

**THE  
BIG  
FAB** **PRIDE**  
Trip  
*Cancun*

**May 26th - 30th**  
**2022**

**Beth Dupstadt**  
Event Manager  
Big Fab Productions  
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 **planet  
hollywood**<sup>™</sup>  
BEACH RESORT • CANCUN



# PRIDE Trip

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# EVENT SNAPSHOT

**EVENT DATES:** May 26th-May 30th 2022

**LOCATION:** Planet Hollywood Resort, Cancun

**AUDIENCE:** LGBTQ+ Community and allies (family-friendly)

**ORGANIZERS:** Big Fab Productions, LoveLand & Sea Travel

**LINKS:** <https://bigfabproductions.com>  
<https://lovelandandsea.com/>

## EVENT OBJECTIVES

- Provide a safe and inclusive Pride experience for all members of the LGBTQ+ community, with a focus on diversity and the underrepresented segment of the LGBTQ+ community.
- Provide a welcoming environment for allies, families and friends to actively show support for the LGBTQ+ community.
- Raise awareness and funds for LGBTQ+ nonprofit organizations.
- Connect LGBTQ-friendly brands with our influencer team to promote products and services in conjunction with event promotions.
- Promote our partners as LGBTQ+ ally businesses.
- Brand recognition and loyalty for future events and projects.

## MARKETING SNAPSHOT

- Social Media campaign in partnership with our trip ambassadors and influencers (3 million+ followers). Campaign will run on all major platforms. Post-event 30-day social media campaign.
- Multiple features in Vacationer Magazine and affiliate publications.
- Event listing with GayTravel.com and IGLTA.org and social media sites.
- Event promotion on Big Fab Productions website, LoveLand & Sea Travel website, email blasts, sponsored posts on Instagram and Facebook.
- Video production of event highlights with sponsor logos and fundraising results posted on social channels and website post-event and used in marketing campaign for future events.

# BIG FAB PRODUCTIONS

## ABOUT US

Big Fab Productions is a cooperative of creative individuals dedicated to using their voices and platforms to promote positive cultural change both within and outside of the LGBTQ+ community.

Big Fab Events are interactive experiences focused on fun, inclusion, self-love and laughter. Our goal is for our guests to not only be entertained, but to leave feeling accepted, confident and fabulous.

## OUR PROJECTS

### LLS Travel Project

Big Fab Productions, in partnership with LoveLand & Sea Travel, created the LLS Travel Project. This project highlights destinations and travel suppliers who show commitment to inclusive travel. These companies are promoted through social media campaigns with our influencers.

### Pride Video Series

Big Fab Productions created the Pride video series to highlight the journeys of our content creators in hopes of inspiring and encouraging others to live as their authentic selves. Topics include Coming Out Stories, What Pride Means to Me, Body Positivity, Mental Health Awareness and Being Christian & Queer.

### Virtual Shows

Our virtual shows offered comedy, connection and a much needed escape during the beginning stages of the pandemic. In addition to the main show, we offered an extended package where audience members could share their stories and interact with our performers.

### Pride Trip

The Big Fab Pride Trip will take place yearly in destinations around the world. Our Pride trips are open to all genders, all ages and allies. We believe that Pride celebrations should be welcoming to all.

# LOVELAND & SEA TRAVEL

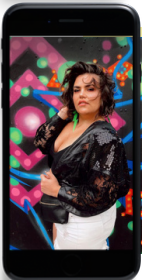
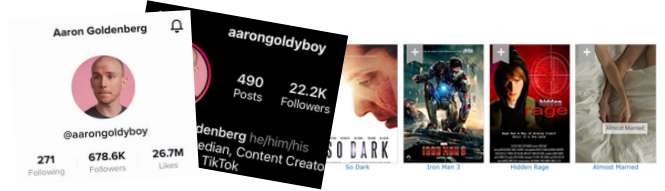
LoveLand & Sea Travel was founded in 2009 and currently has travel advisors in Cincinnati and Chicago. We specialize in custom leisure travel, destination weddings and bucket list destinations. We are committed to enhancing LGBTQ+ travel and are members of IGLTA, GayTravel.com and ASTA.

The LLS Travel Project was created to increase visibility and representation in the travel industry for all members of the LGBTQ+ community. We want to change the way LGBTQ+ travel is perceived and promoted. We cater to all members of the community and we believe more representation is needed in travel marketing.

