THE ULTIMATE LGBTQ+ VACATION EVENT!

GAY DAYS®
MARKETING OPPORTUNITIES

DISCO INFERNO

JUNE 1 - 6, 2021
MARGARITAVILLE RESORT ORLANDO

VISIT US AT GAYDAYS.COM
FOLLOW US ON FACEBOOK, TWITTER, INSTAGRAM
PRESENTED BY BUD LIGHT, SMIRNOFF

#OFFICIALGAYDAYS

“GAYDAYS® is the registered trademark of GayDayS, Inc. Use only under license and with permission. All rights reserved.”
Your Gateway to the Coveted LGBTQ Market

Spending Habits!

Among same-sex partnered households, average annual spending on consumer packaged goods (CPG) is 25% higher than that of the average US household, ($8,651 vs. $6,898).

—nielsen.com 2013

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 advertised to them. Over 85% 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.

—krausnotes.com 2013

Market to the LGBTQ Consumer

Many LGBTQ consumers embrace the power of their spending by rewarding companies that are considered “gay-friendly” in terms of their corporate policies and their marketing activities.”

—prnewswire.com 2013

Multi-Faceted Strategic Marketing Plan That Includes Online And Print!
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GAYDAYSm.com
888-942-9329 | chris@GayDayS.com
What brought these Sponsors & Partners to GayDays® Orlando in 2019

GayDayS® Orlando

- America’s largest LGBTQ vacation experience
- Attendance over 180,000 and growing
- Visitors from all 50 US states, Europe, South America, and dozens of other countries around the world
- Over 50 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 thousands in attendance in 2019
# Sponsorship Packages

**June 1 - 6, 2021**

<table>
<thead>
<tr>
<th><strong>GayDaysS.com</strong></th>
<th><strong>CO-PRESENTING</strong></th>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusivity</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**Company/Product Name Appears on all:**

- Official GayDayS® Orlando Press Releases
- Ticket Order Confirmations
- Hotel Reservation Confirmations
- Official GayDayS® Orlando Communications
- Homepage of GayDayS.com
- National & Local Print Advertisements
- Signage & Banners at all Event Locations (under control of GayDayS.com)

**Logo Placement**

- Color Ad in GayDayS® Orlando Magazine
- Sponsor thank-you page in the GayDayS® Orlando Magazine
- Back of GayDayS® Orlando T-shirts
- Footer of all GayDayS.com web pages*
- Event Banners & Signage
- Logo/Banner/Links on Website and Marketing Collateral
- Magazine and newspaper advertisements
- Email newsletters*
- Discount on any additional advertising offered by GayDayS.com
- Top of right-hand column of all GayDayS.com web pages***
- Name on email order confirmations
- ONE banner ad* (rotation with other Presenting Sponsor/s) at top of the GayDayS.com home page

**Choice of:**

- VIP admisions (GENERAL admission to all events on GayDayS® Orlando Host Hotel property)
- Complimentary nights in deluxe Host Hotel accommodations during GayDayS® Orlando

**Plus Choice of:**

- (1) Booth in GayDayS® Expo (Sponsor staffed)
- (1) Display table in Auxiliary Hall (unstaffed)
- Company banners displayed, plus a coupon, post card or product sample inserted into complimentary Welcome/Expo bags, (Item supplied by Sponsor, up to 10,000)

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*$40,000 for exclusive product category

**Conspicuous Logo Placement & Size (Logo will appear larger than that of lower level sponsor)

**Provides active link to Sponsor's website

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**Tailor Your Package to Your Priorities**

Customize your package to meet your business needs

 Expand your brands reach during the **Ultimate LGBTQ+ Vacation Experience!**

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*GAYDAYS® is the registered trademark of GayDayS, Inc. Use only under license and with permission. All rights reserved.*
Orlando 2021 Sponsorship Contract

SPONSOR

Address

City State Zip

Primary Contact

Phone Alt. # Fax

Web Address Email

PARTIES: Pursuant to this binding agreement between GayDayS, Inc. also known as GayDayS.com, doing business in Orlando, Florida and Sponsor, also known as ________________________________, the Sponsor shall pay to GayDayS, Inc., the appropriate Sponsorship fee noted below in exchange for the corresponding advertising and promotional considerations described in the attached GayDays 2021 Custom Sponsorship Letter.

Please check line to indicate Sponsorship level requested.

