



Gaylabration is entering its second decade as an annual fundraiser that takes pride in celebrating the diversity of love and relationships in our community. It provides an opportunity to support LGBTQ+ charities while having your brand front and center at one of the largest events of Portland Pride weekend.

Gaylabration will be held on July 14th, 2023 - the Friday Night of Portland Pride Weekend at the Crystal Ballroom - an iconic and beautiful location!

The support of our sponsors provided \$10,000 donated in 2022 to [Pride NW](#), [Cascade Aids Project](#), and [New Avenues for Youth](#)! We'd love to break that record this year as the event returns! Contribution opportunities range from \$500 to \$5,000.

Missions of the Charities we support:

- The work of Pride NW, including producing the annual Portland Pride Festival and Parade, provides necessary education, community engagement, and visibility to move our entire community toward true equality.
- Our House provides healthcare, housing, and other vital services to low-income people living with HIV.
- New Avenues for Youth is dedicated to the prevention and intervention of youth homelessness.

**It takes strong, charitable leaders to help execute a memorable event and we wholeheartedly believe you are one of those leaders.**

Your company will be featured in a wide variety of print, web, and social media marketing that will reach thousands of people in the Portland Metro Area and throughout the west coast. Over half the visitors are from outside the Portland Metro area! Enclosed you will find more information regarding the specific sponsor levels to select a sustaining or increased contribution.

The success of this event is reflected in consistent growth in attendance to over 1,100 people through the door last year! We take your donation, which is a direct contribution to our community, seriously.

Your support is critical. It will not only help to make a difference in the lives of those in the LGBT community, but in the lives of the scores of friends and family members who support them and who continue to fight for those they love. Showing your support to the community normalizes what it means to have pride and can help reduce the stigma some still face and fear. The time is now to bring equality to our entire community. Thank you in advance for your generosity!



## SPONSORSHIP INFORMATION



**Saturday, June 17, 2023**

**9pm - late**

**The Crystal Ballroom  
Portland, Oregon**

*Help us support Pride Northwest as we  
raise critical funds to put on an event  
that celebrates the diversity of love and  
relationships in our community.*

For more information contact:  
Corey Kaster, Sponsorship Coordinator  
(503) 799-8838 [corey@gaylabration.org](mailto:corey@gaylabration.org)



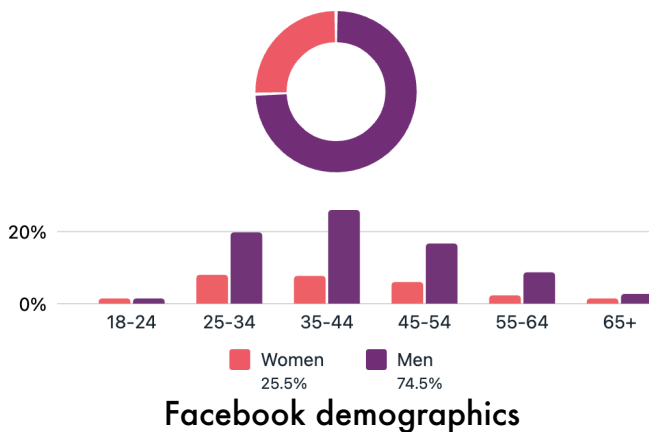
*Partnering with the Pride Northwest to put on this Official Pride Event*

## MARKETING RESEARCH

*"There's been a lot of research over the years that showed gays and lesbians are highly loyal to brands they buy, and our statistics show that between 68 percent and 72 percent of gay and lesbian consumers are strongly motivated to purchase brands they consider gay-friendly."*

Howard Buford, president of Prime Access

Age & gender ⓘ



### PRIDE NORTHWEST

- Listed as "Official Pride Event"
- Feature Placement on Website
- Facebook - over 3,500 followers
- Twitter - over 2,700 followers
- Pride Guide - 7,000 hard copies to bars, hotels, at festival, & online

### QUICK FACTS

- Official Pride NW Sat Night Dance Party
- Community Visibility to 250,000+
- Supported and promoted by strategic partners
- 1,500 annual attendees

