

JUNE
5-8
2025

SAVE THE
DATE
LEVEL UP!

GAYDAYS[®] GAME ON



Players Ready!

2025 MARKETING OPPORTUNITIES

POOL PARTIES | EXPO | CIRCUIT PARTIES | AND MORE

Join our Game



FOLLOW US @ **GAYDAYS**

FOR MORE INFORMATION GO TO [GAYDAYS.COM](https://www.gaydays.com) AND FOLLOW OUR SOCIAL MEDIA

What is **GayDays® Orlando**?

What started over 30 year ago as a simple gathering for the gay community at Walt Disney World's Magic Kingdom, became one of the top three international LGBTQ vacation events, with 160,000 attendees from around the world. GayDays® is now a week-long, city-wide festival including theme park visits, dance parties, cocktail parties, comedy shows, films, and poolside events, plus everything else that Orlando has to offer. The entertainment and special events during GayDays® — ensures that there is something for everyone. During the week, 20,2024 visit the GayDays® Expo, and thousands more lounge at the GayDays® Host Hotel's swimming pools. The nights are filled with the hottest parties, entertaining events and unforgettable experiences. No matter what they choose or where they go, GayDays® attendees find themselves surrounded by tens of thousands of other celebrants just like them. There's nothing like it anywhere else in the world. Why not make it to this international, devoted, out and proud crowd?



Your Gateway to the Coveted LGBTQ+ Market

Spending Habits!

Among same-sex partnered households, average annual spending on consumer packaged goods (CPG) is 26% higher than that of the average US household, (\$8,000 vs. \$6,333).

— Nielsen.com 2016



A Marketer's Dream!

The fact of the matter is that the gay community, male and female, spends over \$650 billion a year in consumer goods. Businesses love the gay community as far as customers because they are affluent, educated, and loyal. In fact, 90% of the gay community are affiliated with brands and look for and stay loyal to the brands that are a good fit to them. Over 80% of the gay community have been in college at some point in time or graduated, and their income is higher than the average household that is heterosexual.

— The Economist 2018



888-942-9329 | josh@GayDays.com



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What brought these Sponsors & partners to GayDays® Orlando in 2023?

GayDays® Orlando

- One of America's largest LGBTQ vacation experiences
- Attendance over 180,000 and growing
- Visitors from all 50 US states, Europe, South America, and dozens of other countries around the world
- Multiple events and parties appealing to a wide audience

GayDays.com

- Offers Sponsors unparalleled year-round branding opportunities
- Publishes the official GayDays® Magazine, distributed throughout the US and online
- Offers logo placement on the official GayDays® Orlando T-shirts at GayDays®
- Hosts the official GayDays.com Ticketing Center within the GayDays® Host Hotel, which sells event and attraction tickets
- Presents a popular travel and business Expo within the Host Hotel, with over 20,000 in attendance in 2019

Presenting Sponsors 2024



Sponsors 2023





GayDays® Orlando SPONSORSHIPS

		PRESENTING \$40,000	PLATINUM \$20,000 (\$40,000 exclusive)	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
EVENT	<ul style="list-style-type: none"> Booth space in 2025 Expo Banner placement Recognition in event announcements 	10x30 25 ✓	10x20 10	10x10 8	10x10 5	2
WEBSITE	<ul style="list-style-type: none"> Banner ad on home page of GayDays.com home page <i>*See details below</i> Logo placement on footer of all GayDays.com pages 	✓ ✓	✓ ✓	✓	✓	✓
EMAIL BLASTS	<ul style="list-style-type: none"> Logo in email blasts (13k+ subscribers) Dedicated email blast 	✓ 3	✓	✓	✓	✓
MAGAZINE	<ul style="list-style-type: none"> Official GayDays 2025 Magazine advertisement 	(3 Full Page)	(2) Full Page	(1) Full Page	(1) 1/2 Page	(1) 1/4 Page
SOCIAL MEDIA	<ul style="list-style-type: none"> Facebook posts (20K+ followers) Twitter posts (9K+ followers) Instagram (4.5K+ followers) 	3 3 3	2 2 2	1 1 1		
LOGO VISIBILITY	<ul style="list-style-type: none"> Sponsor logo added to back of 2024 Event T-shirts Main stage LED wall In-room tv's Sponsor thank-you page in the GayDays® Orlando Magazine Top of left-hand column of all GayDays.com pages* Footer of all GayDays.com web pages* Magazine and newspaper advertisements Name on email order confirmations Event banners and signage Advertising as available 	✓ ✓ 4 ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ 2 ✓ ✓ ✓ ✓ ✓	✓ ✓ 1 ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓
VIP EXTRAS	<ul style="list-style-type: none"> Accommodations in Host Hotel during event VIP Admissions to all events at Host Hotel VIP Admission to Beach Ball at Aquatica Orlando 	1 12 12	1 6 4	4 2		

888-942-9329 | josh@GayDays.com

GAYDAYS.COM®

Additional Opportunities

Extra opportunities are available in addition to existing sponsorship levels, beginning at the pricing shown below.