- Presenting Sponsor – $60,000, Includes Options A, B, C, AND D
- Platinum Sponsorship Exclusive Category – $40,000, Circle the TWO options desired: Option A or B, AND Option C or D
- Gold Sponsorship – 30,000, Circle the TWO options desired: Option A or B, AND Option C or D or E
- Silver Sponsorship – $20,000, Circle the ONE option desired: Option A or B or C or D
- Bronze Sponsorship – $10,000, Circle the ONE option desired: Option A or B or C
- Sponsorship – $5,000 Circle the ONE option desired: Option A or B

PAYMENT: Payment is due upon signing. Credit card payments accepted.

TERM OF CONTRACT: The term of this contract will be from the date of signature to JUNE 30, 2021.

LIMITATION ON DAMAGES: In no event will GayDayS, Inc be liable to Sponsor for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, whether or not GayDayS, Inc. has been advised of the possibility of such damage.

SUBMISSION OF MATERIALS: All materials will be submitted in accordance with the specifications presented in the Marketing Opportunities Kit. Failure to submit materials in accordance with these specifications will result in production charges.

PRESEERATION OF IDENTITY/TRADEMARK ISSUE: GayDayS® is the registered trademark of GayDayS, Inc., www.GayDayS.com. Use only with license and permission. All rights reserved. The Sponsor agrees to include the GayDayS.com logo/URL in all advertising related to the GayDayS event including national or local print publications, on-property signage, fliers, table tents, etc., and on the Sponsor's own Website. The Sponsor agrees to reference the event to which this agreement applies as GayDayS with an "s," and further agrees not to use the terms Gay Day or Gay Day Weekend in any advertisements or on any promotional materials related to the GayDayS event. The Sponsor agrees that it will not feature any icons, logos, URLs, or email addresses related to GayDayS, Gay Day, Gay Day Weekend, etc., other than its own or those provided by GayDayS.com, on any advertisements, products, websites, etc., controlled by the Sponsor during the period of this agreement.

ASSIGNMENT: Sponsor may not assign this agreement, in whole or in part, without the written consent of GayDayS, Inc. Any attempt to assign this Agreement without such consent shall be null and void.

GOVERNING LAW: This Agreement will be governed by and construed in accordance with the laws of the state of Florida.

ENTIRE AGREEMENT: This Agreement and any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by the GayDayS, Inc. Marketing Opportunities Kit, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

FEES PAYABLE BY CHECK TO: GayDayS, Inc., PO Box 796, Gotha, FL 34734.

FOR THE SPONSOR: Approved and agreed by

Print Name
Email Date

FOR GAYDAYS, INC. D.B.A. GAYDAYS.COM: Approved and agreed by

Print Name Date

SIGN THIS CONTRACT PAGE AND CUSTOM SPONSORSHIP AND FAX TO 321.281.3705 OR EMAIL CHRIS@GAYDAYS.COM

888-942-9329 | chris@GayDayS.com

888-942-9329 | chris@GayDayS.com
GayDayS® Orlando Magazine Advertising Opportunity

**Glossy, Magazine Publication of Superior Design and Content**
- Full color throughout
- Official Calendar of Events
- Feature articles
- Attractions and events Guide
- Area maps
- Bar and restaurant Guide
- Community information
- Travel section

**Wide Distribution**
- Network of Co-Host Hotels
- Ticket Center & GayDayS® Expo
- Tourist information centers
- LGBTQ businesses throughout the entire state of Florida
- Participating LGBTQ centers nationwide
- Official press kits

**Readership**
- 100,000+ for GayDayS 2019
- Thousands of additional exposures from the Internet

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**Cultivate Brand Loyalty**

Multiple studies indicate that more than any other market group, the LGBTQ community patronizes and is brand-loyal to companies, products and services which support LGBTQ events and charities, or that advertise in LGBTQ publications.

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**Your Ad on the Internet at No Additional Cost**
- Official Magazine is posted on GayDayS.com website, and available for download as a PDF.
- Tens of thousands of people who log onto GayDayS.com and GirlsatGayDays.com for last minute updates and schedule information will have the opportunity to view and print the magazine page by page (including ads) just as if they were holding it in their hands.
- The magazine will remain on the site indefinitely but not less than one full year. Those who visit the site in anticipation of a future GayDayS® visit routinely download the magazine.
- The PDF version of our magazine remains one of the most popular features of GayDayS.com.