### DEMOGRAPHIC HIGHLIGHTS

- age range 21-65
- 30% dual income with no kids
- 50% own a home
- Average income over \$80,000
- 28% invest in stocks
- Most dine out 3-4 times/week
- \$1,600/year spent on alcohol
- 5% purchased a vacation home
- Most take 2-3 annual leisure trips

### MARKETING/PROMOTION

- Cross promotion with other large events/promoters
- Exposure via earned media, display ads, press
- targeted emails

### SOCIAL OUTREACH

- Visibility during Red Dress Party with 1,500+ attendees
- Social posts via multiple regional partners
- Ads on community apps
- Visibility to 1.4M +

## SOCIAL MEDIA



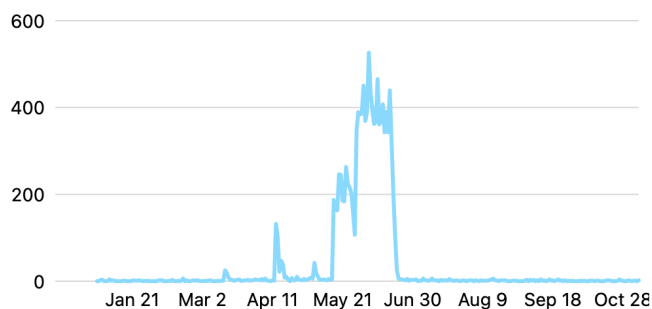
### Facebook & Instagram

- 1,500 followers
- Reach of 20,127



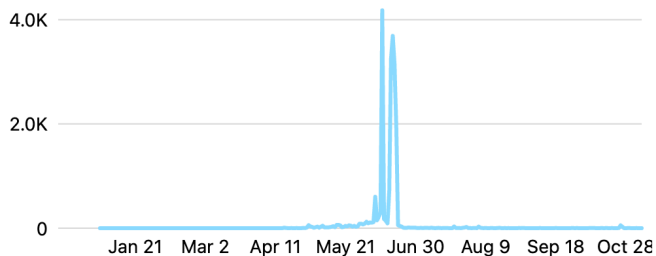
Facebook Page reach ⓘ

2,022 ↑ 560.8%



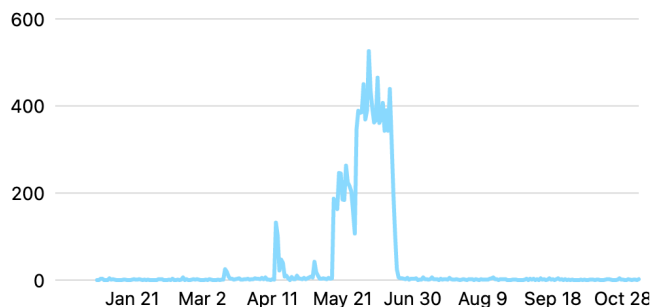
Instagram reach ⓘ

18,105 ↑ 100%



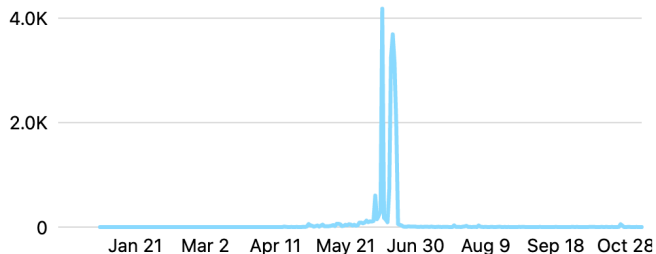
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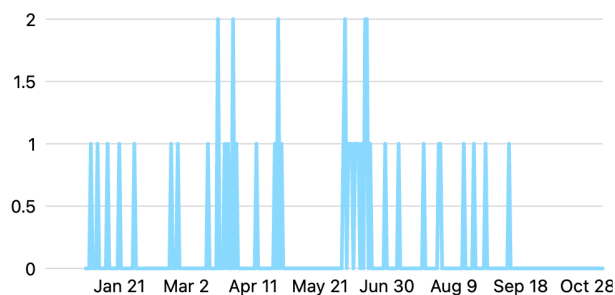
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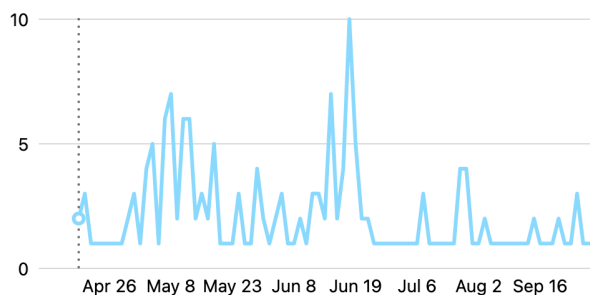
Facebook Page new likes ⓘ

