

COMING TO FORT LAUDERDALE THIS HALLOWEEN

one *VERY SCARY* magical weekend

OCTOBER 28-31, 2016



FEATURING

INTRACOASTAL CRUISE • POOL PARTIES • COSTUME CONTEST
WILTON DRIVE BAR CRAWL • HALLOWEEN PARTY

presented by

POWERED BY
SCRUFF



HOTspots!

greater FORT LAUDERDALE
HELLO sunny
sunny.org

host hotel

B
OCEAN
FORT LAUDERDALE

onemagicalweekend.com

CONTENTS



Introduction and Letter	3
One Magical Weekend	4
Gay Biz Expo & Host Hotel	5-7
Demographics	8
Presenting Sponsor	9
Gold Sponsor	10
Silver Sponsor	11
Bronze Sponsor	12
Corporate Sponsor	13
Local Sponsor	13
Previous Sponsors	15
Thank You!	16



CONTACTS:

Tom Christ / 954-448-6831
tom.hbbc@gmail.com

Darcy Christ / 214-384-3467
darcy@onemagicalweekend.com

HELLO

AFTER 8 YEARS OF SUCCESS IN ORLANDO...

One Magical Weekend is proud to announce that we will be hosting our Inaugural Fort Lauderdale Beach event...One **Very Scary Weekend**. Fort Lauderdale/Broward county is host to over 1.1 million LGBT visitors each year. It is the perfect market to connect **One Magical Weekend** and a vibrant and breathtaking destination. Not just a sponsorship here...but a YEAR-ROUND campaign to embed your BRAND with our ferociously brand loyal guests.

We use LGBT data management and social media to reach over 5 million LGBT customers throughout the year. Included are the biggest hitters and trend setters within our community...all descending on Fort Lauderdale and Orlando from around the world each year for our events... **One Magical Weekend**.

This first of its kind event in Fort Lauderdale will feature 6 Incredible Events, featuring 10 International DJs over 3 non-stop days and nights for our guests.

The weekend launches with...

GAYBIZEXPO

FORT LAUDERDALE 2016

TRAVEL • FASHION • ENTERTAINMENT • REAL-ESTATE • LEGAL • PERSONAL
SERVICES • HOME RENOVATIONS • DIGITAL • FINANCIAL SERVICES • ARTISTS
COMMUNICATIONS • BANKING • WEDDINGS • HEALTHCARE • CRUISE LINES
ESTATE PLANNING • JOB OPENINGS • ELECTRONICS • WEALTH BUILDING



SATURDAY, OCTOBER 29 / 11AM — 6PM

SUNDAY, OCTOBER 30 / 11AM — 2PM



**8 X 10 BOOTHS FOR AS LOW AS
\$875**

FOR DETAILS VISIT: onemagicalweekend.com

GAYBIZEXPO

FORT LAUDERDALE 2016

**Why
should
you be here?**

GAY MALE TRAVELERS

HIGH INCOME / HIGH SPENDING

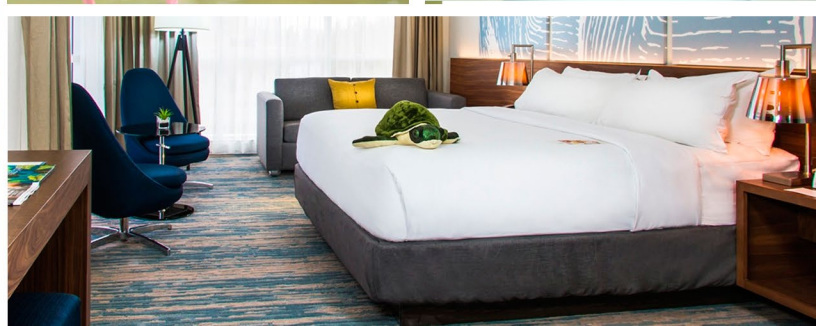
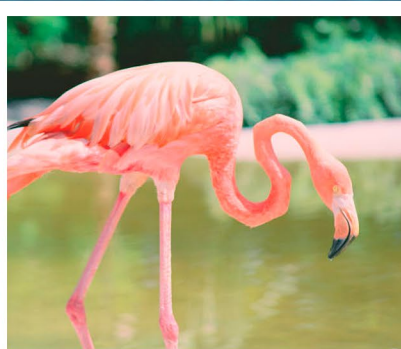
Source: Community Marketing & Insights