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888-942-9329 | chris@GayDayS.com
**Ad Sizes** (All ads are 4-color)

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Back Cover</td>
<td>$4,499</td>
</tr>
<tr>
<td>Full Page Inside Front Cover</td>
<td>$3,499</td>
</tr>
<tr>
<td>Full Page – Premium Placement *</td>
<td>$3,399</td>
</tr>
<tr>
<td>Full Page Inside Back Cover</td>
<td>$3,199</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,499</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,499</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$899</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$475</td>
</tr>
</tbody>
</table>

*Guarantees right-hand page placement within first 10 pages.

**Mechanical Specifications**

All advertising art MUST be submitted as a Macintosh digital file in one of the following formats:

- High-Resolution PDF (300 dpi) (preferred method)
- Adobe Photoshop TIFF or EPS (300 dpi) (High-resolution JPEGs acceptable, 300 dpi)
- Adobe Illustrator
- InDesign CS3 or higher
  (Must include all fonts and graphics used)

Submit artwork to: art@gaydays.com.

**Cover & Content**

Magazine cover will be high-quality white gloss cover-weight stock. Content will include pages in a magazine-style layout. This magazine will be a vital event and area resource guide featuring:

- Official Calendar of Events
- Hospitality Information
- Area Maps
- Dining & Shopping Guide
- Party Guide
- Attraction Information
- Bar Guide
- Visitor Tips

**Ad Dimensions**

Finished magazine is 5.75” x 8.5”, saddle-stitched

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Full Page - (with .125&quot; Bleed)</td>
<td>W: 6” x H: 8.75”</td>
</tr>
<tr>
<td>Full Page - Non Bleed</td>
<td>W: 5” x H: 7.5”</td>
</tr>
<tr>
<td>Half Page - Horizontal</td>
<td>W: 5” x H: 3.666”</td>
</tr>
<tr>
<td>Half Page - Vertical</td>
<td>W: 2.333” x H: 7.5”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>W: 2.333” x H: 3.666”</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>W: 2.333” x H: 1.666”</td>
</tr>
</tbody>
</table>

**Deadlines & Sales Information**

**Materials Deadline – March 26, 2021**

Publication Date .................. May, 2021

Phone.................................. 888-942-9329
Fax.................................... 321-281-3705
Email .................................. chris@gaydays.com

**Payment**


Payment in full with contracts purchased after February 15, 2021.

Checks Payable To: GayDays, Inc.

Send Payment and Materials To:
GayDays, Inc.
P.O. Box 796, Gotha, FL 34734
GayDayS® Orlando Magazine 2021 Advertising Contract

ADVERTISER

Address

City ___________________________ State ______ Zip ______

Primary Contact ___________________________

Phone ___________________________ Alt. # ______ Fax ____________

Web Address ___________________________ Email ___________________________

<table>
<thead>
<tr>
<th>4-Color Ads Size and Placement</th>
<th>Regular Ad Rate</th>
<th>Quantity</th>
<th>Price Sub-Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Back Cover</td>
<td>$4,499</td>
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<td></td>
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<tr>
<td>Full Page Premium Placement</td>
<td>$3,399</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,499</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$1,499</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>$1,499</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>$899</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$475</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Guarantees right-hand placement within the first 10 pages.

TOTAL:

TERMS AND CONDITIONS: A non-refundable deposit equal to 10% of ad price is due upon signing with full non-refundable payment due on or before February 15, 2021.

Ads must be received by March 26, 2021, in order to appear in magazine. However, if materials are not received, NO refunds or discounts will be made and GayDayS, Inc. will retain 100% of fees paid. Payment is non-refundable even in instances where ad is canceled by Advertiser. GayDayS, Inc. agrees to produce and distribute a magazine in accordance with descriptions and specifications outlined in the Advertising Rate Card and in the GayDayS® Marketing Kit. Failure to do so will constitute cause for a full refund of the total amount remitted to GayDayS, Inc. No claims beyond those of the exact purchase amount will be deemed valid or enforceable. Advertiser agrees to pay 1.5% per month service charge on all past due amounts, and further agrees to pay all collection, attorney and legal expenses incurred if third party assistance is employed to make collection.

Advertising art MUST be submitted as a Macintosh digital file in one of the following formats: High-Resolution 300 dpi PDF (preferred), Adobe Photoshop 300 dpi TIFF or EPS, Adobe Illustrator, Adobe InDesign CS4 or higher. Submit artwork on a Macintosh CD or e-mail artwork to: art@gaydays.com. Submissions MUST include all fonts and graphics used. Any supplied material not meeting the mechanical specifications outlined herein, or requiring production work of any kind, will incur an additional minimum $70 production fee. Questions: call 407-896-8431 or email art@gaydays.com.

