

GayDays® Local Promotions Director

Department: Marketing / Community Outreach

Reports To: GayDays® Executive Producer / Owner

Works Closely With: Social Media Manager, Ambassador Coordinator, Reservation & Ticketing Specialist, Sponsorship/Expo Team & GayDays® Management

Event: GayDays® Orlando

Position Overview

The **GayDays® Local Promotions Director** is responsible for building awareness of GayDays® through local partnerships, community outreach, promotional appearances, and relationship development with bars, clubs, businesses, organizations, events, and other venues that can help introduce new guests to GayDays®.

This is a highly social, community-facing position. The Local Promotions Director should be **outgoing, energetic, personable, persuasive, and comfortable introducing GayDays® to new people and organizations.**

The primary goal of this position is to create local excitement and visibility that helps GayDays®:

- Increase hotel reservations.
- Increase ticket sales.
- Increase attendance at special events.
- Grow social media engagement.
- Build community relationships.
- Educate people about what GayDays® is and why they should attend.
- Develop long-term promotional partnerships.

Community Relationship Development

The Local Promotions Director is responsible for building and maintaining relationships throughout the local community.

Potential partners may include:

- LGBTQ+ bars and nightclubs.
- Restaurants.

- Hotels.
- Entertainment venues.
- Pride organizations.
- LGBTQ+ community organizations.
- Leather and bear organizations.
- Drag venues.
- Local businesses.
- Travel organizations.
- Social groups.
- Retail businesses.
- Fitness centers.
- Salons and spas.
- Tourism organizations.
- Festivals.
- Special events.
- Community fundraisers.
- Other businesses or organizations with audiences that may be interested in GayDays®.

The Promotions Director should actively look for opportunities rather than waiting for businesses to approach GayDays®.

Promotional Partnerships

The Local Promotions Director will identify and develop opportunities for **cross-promotion and partnership**.

This may include:

- Flyer exchanges.
- Poster placement.
- Social media cross-promotion.

- Ticket giveaways.
- Hotel promotions.
- Discount-code partnerships.
- Event sponsorship opportunities.
- Guest appearances.
- GayDays® promotional nights.
- Bar promotions.
- Contest collaborations.
- Community events.
- Newsletter inclusion.
- Website promotion.
- Partner giveaways.
- Onsite promotional booths.

The Director should focus on partnerships that create value for both GayDays® and the participating business or organization.

Promotional Booths & Community Events

When GayDays® participates in community events, the Local Promotions Director will coordinate the GayDays® promotional presence.

Responsibilities include:

- Identify appropriate events.
- Secure booth or promotional space.
- Coordinate registration requirements.
- Determine staffing needs.
- Coordinate staff or volunteers.
- Schedule booth coverage.
- Arrange transportation of promotional materials.
- Set up and break down the GayDays® booth.

- Maintain an attractive and welcoming promotional area.
- Ensure staff understand current GayDays® information.
- Engage event attendees.
- Collect leads or contact information when appropriate.
- Coordinate follow-up after the event.

Promotional Materials

The Local Promotions Director will work with the **Graphic Artist and Social Media Manager** to ensure appropriate promotional materials are available.

Materials may include:

- Flyers.
- Posters.
- Business cards.
- QR-code cards.
- Hotel reservation information.
- Event schedules.
- Discount-code cards.
- Ticket information.
- Social media information.
- Giveaway items.
- Branded merchandise.
- Expo information.
- Sponsorship information.
- Promotional banners.
- Table signage.

The Director should monitor inventory and request additional materials before supplies run out.

Promoting Hotel Reservations

A major goal of local promotional activity is to help **fill the GayDays® host hotel.**

The Local Promotions Director should be able to explain:

- Why guests should stay at the host hotel.
- Available room options.
- Current approved rates.
- Payment-plan opportunities.
- Benefits of staying where GayDays® events are happening.
- Reservation deadlines.
- Special hotel promotions.
- Promotional codes when applicable.

All pricing and reservation information must match current approved GayDays® information.