Please inquire with our sponsorship team for details on the below items and any other additional items not listed that will benefit your brand during GayDays.

SPECIAL EVENTS

All Special Event Sponsorships include Logo on event advertisements & tickets, (1) banner in event location, (1) 1/2 page ad, as well as the option to provide branded giveaways.

Add On	Exclusivity	Fee
Miss GayDays Pageant	No	\$1,000
Mr. GayDays Leather Competition	No	\$1,000
Red Room or Foam Party	No	\$3,000
GayDays Expo	No	\$5,000
Beach Ball at Aquatica	No	\$20,000

POOL PARTIES

All Pool Party Sponsorships include (4) Company banners displayed all (4) days, listing in online & print calendars, (1) 1/2 page ad, option to provide branded party supplies, as well as company logo on advertising.

Event	Exclusivity	Fee
Daytime Pool Parties	No	\$2,500 per day
Evening Pool Parties	No	\$5,000 per day

OTHER OPPORTUNITIES

Add On	Fee
Welcome & Information Booth	\$5,000
Welcome Bag Insert	\$1,000
Product Room Drop	\$2,000 per day
In Room TV Advertisement	\$500



For the full list of opportunities or custom sponsorships contact the sponsorship team at josh@GayDays.com



OPPORTUNITY

VALUE

Sponsorships

Co-Presenting Sponsorship	\$40,000
Platinum Sponsorship (exclusive category)	\$40,000
Platinum Sponsorship	\$20,000
Gold Sponsorship	\$10,000
Silver Sponsorship	\$5,000
Bronze Sponsorship	\$2,500

Official GayDays[®] Orlando Magazine

Full Page Back Cover	\$2,500
Full Page Inside Front Cover	\$2,000
Full Page Premium Placement (right-hand placement within first 10 pages)	\$1,500
Full Page Inside Back Cover	\$1,000
Full Page	\$750
Half Page	\$500
Quarter Page	\$250
Eighth Page	\$200

Banner Bar Advertising

Banner Bars on GayDays.com (\$4,000 minimum)	\$40 CPM
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GayDays[®] Expo Vendor Opportunities

GayDays [®] Main Expo Premium Booth Package (10'x10' pipe & drape)	\$700
GayDays [®] Main Expo or 18+ Expo Booth Package (10'x10' pipe & drape)	\$600
Outdoor or Indoor Small Vendor Option ..	\$400

Welcome Bag Inserts

Magazines or large product sample	\$2,000
Coupons, postcards or small product sample	\$1,000

OPPORTUNITY

VALUE

Naming Rights & Corresponding Branding

GayDays [®] Expo	\$5,000
Online & Print Calendar of Events	\$5,000
Online Ticket Booth and Ticket Distribution Center	\$5,000
Beach Ball Waterpark Party	\$20,000
Welcome Information Booth	\$2,500
18+ Expo	\$2,500
Miss GayDays [®] Pageant	\$1,000
Mr. GayDays [®] Leather Competition	\$1,000
Red Room or Foam party	\$3,000
Daytime Pool Parties (per day)	\$2,500
Evening Pool Bashes (per night)	\$5,000
Product Room Drop (per day)	\$2,000
In Room TV Advertisement (per day) ...	\$500

Media Partners Program/Advertising Trade

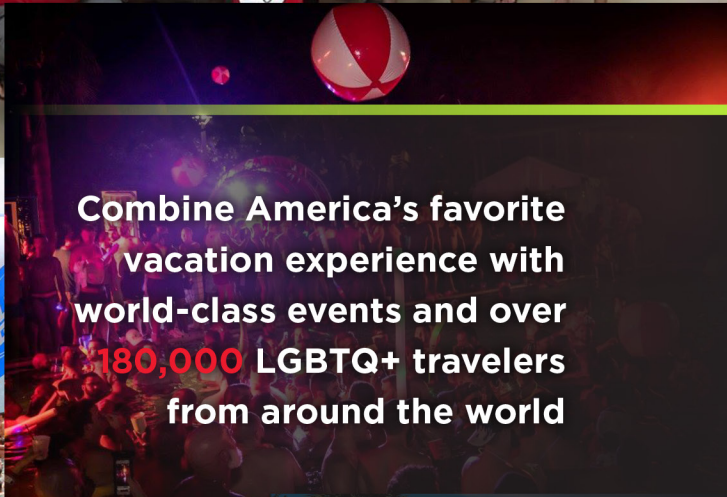
Trade values listed above

Banner Bars \$40 CPM-\$4,000 min.

Banner displayed at either GayDays Expo
or Pool Parties (4-5 days each) \$1,000

Promotional announcement in GayDays[®]
email, Facebook, and Twitter (10,000+) \$500





Combine America's favorite
vacation experience with
world-class events and over
180,000 LGBTQ+ travelers
from around the world