Any ad that uses the term GayDayS® must include the registration mark (®).

MATERIALS DEADLINE: March 26, 2021 – GayDayS.com reserves the right, at its sole discretion, to reject any ad copy or art which is deemed inappropriate for inclusion. It will then be incumbent upon the Advertiser to provide an alternate submission. Materials received after the deadline will not be guaranteed inclusion.

GayDayS® is the registered trademark of GayDayS, Inc., www.GayDays.com. Use only with license and permission. All rights reserved.

FEES PAYABLE BY CHECK TO: GayDayS, Inc., PO Box 796, Gotha, FL 34734.

FOR THE ADVERTISER: Approved and agreed by ___________________________

Print Name ___________________________ Date ___________________________

Email ___________________________ Date ___________________________

FOR GAYDAYS, INC. D.B.A. GAYDAYS.COM: Approved and agreed by ___________________________

Print Name ___________________________ Date ___________________________

Email ___________________________ Date ___________________________

SIGN THIS CONTRACT PAGE AND FAX TO 321-281-3705 OR EMAIL CHRIS@GAYDAYS.COM

888-942-9329 | chris@GayDayS.com
Four Days of Vendor Opportunities

Promotional & Advertising Benefits

GayDayS® Expo promoted in:
- Florida print campaign
- Official GayDayS® Magazine
- GayDayS.com website
- GayOrlando.com website
- GayFlorida.com website
- Local radio promotion
- Email advisories announcing GayDayS® Expo
- FREE admission to Expo

Now 5 Options to Choose From!

- GayDayS® Expo or 18+ Expo booth vendors, Auxiliary Hall table vendors, and Outdoor area table vendors are situated at the new official GayDayS® Host Hotel, the Margaritaville Resort Orlando located at 8000 Fins Up Circle, Kissimmee, Florida 34747
- Located near all the resort parks, and conveniently accessible to Downtown Orlando
- Ample FREE parking near host hotel
- Ticket Purchase Booth and Will Call located inside GayDayS® Expo

Attended by Thousands Every Year!

NEW Official GayDayS® Host Hotel
Margaritaville Resort Orlando
8000 Fins Up Circle
Kissimmee, Florida 34747

888-942-9329 | chris@GayDayS.com
GayDayS® Orlando 2021 Expo Dates & Rates

GayDayS® Indoor Vendor Options

Main Expo Booth Packages
- 10 x 10 premium space* $1,500.00 +tax
- 10 x 10 space $1,250.00 +tax

Main Expo Vendor Hours
- Thursday, June 3 11am - 6pm
- Friday, June 4 10am - 6pm
- Saturday, June 5 10am - 6pm
- Sunday, June 6 10am - 4pm

*Premium Booth location at Expo entrance & first row

18+ Expo Booth Package
- 10 x 10 space $1,250.00 +tax

18+ Expo Vendor Hours
- Thursday, June 3 11am - 9pm
- Friday, June 4 10am - 9pm
- Saturday, June 5 10am - 9pm
- Sunday, June 6 10am - 4pm

Auxiliary Hall Booth Package
- 10 x 10 space $1,000.00 +tax

Auxiliary Hall Vendor Hours
- Thursday, June 3 11am - 6pm
- Friday, June 4 10am - 6pm
- Saturday, June 5 10am - 6pm
- Sunday, June 6 10am - 4pm

Corner Booth Option $100 +tax

GayDayS® Outdoor or Indoor Small Vendor Options

Outdoor Area
- 10x10 space $800.00 +tax
(Vendor responsible for tent, table & chairs)

Inside Small Vendor Area
- 5x8 space $800.00 +tax
(Table & chairs provided)

Outdoor & Indoor Hours
- Thursday, June 3 Hours Vary
- Friday, June 4 Hours Vary
- Saturday, June 5 Hours Vary
- Sunday, June 6 Hours Vary

A non-refundable deposit of $250 for Indoor Vendors and $100 for Outdoor Vendors secures your vendor package and confirms your participation on a first-come, first-served basis. Payment in full due by February 15, 2021. No refund for cancellations after February 15, 2021.

