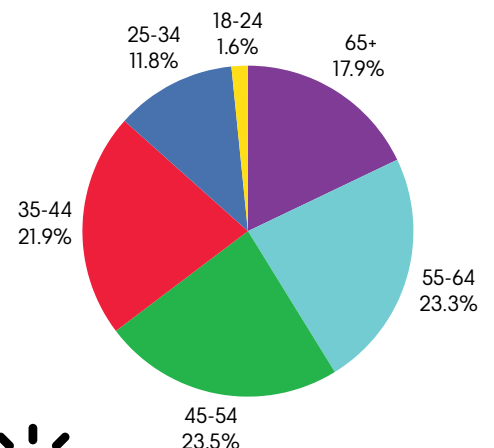
40% OF OUR AUDIENCE IS BASED RIGHT HERE IN PHOENIX!



### OTHER KEY CITIES

MESA - 4%   SCOTTSDALE - 3%   TEMPE - 3%   CHANDLER - 3%

## AGE BREAKDOWN



**275,000+ VIDEO VIEWS**  
ACROSS ALL DIGITAL PLATFORMS



# ENGAGEMENT OPPORTUNITIES

Advertisers can engage with our audience through a variety of touchpoints.



## SOCIAL MEDIA SPONSORSHIPS

Sponsored posts and story features on Facebook, Instagram, and TikTok. This option allows advertisers to leverage our strong social presence to reach a wide audience.



## EMAIL MARKETING

Ads or sponsored content in our email newsletters, which go out to a highly engaged audience of over 2000+ subscribers.



## PROGRAM ADS

Print ads in our concert programs reach hundreds of engaged attendees per show, offering businesses the chance to connect with a passionate and supportive audience.



# ADVERTISING OPTIONS

We offer various advertising options to suit businesses of all sizes.

## FULL-PAGE PROGRAM ADS



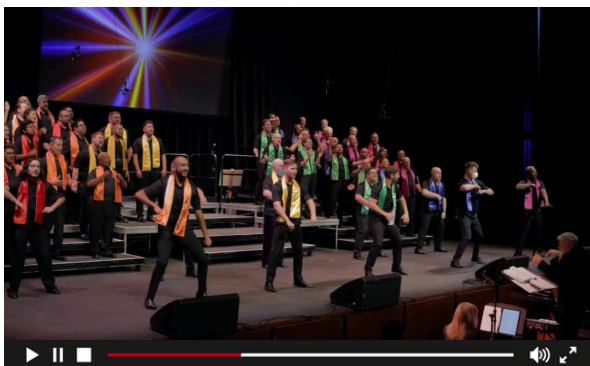
Showcase your business with a prominent, full-color page ad in our program booklet.

## SOCIAL MEDIA SPONSORSHIPS



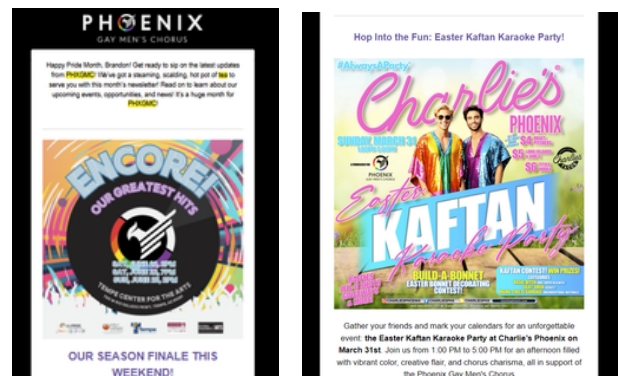
Feature your brand in dedicated social media posts and stories on our Facebook, Instagram, and TikTok channels

## PRE-SHOW VIDEO ADS



Play a 30-second video ad before our concerts start or during intermissions, reaching a captive audience.

## EMAIL NEWSLETTER ADS



Place your message directly in our monthly email newsletters, which boast a 40% open rate

# ADVERTISING RATES

We offer flexible pricing options to meet your advertising needs. Check out our "Best Value" package, which provides season-long exposure at a discounted rate of 20% off.

## PRINT AD RATES

### INSIDE/BACK COVER (5" X 8")

- Season (**Best Value**): \$920
- Holiday Concert: \$550
- Summer Concert: \$600

### FULL PAGE (5" X 8")

- Season (**Best Value**): \$400 (Non-Profit) | \$560 (Standard)
- Holiday Concert: \$250 (Non-Profit) | \$350 (Standard)
- Summer Concert: \$250 (Non-Profit) | \$350 (Standard)

### 1/2 PAGE HORIZONTAL (5" X 3 7/8")

- Season (**Best Value**): \$280 (Non-Profit) | \$520 (Standard)
- Holiday Concert: \$150 (Non-Profit) | \$275 (Standard)
- Summer Concert: \$200 (Non-Profit) | \$375 (Standard)

### 1/4 PAGE VERTICAL (2 3/8" X 3 7/8")

- Season (**Best Value**): \$240 (Non-Profit) | \$360 (Standard)
- Holiday Concert: \$150 (Non-Profit) | \$175 (Standard)
- Summer Concert: \$150 (Non-Profit) | \$275 (Standard)

### BUSINESS CARD (3.5" X 2")

- Season (**Best Value**): \$96 (Non-Profit) | \$160 (Standard)
- Holiday Concert: \$60 (Non-Profit) | \$75 (Standard)
- Summer Concert: \$60 (Non-Profit) | \$125 (Standard)

## DIGITAL AD RATES

### **SOCIAL MEDIA SPONSORSHIPS**

- Single Post: \$150 per post (\$120 for non-profits)
- Story Feature: \$75 per story post (\$60 for non-profits)
- Bundle (Post + 2 Stories): \$300 (\$250 for non-profits)

### **WEBSITE ADVERTISING**

- Banner Ad (Homepage): \$500 for 2 months (\$400 for non-profits)
- Featured Spot (Event Page): \$200 per month (\$150 for non-profits)

### **PRE-SHOW AND INTERMISSION VIDEO ADS**

- Single Concert Ad Spot: \$300 per concert (up to 30 seconds)
- Season Ad Package: \$600 (Covers both concerts)

### **PROGRAM INSERTS OR FLYERS**

- Insert Placement: \$200 per insert per concert (\$150 for non-profits)
- Bundle Deal (Both Concerts): \$400 (\$350 for non-profits)

# GET IN TOUCH

## READY TO ADVERTISE WITH US?

**Reach out today** to secure your spot in front of thousands of engaged LGBTQ+ community members and allies.

### Contact Details:

Email: [advertise@phxgmc.org](mailto:advertise@phxgmc.org)

Phone: (405) 714-4861

Website: [www.phxgmc.org/advertise](http://www.phxgmc.org/advertise)

## THANK YOU TO OUR 2023-2024 ADVERTISERS



BARE BAKERS, BESPOKE INN, BEVERLY GROVES THERAPY, COZY CAMPER RENTALS, DESERT PALM UNITED CHURCH, IKON CARPET & TILE CLEANING, JEFFREY J. QUATRONE, KALEIDOSCOPE WELLNESS, MATT PARKER, MARK JOHNSON, MERLE 'JO' FINKS, THE MORTGAGE KING, OPTICS BY LEE, PRISM RETREATS, YOUR HEALTH & WELLNESS