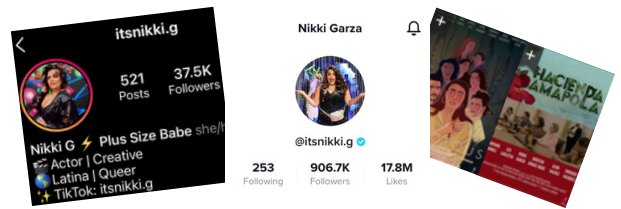
# AMBASSADOR PROFILES



**Aaron Goldenberg**  
 @aarongoldyboy  
 Aaron is an actor, comedian and content creator based in Atlanta. Most recently know for his hilarious videos on TikTok, Aaron brings a unique level of character work to his content, garnering him a large following and multiple brand deals.



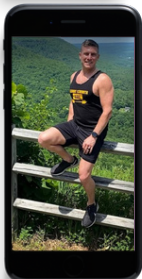
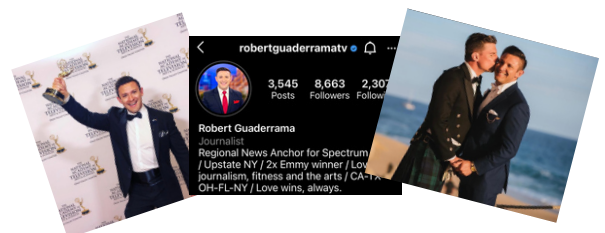
**Nikki Garza**  
 @itsnikki.g  
 Nikki is a Latina actor and creative who uses her comedic timing to promote queer acceptance and body positivity. With her energetic and engaging style she maintains a loyal fan base and multiple brand endorsements.



**Michael Judson Berry**  
 @mjudsonberry  
 Michael is a New York-based actor and writer known for his spot-on impressions of the Schitt's Creek Cast. Michael has been featured in multiple publications and has recently appeared in commercials, movies and network TV.



**Robert Guaderrama**  
 @robertguaderramatv  
 Born and raised in San Diego, living in New York. Robert is a TV News Anchor and Reporter and 2x Emmy winner. Former Disney performer, singer, dancer, actor. Fitness enthusiast. Lover of people, social butterfly and a friend to everyone. Proud Mexican-American. Happily married to his soulmate.



**Nico Guaderrama**  
 @nicoguaderrama  
 Born in Virginia, Nico has lived all around the world. Currently living in New York. Navy brat, Army combat veteran. Dual citizen: USA and UK. TV News special content producer/booker of guests. CrossFitter. Family man, dog dad. Happily married to his best friend.

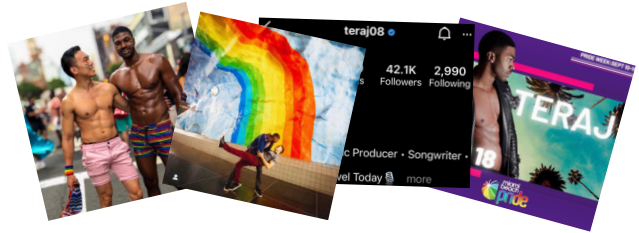


# AMBASSADOR PROFILES



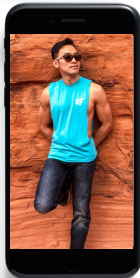
**Teraj Allen**  
@teraj08

Teraj is a singer/songwriter, model and social media influencer in New York. He is an established Pride performer and tours each year to perform at Pride events all over the country.



**Tim Beckman Davis**  
@gleefullytim

Tim is an actor, singer, comedian and content creator based in Atlanta. His content highlights the intersectionality of being Queer, Christian and Body Positive through bold and hilarious videos.



**Barry Hoy**  
@asianmapleleaf

Barry is the Travel Campaign Manager for Gayborhood Agency, a contributing editor and writer for Swagger Magazine, ambassador for ilovegaytravel and an IGLTA media member. his goal is to inspire all to travel more, experience more, and love more.



**Jordan Taylor**  
@jordntaylorinsta  
YT: JJ Cruise

Jordan is a travelblogger who runs @cruisewithjj with his partner. Together the two explore the travel industry, focusing mostly on cruises. Jordan also runs a successful TikTok and has many viral videos.



**Beth Duppstadt**  
FB: @LoveLandandSea

Beth has 12+ years of experience as a business owner and travel planner. She has been featured in multiple travel publications, appears regularly on local news programs and teaches LGBTQ+ community travel courses at The University of Cincinnati.



# EVENT DETAILS

## Resort Experience

The Planet Hollywood Resort in Cancun is brand new, with a family-friendly side and an adults-only section and offers all-inclusive accommodations, top-notch entertainment and a lively all-inclusive atmosphere.

Guests of the Pride Trip will enjoy a beachfront resort, variety of dining options, modern accommodations and a daily schedule of activities. The resort offers multiple pools, a lazy river, water slides, surf simulator and movie theater. Parents traveling with children can take advantage of the included kid's club with supervised activities and entertainment every day.