All Indoor Vendor Packages Include an ID sign, 2 folding chairs, wastebasket, and a 6-foot skirted table. Off-hours security not included in Outdoor Vendors. Electric, internet, phone service is extra in ALL vendor areas.
GayDayS® Orlando 2021 Expo Vendor Application

Complete Vendor Application available at GayDayS.com or call 1-888-942-9329

ADVERTISER (Limit one company per booth or table)
Address
City State Zip
Primary Contact
Phone Alt. # Fax
Web Address Email

List all products/services to be sold, exhibited or dispensed at GayDayS® Expo. (Subject to prior approval. Vendors can be evicted from GayDayS® for displaying or selling unapproved items. Attach list if necessary.)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>QTY</th>
<th>PRICE EACH Incl. Tax*</th>
<th>TOTAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Main Expo Premium Booth Packages (10 x 10 space)</td>
<td></td>
<td>$1,612.50</td>
<td></td>
</tr>
<tr>
<td>Number of Main Expo Booth Packages (10 x 10 space)</td>
<td></td>
<td>$1,343.75</td>
<td></td>
</tr>
<tr>
<td>Number of 18+ Expo Booth Packages (10 x 10 space)</td>
<td></td>
<td>$1,343.75</td>
<td></td>
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<tr>
<td>Number of Auxiliary Booth Packages (10 x 10 space)</td>
<td></td>
<td>$1,075.00</td>
<td></td>
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<tr>
<td>Corner Booth Premium</td>
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<td>$107.50</td>
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<tr>
<td>Number of Outdoor or Indoor Small Vendor Packages</td>
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<td>$860.00</td>
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<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td>$2,731.50</td>
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</table>

EXPO PAYMENT SCHEDULE: A $250 per Indoor booth/table and $100 for Outdoor booth/table non-refundable deposit is required with applications received on or before February 15, 2021. Failure to remit will result in loss of vendor space and forfeiture of deposit. Applications submitted after February 15, 2021 must be accompanied by full payment. No refund on table or booth cancellation after February 15, 2021.

<table>
<thead>
<tr>
<th>Less Nonrefundable Deposit for each Booth/Table/Outdoor Show Package</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BALANCE DUE February 15, 2021</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FEES PAYABLE BY CHECK TO: GayDayS, Inc., PO Box 796, Gotha, FL 34734.

ALL APPLICANTS: By signing below, I attest that I have read, understand and agree to be bound by all terms of the GayDayS® Expo Small Print included with this application.

Signature:

Print Name

Email Date

*Includes applicable 7.5% taxes.

SIGN THESE TWO CONTRACT PAGES AND FAX TO 321-281-3705 OR EMAIL CHRIS@GAYDAYS.COM
GayDayS® Orlando 2021 Expo Vendor Application

GayDayS® Expo Small Print

1. Drayage (materials receiving, storage and delivery to exhibit hall), electrical, phone lines, etc. are not included in the participant fee. These and any other special needs must be coordinated directly with the decorating company contracted for this event, and/or hotel, and will constitute a direct billing situation between the participant and the service provider. All pertinent contact information and related forms will be included in your show package via email.

2. In keeping with the lighthearted vacation experience which is the hallmark of GayDayS*, certain restrictions apply. The right to refuse participation to any applicant, for any reason, is at the sole discretion of GayDayS, Inc.

3. All participants must meet and adhere to certain standards set by the GayDayS® Host Hotel, which includes but is not limited to the prohibition of the exhibition, distribution and/or sale of adult materials except in the 18+ Expo.

4. Participants must comply with all rules and regulations set forth by the GayDayS® Host Hotel, GayDayS, Inc., and all local fire officials and law enforcement agencies.

5. Vendors are responsible for payment of all state sales taxes.

6. Participants seeking solely to advance a political agenda or seeking to solicit donations, pledges or contributions for any person, organization, reason or cause of any type should inquire prior to submitting vendor application.

7. Tour operators, party promoters, or travel agents offering GayDayS® related packages or services are welcome if GayDayS® licensing agreement is applied for and issued.

8. Cruise lines, wilderness adventures, gay resorts, other gay festivals, etc. are welcome.

9. Participants are prohibited from selling/dispensing any RED colored apparel (shirts, dresses, hats, visors, etc...) of any kind, or any item(s) bearing any marking, slogan, reference or image related to GayDayS® unless a GayDayS® licensing agreement is applied for and issued, within the cities of Orlando & Kissimmee, the state of Florida, the GayDayS® Host Hotel, or any other central Florida attraction or icon.

10. Gay Day/SgayDays/sGayDays 2021/GayDayS.com and any variation are registered service and trademarks of GayDayS, Inc., and permission for their use on merchandise for sale must be secured in writing from GayDayS, Inc. in advance. GayDayS® is the registered trademark of GayDayS, Inc., www.GayDayS.com. Use only with license and permission. All rights reserved.