Promoting Special Events & Tickets

The Local Promotions Director should actively promote GayDays® entertainment and special events.

This may include:

- Pool parties.
- Drag events.
- Pageants.
- Mr. GayDays® Leather.
- Miss GayDays®.
- VIP experiences.
- Comedy.
- Bingo.
- Karaoke.
- Theme parties.
- After-dark programming.

- Expo activities.
- Ticketed special events.

The Director should be able to describe GayDays® in a way that helps potential guests understand that it is **more than one day or one party—it is a complete weekend experience.**

Educating the Community About GayDays®

The Local Promotions Director serves as a **GayDays® ambassador to the community.**

The Director should be able to explain:

- What GayDays® is.
- The history and purpose of the event.
- Who attends.
- What guests can expect.
- The variety of events available.
- Hotel and ticket options.
- How to make reservations.
- How to follow GayDays® online.
- How businesses and organizations can participate.

The Director should help correct misconceptions and communicate GayDays® in a positive, welcoming, and professional manner.

Social Media Cross-Promotion

The Local Promotions Director will work closely with the **Social Media Manager** to connect community outreach with online promotion.

Responsibilities may include:

- Coordinate cross-promotional posts with partner businesses.
- Provide the Social Media Manager with photos and information from promotional events.
- Tag partner businesses appropriately.

- Encourage businesses to share GayDays® content.
- Promote partner events when approved.
- Identify local content opportunities.
- Promote live appearances.
- Encourage attendees to follow GayDays® social channels.
- Use QR codes and social links during in-person promotions.

The goal is for local promotions and social media to **reinforce each other rather than operate separately.**

Local Business Outreach

The Director should maintain an active list of businesses and organizations that may be valuable GayDays® partners.

Responsibilities include:

- Introduce GayDays® to new businesses.
- Schedule meetings when appropriate.
- Follow up with interested partners.
- Maintain contact information.
- Track partnership opportunities.
- Document promotional commitments.
- Maintain relationships after GayDays® ends.
- Reconnect with partners for future events.

The goal is to build a network of businesses that recognize GayDays® and want to work with the event year after year.

Donations & Ambassador Support

The Local Promotions Director may assist the **Ambassador Coordinator** with obtaining donated goods or services for the Ambassador Team.

This may include seeking donations of:

- Meals.

- Snacks.
- Bottled water.
- Soft drinks.
- Gift cards.
- Prizes.
- Ambassador appreciation items.
- Restaurant discounts.
- Promotional items.
- Other useful donations.

The Director should use existing community relationships to help reduce GayDays® operating costs while providing meaningful appreciation to Ambassadors.

Prizes & Promotional Donations

The Local Promotions Director may also seek approved donated prizes for:

- Social media contests.
- Giveaways.
- Ambassador incentive programs.
- Special promotions.
- Guest contests.
- Community outreach.

All donations should be documented and acknowledged according to GayDays® procedures.

Community Presence

The Promotions Director should look for opportunities for GayDays® to be visible throughout the year.

This may include:

- Pride festivals.
- Bar nights.

- Fundraisers.
- Drag shows.
- Leather events.
- Bear events.
- Community festivals.
- LGBTQ+ networking events.
- Business mixers.
- Travel events.
- Holiday events.
- Local nightlife activities.
- Other community gatherings.

Not every opportunity requires a booth. Sometimes the most valuable promotion may be attending, networking, distributing information with permission, or developing a relationship with event organizers.

Lead Generation

When appropriate, the Local Promotions Director should help collect leads from promotional events.

This may include encouraging potential guests to:

- Join the GayDays® email list.
- Follow GayDays® social media.
- Scan a reservation QR code.
- Visit the GayDays® website.
- Enter an approved contest.
- Request hotel information.
- Request sponsorship or Expo information.

The Director should respect privacy and use approved methods for collecting contact information.

Tracking Promotional Activity

The Director should maintain basic records of promotional outreach.