Event pricing is affordable and inclusive, starting at \$517 Per Person , double occupancy.

## Daytime Events

Guests attending the Pride Trip will receive a schedule of daytime events. While final schedules are to be confirmed by the resort, we aim to include meet ups for fitness classes, games, lessons, family activities, pool parties, meet & greets and giveaways.

## Evening Events

Our evening events are designed to provide networking, community, entertainment and fundraising for our LGBTQ+ non-profit organization partners.

# AMBASSADOR STATEMENTS

"Big Fab Productions is a celebration! A celebration of queer art, queer excellence, queer life, queer relationships, and queer joy. Whether its through online shows and workshops, live events, or travel experiences, Big Fab seeks to provide a safe space where self love is law. ALL ARE WELCOME, queer folk and allies alike."

-Tim Beeckman Davis

"The Pride Trip is going to be an epic celebration! The resort is gorgeous, we'll be with friends and allies, enjoying life at its finest and gayest. It'll be amazing to perform for and meet all these fans LIVE!"

-Aaron Goldenberg

"The Pride trip is going to be phenomenal! I've had a blast getting to know everyone and perform virtually, but I honestly can't wait to do it in person. These folks are truly some of the nicest, most encouraging, and funniest people I've ever met, so I can only imagine how much fun this is going to be!"

-Michael Judson Berry

"As a travel agency owner I noticed a lack of representation of the LGBTQ+ community within the travel industry, particularly those looking for family-friendly options, honeymoons and destination weddings. I was only really seeing local marketing for gay cruises and singles trips."

- Beth Dupstadt



# SPONSORSHIP PACKAGES

## Platinum \$10K

- Social media campaign with influencers (audience of 3 million+) in conjunction with event promotion
- Featured article with our media partner
- Logo on event webpage, registration page and digital ads
- Logo and company info on printed event materials, in-room materials, event-wide signage and displays
- Post-event social campaign including logo on event video
- Mention on guest room TV message
- Logo on meet & greet photo backdrop
- Product/printed material allowance for VIP Swag Bags
- \$10K nonprofit donation match

## Gold \$7,500

- Social media campaign with Influencers (audience of 3 million+) in conjunction with event promotion
- Featured article with our media partner
- Logo on event webpage and digital ads
- Logo and company info on printed event materials and in-room materials.
- Post-event social campaign including logo on event video
- Product/printed material allowance for VIP Swag Bags
- \$7,500 nonprofit donation match

## Silver \$5K

- Social media campaign with Influencers (audience of 3 million+), in conjunction with our event promotions
- Logo on event webpage and digital ads
- Logo on printed event materials and in-room materials
- Post-event social campaign including logo on event video
- Product/printed material allowance for VIP Swag Bags

## Silver Small Business \$4,500

We believe in supporting small businesses. Our Silver Small Business Package is reserved for companies with 10 employees or less. Silver Small Business sponsors receive the Silver benefits at a discounted rate.

# SPONSORSHIP PACKAGES

## Bronze

**\$2,500**

- Social media campaign with Influencers (audience 3 Million+), in conjunction with event promotion
- Logo on event webpage and digital ads
- Logo on printed event materials and in-room materials
- Post-event social campaign including logo on event video
- Product/printed material allowance for VIP Swag Bags

## Bronze Small Business

**\$2K**

We believe in supporting small businesses. Our Bronze Small Business Package is reserved for companies with 10 employees or less. Bronze Small Business sponsors receive the Bronze benefits at a discounted rate.

## Rainbow

**\$500**

We believe in supporting LGBTQ+ owned small businesses. Our rainbow package is exclusive for companies owned or managed by members of the LGBTQ+ community.

- Social media campaign with influencers (audience 3 Million+), in conjunction with event promotion
- Logo and website link on webpage
- VIP Swag Bag Product and/or printed allowance

# ADDITIONAL OPPORTUNITIES

## Travel

Ambassador Flights  
Ambassador Accommodations

## Products & Services

Prize Giveaways  
Silent Auction Products & Services  
VIP Swag Bags for Influencers  
Welcome Bags for Guests

## Special Event Sponsorship

Sponsor a daytime activity or exclusive special event.

In addition to the recommendations listed, we are happy to customize a sponsorship package to fit your organization's needs. Please contact us to schedule a virtual meeting or phone call.

## CONTACT

**Beth Duppstadt**

Event Manager

**(513) 346-2211**

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<https://bigfabproductions.com/>

<https://www.facebook.com/bigfabproductions>

<https://www.instagram.com/bigfabproductions/>