11. Any unauthorized use of the above terms, or the GayDayS® logo, will constitute service and trademark infringement and will be subject to prosecution. Applications for the licensing of certain registered terms, and/or the GayDayS® logo, for use in the manufacture of souvenir items may be obtained by contacting chris@GayDayS.com. Reasonable licensing fees may be assessed.

12. Booth & Outdoor Exhibit Locations & Restrictions: Display and/or storage for Booth & Outdoor exhibitors is limited to the space assigned the booth. There is no storage area. There may be storage available, at a fee, at the Host Hotel. All exhibitors are assigned locations on a space available basis at the discretion of GayDayS, Inc. Once assigned, locations cannot be changed.

13. NO private sound system is allowed in vendor space unless approval is given by GayDayS, Inc. in advance. GayDayS® provides an Expo MC for announcements and give-aways.

14. VENDORS are able to receive additional promotion by donating an item for the hourly raffle drawings held during the GayDayS® Expo. Please contact Chris@GayDayS.com to find out more about this promotion.

15. There is NO hospitality room for the vendors. Vendors are recommended to bring their own refreshments for their staff unless they wish to purchase Host Hotel refreshments.

16. There is NO reserved parking for vendors. Vendors are required to park at self-parking.

17. There is NO vendor discount for Host Hotel sleep rooms, but it is recommended to book a room at the Host Hotel to provide a private room for you and your staff during the Expo.

Signature: ________________________________ Date: ________________________________

BY MAIL, submit application and fees to:
GayDayS, Inc.
Attn: Expo
PO Box 796
Gotha, FL 34734

OR, BY FAX send application to the GayDayS, Inc. office.
321-281-3706 or email to Chris@GayDayS.com

ALL PAYMENTS/FEES ARE NON-REFUNDABLE
GayDayS® Expo & Outdoor Vendors presented by GayDayS, Inc. | GayDayS.com
Margaritaville Resort Orlando is located at 8000 Fins Up Circle, Kissimmee, FL 34747

888-942-9329 | chris@GayDayS.com
<table>
<thead>
<tr>
<th>Service, Web Page or Event Title</th>
<th>Static Logo or Tile Ad on corresponding web page with active link to your site</th>
<th>Logo &amp; Name on banners and signage at event</th>
<th>Additional Branding Exposure</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>GayDayS® Expo &amp; GayDaysExpo.com</td>
<td>Thousands of page views, static banner</td>
<td>Attendance: 20,000</td>
<td>National print and magazine advertising, Booth at Expo, Bag insertion</td>
<td>$20,000</td>
</tr>
<tr>
<td>Online &amp; Print GayDays® Calendar</td>
<td>Thousands of page views, static banner</td>
<td>Readership: 100,000+</td>
<td>Conspicuous branding online and print GayDayS® Calendars</td>
<td>$20,000</td>
</tr>
<tr>
<td>Online Ticket Booth &amp; Ticket Distribution Center</td>
<td>Thousands of page views, static banner</td>
<td>Attendance: 5,000+</td>
<td>Banner in Ticket Distribution Center</td>
<td>$20,000</td>
</tr>
<tr>
<td>Welcome &amp; Information Booth</td>
<td>Thousands of page views, 5 mentions in email campaigns, static banner</td>
<td>Attendance: 30,000+</td>
<td>Listing in online and print Calendars, items/s</td>
<td>$10,000</td>
</tr>
<tr>
<td>18+ Expo</td>
<td>Thousands of page views, 5 mentions in email campaigns, static banner</td>
<td>Attendance: 15,000+</td>
<td>Company banner displayed at booth listing in online and print Calendars</td>
<td>$10,000</td>
</tr>
<tr>
<td>Taste of GayDayS®</td>
<td>Thousands of page views, 5 mentions in email campaigns, static banner</td>
<td>Attendance: 400+</td>
<td>Listing in online &amp; print Calendars, multiple home page mentions, logo on print advertising</td>
<td>$5,000</td>
</tr>
<tr>
<td>Daytime Pool Parties 11am-5pm Thursday-Sunday at GayDays® Host Hotel</td>
<td>Thousands of page views, 5 mentions in email campaigns, static banner</td>
<td>Attendance: 4,000+ daily flow at GayDayS® Host Hotel</td>
<td>Company banner displayed all 4 days, listing in online &amp; print Calendars, 1/4-pg ad, option to provide branded party supplies, logo on print advertising</td>
<td>$5,000 per day</td>
</tr>
<tr>
<td>Evening Pool Parties 5pm-2am Thursday-Sunday at GayDays® Host Hotel</td>
<td>Thousands of page views, 5 mentions in email campaigns, static banner</td>
<td>Attendance: 5,000+ daily flow at GayDayS® Host Hotel</td>
<td>Company banner displayed all 4 days, listing in online &amp; print Calendars, 1/4-pg ad, option to provide branded party supplies, logo on print advertising</td>
<td>$5,000 per evening</td>
</tr>
<tr>
<td>Service, Web Page or Event Title preceded by your company/product name as Event Host</td>
<td>Static Logo or Tile Ad on corresponding web page with active link to your site</td>
<td>Logo &amp; Name on banners and signage at event</td>
<td>Additional Branding Exposure</td>
<td>Fee</td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>Miss GayDayS® Pageant</td>
<td>5 mentions in email campaigns, static banner</td>
<td>1 Day</td>
<td>Logo on tickets, banner in event space</td>
<td>$5,000</td>
</tr>
<tr>
<td>Mr. GayDayS® Leather Competition</td>
<td>5 mentions in email campaigns, static banner</td>
<td>1 Day</td>
<td>Logo on tickets, banner in event space</td>
<td>$5,000</td>
</tr>
<tr>
<td>Kickoff Party</td>
<td>Thousands of page views, 5 mentions in email campaigns, static banner</td>
<td>Attendance: 300+</td>
<td>Listing in online and print Calendars, logo on print advertising</td>
<td>$5,000</td>
</tr>
<tr>
<td>Welcome Bag Inserts (provided by client)</td>
<td>N/A</td>
<td>10,000</td>
<td>Inserted in bags given to all Expo, Host Hotel &amp; Co-Host Hotel guests</td>
<td>$2,000 magazines or large product samples, $1,000 coupon, postcard/small product sample</td>
</tr>
</tbody>
</table>