43 ↑ 126.3%



Instagram new followers ⓘ

181 —



## WEB & COMMUNITY APPS



### **SCRUFF & Jack'd**

- 35,000 impressions
- 266 clicks



### **GRINDR**

- 31,000+ impressions
- 4000 clicks



### **Mercury & EVEROUT**

- Article Inline - 29,812 impressions
- Instagram - 2,449 impressions
- Newsletter Inclusion: 12,155 opens, 398 clicks



### **PDX Pipeline**

- Page views: 622
- Clicks: 172
- Mailchimp feature: 27.1% open rate | 1.4% click thru | 21 clicks to event website



### **Willamette Week**

- Impressions: 97,757
- Clicks: 68



### **Facebook**

- 1,300+ page followers
- 20,000 impressions



### **Alpha Media/KINK FM**

- Adults 18+ gross impressions of 144,000 based on June Nielsen Survey
- 15x :15s, 49,500 impressions



### **gaylabration.org**

- 9,800+ visits
- 6,900+ unique visitors
- 15,000 page views

## SPONSORSHIP LEVELS

### TITLE SPONSOR - \$5,000 (1 available)

Sponsor's name appears w/references to event

VIP tickets - 5

- + Recognition in print ads
- + Recognition in email marketing
- + Logo displayed during event
- + Banner displayed at event
- + Prominent Logo on the poster
- + Headline Recognition on our website
- + Headline recognition on all press releases

### LIQUOR SPONSOR - \$5,000

Sponsor's name appears w/references to event

VIP tickets - 5

- + Branded Bar
- + Featured in specialty drinks
- + Recognition in any print ads
- + Headline recognition on all press releases

### SUPPORTING SPONSOR - \$2,500

VIP tickets - 4

- + Banner displayed during event
- + Logo on the poster
- + Recognition in email marketing

### BENEFACTOR SPONSOR - \$1,000

VIP tickets - 3

- + Logo displayed during event

### PATRON SPONSOR - \$500

VIP tickets - 2

- Recognition on our website
- Social Media Love



## RESPONSE FORM

**YES!**

We are happy to join Gaylabration in a celebration of love and equality.  
We're interested in the following:

- ☐ Title Sponsor - \$5,000
- ☐ Liquor Sponsor - \$5,000
- ☐ Supporting Sponsor - \$2,500
- ☐ Benefactor Sponsor - \$1,000
- ☐ Patron Sponsor - \$500

Company \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

☐ Check Enclosed      ☐ Payment Forthcoming      ☐ Visa, MC, Discover, Amex\*

Account# \_\_\_\_\_ Contact \_\_\_\_\_

Total \$ Amt. \_\_\_\_\_ Email \_\_\_\_\_

Exp. Date \_\_\_\_\_ CCV Code \_\_\_\_\_ Address \_\_\_\_\_

Cardholder Name \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

***\*accepted, but please note we incur fees with this form of payment***

PLEASE ENSURE PROMPT RECEIPT TO:

GAYLABRATION  
7904 N Holmes Ave. Portland, OR 97217  
Fax 503-536-6600

**THANK YOU!**

*Profit from this event goes to support the work of Pride Northwest, Our House, & New Avenues for Youth*

For more information contact:  
Corey Kaster, Sponsorship Coordinator (503) 799-8838 [corey@gaylabration.org](mailto:corey@gaylabration.org)