This may include:

- Businesses contacted.
- Partnerships established.
- Events attended.
- Booths completed.
- Promotional materials distributed.
- Donations received.
- Promotional codes used.
- Leads generated.
- Social media collaborations.
- Follow-up needed.

Periodic updates should be provided to GayDays® management so the organization can understand which partnerships and promotional activities are producing results.

Promotional Calendar

The Director should develop and maintain a calendar of local promotional opportunities.

The calendar may include:

- Community events.
- Pride festivals.
- Partner events.
- Bar promotions.
- Business meetings.
- Booth opportunities.
- Cross-promotional campaigns.
- Donation outreach.

- GayDays® promotional nights.

The Director should prioritize opportunities based on audience, cost, expected value, and available staffing.

Budget Awareness

The Local Promotions Director should operate within an approved promotional budget.

Responsibilities include:

- Avoid unnecessary booth fees.
- Seek complimentary or discounted promotional opportunities.
- Obtain approval before committing GayDays® to costs.
- Track approved promotional expenses.
- Protect promotional merchandise and supplies.
- Look for partnerships where both organizations can benefit without significant expense.

Personality & Community Presence

This position requires someone who genuinely enjoys meeting people.

The ideal Local Promotions Director should be:

- **Full of personality.**
- Friendly.
- Outgoing.
- Energetic.
- Approachable.
- Comfortable starting conversations.
- Confident speaking about GayDays®.
- Able to build relationships quickly.
- Positive even when people say no.
- Comfortable in nightlife and community environments.
- Professional when representing GayDays® businesses and partners.

This person should make people feel excited about GayDays® rather than pressured into attending.

Flexibility & Time Commitment

This position requires significant flexibility.

Many promotional opportunities occur:

- Evenings.
- Weekends.
- Holidays.
- During Pride events.
- During nightlife hours.
- At community festivals.
- On short notice.

The Local Promotions Director should be **flexible with the donation of their time** and willing to attend appropriate events when those opportunities can materially benefit GayDays®.

The role may require travel within the local market and attendance at events outside normal business hours.

Professional Conduct

The Local Promotions Director represents GayDays® whenever interacting with a business, organization, venue, or community member.

The Director is expected to:

- Promote GayDays® positively.
- Maintain a professional attitude.
- Follow through on commitments.
- Treat businesses and community partners respectfully.
- Avoid making unauthorized financial promises.
- Never promise complimentary rooms, tickets, sponsorship benefits, or other compensation without approval.

- Maintain confidentiality regarding internal GayDays® business.
- Respect partner organizations and their audiences.
- Escalate significant partnership opportunities to management.

Qualifications & Expectations

The ideal Local Promotions Director should demonstrate:

- Strong interpersonal and networking skills.
- Excellent communication abilities.
- Experience in promotions, nightlife, hospitality, marketing, community outreach, sales, or events.
- Strong understanding of LGBTQ+ communities and events.
- Confidence approaching businesses and organizations.
- Ability to recruit and coordinate promotional staff.
- Ability to organize booth operations.
- Strong follow-up skills.
- Ability to maintain contact and partnership records.
- Comfortable using social media.
- Ability to work independently.
- Strong problem-solving skills.
- Flexible availability.
- Positive and enthusiastic personality.
- Ability to represent GayDays® professionally in both nightlife and business environments.

Existing relationships with **LGBTQ+ bars, community organizations, restaurants, nightlife venues, Pride organizations, local businesses, or event promoters** are highly desirable.

Standard of Success

A successful Local Promotions Director should create a community where businesses, bars, organizations, and event promoters **know GayDays®, understand GayDays®, and want to work with GayDays®.**

The goal is not simply to hand out flyers.

The goal is to create relationships that turn into **hotel reservations, ticket sales, social media followers, community partnerships, donations, repeat guests, and long-term supporters of GayDays®.**

The Local Promotions Director should become one of the most recognizable and enthusiastic local representatives of the event—someone who can walk into a business, start a conversation, build a relationship, and leave people thinking:

“We should be part of GayDays®.”