888-942-9329 | chris@GayDayS.com
PARTIES: Pursuant to this binding agreement between GayDayS, Inc. also known as GayDayS.com, doing business in Orlando, Florida and Advertiser, also known as ___________________________ of ___________________________, the Advertiser shall pay to GayDayS, Inc. the appropriate advertising fee noted below in exchange for the corresponding advertising and promotional considerations described in the Marketing Opportunities Kit.

Please enter amount to indicate sponsorship opportunity requested.

| GayDayS® Expo                                      | $20,000  |
| Online and Print Calendar of Events                | $20,000  |
| Online Ticket Booth & Ticket Distribution Center    | $20,000  |
| Welcome Information Booth                          | $10,000  |
| 18+ Expo                                           | $10,000  |
| Miss GayDayS® Pageant                             | $5,000   |
| Mr. GayDayS® Leather Competition                   | $5,000   |
| Kick-Off Party                                     | $5,000   |
| Taste of GayDayS®                                  | $5,000   |
| Daytime Pool Party (per day)                       | $5,000   |
| Evening Pool Party (per night)                     | $5,000   |
| Welcome Bags Insert (item delivery is time sensitive) |          |
| Magazines or large product sample                  | $2,000   |
| Coupons, postcards or small product sample         | $1,000   |

CONTRACT CONTINUED ON NEXT PAGE >>
GayDayS® Orlando Event Branding/Banner Bar Contract

PAYMENT: Payment is due upon signing.

TERM OF CONTRACT: The term of this contract will be from the time of signing to June 30, 2021.

LIMITATION ON DAMAGES: In no event will GayDayS.com be liable to Sponsor for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not GayDayS.com has been advised of the possibility of such damage.

SUBMISSION OF MATERIALS: All materials will be submitted in accordance with the specifications presented in the Marketing Kit. Failure to submit materials in accordance with these specifications will result in production charges.

RIGHT TO REFUSE UNACCEPTABLE ADVERTISING: GayDayS.com reserves the right to refuse any advertisement or Sponsorship banner that does not completely conform to every detail, instruction, method, and guideline set in the Technical Specifications which can be found on the GayDayS.com website.

USAGE STATISTICS: Usage statistics are based on current trends. GayDayS.com makes no guarantee to any published numbers at any given time. GayDayS.com shall not be held liable for any claims as they relate to said usage statistics.

PRESERVATION OF IDENTITY: The Sponsor agrees to include the GayDayS.com logo/URL in all advertising related to the GayDayS® event including national or local print publications, on-property signage, flyers, table tents, etc., and on the Sponsor’s own website.

