

GAY & SOBER™

Serving the worldwide LGBTQ recovery community

NA/ZERO PROOF BEVERAGE BRANDING OPPORTUNITIES

Gold Sponsorship (\$2.5k or the equivalent/remaining value in product)

- Product placement at all meeting mocktail bars at the Virgin host hotel *except for The Dance on the River*.
- Product placed and utilized at the NYC Pride March
- Placement of your logo on the website sponsorship page
- Podium recognition
- Printed program recognition
- Mention in the monthly e-newsletter
- 2 Social media shoutout on all platforms and an announcement in the Facebook groups to all members.
- 2 Complimentary conference registrations
- 1 Sponsor donated scholarship to the Conference

Platinum Sponsorship (\$5k)

- Featured product placement at all mocktail bars at the Virgin host hotel *except for The Dance on the River*.
- Product placed and utilized at the NYC Pride March
- Your logo included on the Step n Repeat at the Virgin host hotel
- Placement of your logo on the website landing page and sponsorship page
- Podium recognition
- Printed program recognition
- Web listing as a community sponsor
- Mention in the monthly e-newsletter
- 4 Social media shoutout on all platforms and an announcement in the Facebook groups to all members.
- 4 Complimentary Conference registrations
- 2 Sponsor donated scholarships to the Conference

Diamond Sponsorship (\$10k)

- Featured product placement at all mocktail bars at the Virgin host hotel AND *The Dance on the River*.
- Product placed and utilized at the NYC Pride March. You may send people to pass out samples and giveaways.
- Your own Step n Repeat at the Virgin host hotel
- Space for a social media activation at the Virgin host hotel and at *The Dance on the River (see below)*
- Placement of your logo on the website landing page and sponsorship page
- Program Ad (complimentary)
- Podium recognition
- Podium speech by representative
- Web listing as a community sponsor
- Mention in the monthly e-newsletter
- 8 Social media shoutout on all platforms and an announcement in the Facebook groups to all members
- Button link to company web site
- 10 Complimentary Conference registrations
- 3 Sponsor donated scholarships to the Conference

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DEMOGRAPHICS AND REACH

Growth & Audience Demographics:

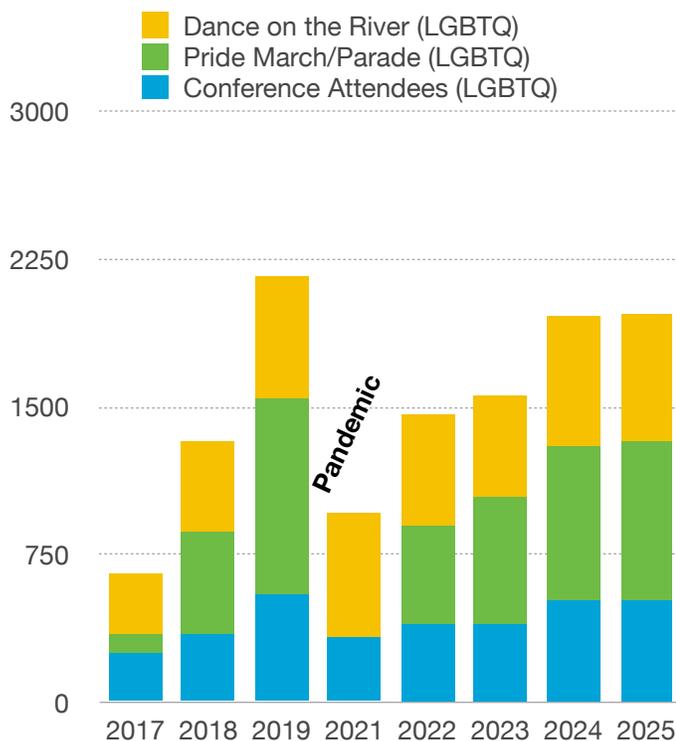
On average, Google Analytics shows 50,000 people visiting our website per month. Higher in the months of November, December, June and July.

We have a mailing list of 24,000 people.

22.9% of our audience is 25-34 years of age
 39% of our audience is 35 - 44 years of age
 20% of our audience is 45-54 years of age
 11% of our audience is 55-64 years of age

75% of our attendees self identify as gay men
 15% of our attendees self identify as queer
 7% of our attendees self identify as transgender
 3% of our attendees self identify as lesbian

Social Media Activation Example:



- Public Facebook Page: 14,200 followers
- Gay Men's Facebook Group: 10,700 members
- Singles Facebook Group: 4,500 members
- London Facebook Group: 293 members
- Instagram: 11,400 followers
- X: 1,826 followers
- Email Subscribers: (24,000 / 2% click rate)