The Sponsor agrees to reference the event to which this agreement applies as GayDayS® with an “s,” and further agrees not to use the terms Gay Day or Gay Day Weekend in any advertisements or on any promotional materials related to the GayDayS® 2021 event.

The Sponsor agrees that it will not feature any icons, logos, URLs, or email addresses related to GayDayS®. Gay Day, Gay Disney, Gay Day Weekend, etc., other than its own or those provided by GayDayS.com, on any advertisements, products, websites, etc., et cetera, controlled by the Sponsor during the period of this agreement.

GayDayS, Inc. will not provide or facilitate links from GayDayS.com or GirlsatGayDayS.com to any website which features links to, or the branding of, or contact information for any other GayDayS® related website, company, service, or organization.

GayDayS® is the registered trademark of GayDayS, Inc., www.GayDayS.com. Use only with license and permission. All rights reserved.

ASSIGNMENT: Advertiser may not assign this agreement, in whole or in part, without the written consent of GayDayS, Inc. Any attempt to assign this Agreement without such consent will be null and void.

GOVERNING LAW: This Agreement will be governed by and construed in accordance with the laws of the state of Florida.

ENTIRE AGREEMENT: This Agreement and any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by the GayDayS.com Marketing Kit, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

FEES PAYABLE BY CHECK TO: GayDayS, Inc., PO Box 796, Gotha, FL 34734.

FOR THE SPONSOR: Approved and agreed by ____________________________
Print Name __________________________________________________________
Email ____________________________ Date ____________________________

FOR GAYDAYS, INC. D.B.A. GAYDAYS.COM: Approved and agreed by ____________________________
Print Name __________________________________________________________
Email ____________________________ Date ____________________________

SIGN THESE TWO CONTRACT PAGES AND FAX TO 321-281-3705 OR EMAIL CHRIS@GAYDAYS.COM

888-942-9329 | chris@GayDayS.com
GayDayS® Orlando Investment Summary

**OPPORTUNITY ..................... VALUE**

**Sponsorships**
Co-Presenting Sponsorships ........................................ $60,000
Platinum Sponsorships (exclusive category) ...................... $40,000
Platinum Sponsorships ............................................. $30,000
Gold Sponsorships ................................................ $20,000
Silver Sponsorships ............................................... $10,000
Bronze Sponsorships .............................................. $5,000

**4-Color Advertising in Official GayDayS® Orlando Magazine**
Full Page Back Cover ................................................. $4,499
Full Page Inside Front Cover ....................................... $3,499
Full Page Premium Placement (right-hand placement within first 10 pages) .................................................... $3,399
Full Page Inside Back Cover ........................................ $3,199
Full Page ............................................................... $2,499
Half Page .................................................................. $1,499
Quarter Page ............................................................ $899
Eighth Page ............................................................... $475

**Banner Bar Advertising**
Banner Bars on GayDayS.com ($4,000 minimum) ....................... $40 CPM

**GayDayS® Expo Vendor Opportunities**
GayDayS® Main Expo Premium Booth Package (10’x10’ pipe & drape) ......................................................... $1,500
GayDayS® Main Expo or 18+ Expo Booth Package (10’x10’ pipe & drape) ......................................................... $1,250
GayDayS® Auxiliary Expo Booth Package (10’x10’ pipe & drape) ............................................................. $1,000
Outdoor or Indoor Small Vendor Option .............................. $800

**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 .......................................................... $20,000
Online & Print Calendar of Events ................................ $20,000
Online Ticket Booth and Ticket Distribution Center .............. $20,000
Welcome Information Booth ......................................... $10,000
18+ Expo ................................................................ $10,000
Miss GayDayS® Pageant ............................................... $5,000
Mr. GayDayS® Leather Competition ................................ $5,000
Kick-Off Party ............................................................ $5,000
Taste of GayDayS® ......................................................... $5,000
Daytime Pool Parties (per day) ...................................... $5,000
Evening Pool Parties (per night) ..................................... $5,000

**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
What Is GayDayS® Orlando?

What started 31 years ago as a simple gathering for the gay community at Walt Disney World’s Magic Kingdom has become one of the top three international LGBTQ vacation events, with 180,000 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. Over 50 entertainment and social events color the GayDayS® calendar — ensuring something for everyone. During the week, thousands 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 theater and funniest comedy events. 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 market to this international, devoted, out and proud crowd?

GayDayS® is the registered trademark of GayDayS, Inc., www.GayDayS.com. GayDayS, Inc./d.b.a. GayDayS.com is registered with the state of Florida as a seller of travel - Registration #ST-33198

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