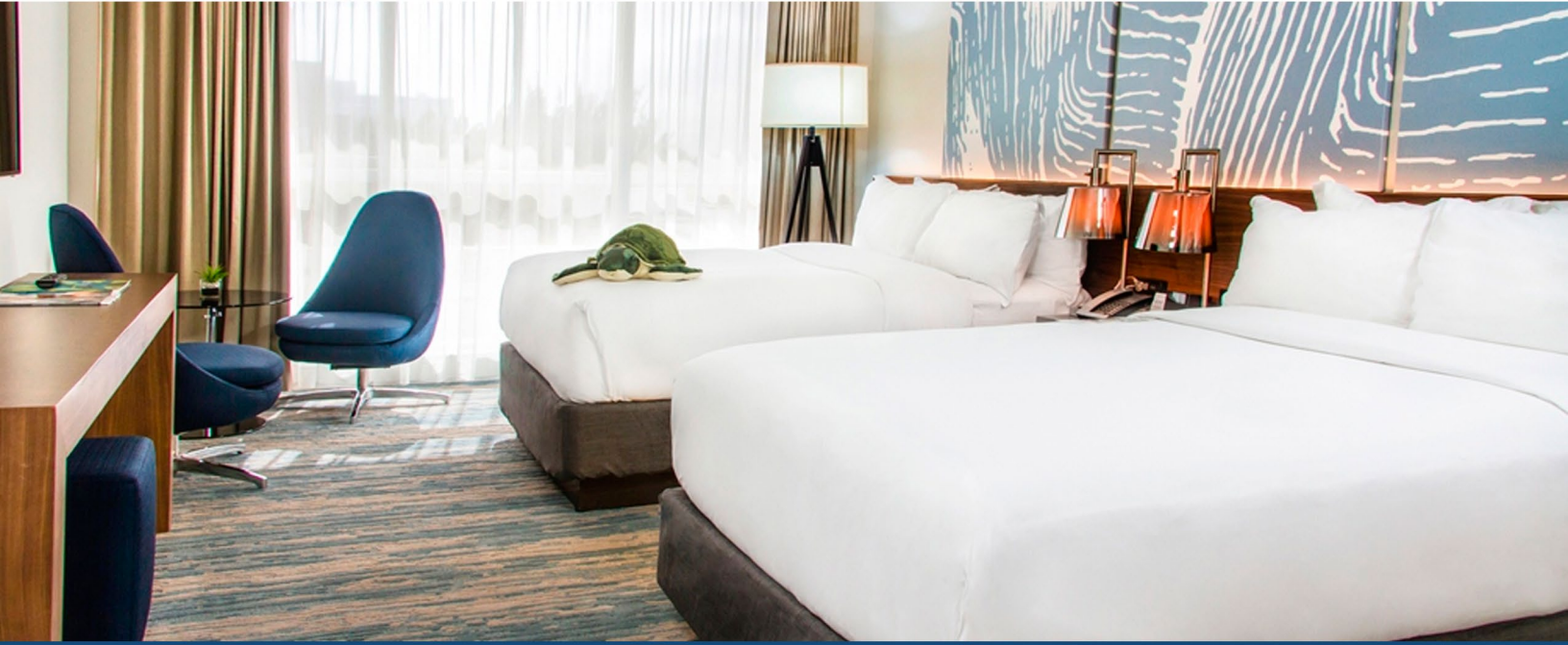
Average Age	27 - 55
Median Income	\$81,400
Attended College	89.6%
Post-Graduate Degrees	38%
Own a Home	68%
Travel Domestically	73%
Travel Internationally	39%
Stayed at a Hotel or Guest-house	84%
Dine Out 7 or More Times a Month	82%
Subscribe or Use an Online Service	92%
Own a Pet	71%
Own 1 or More Vehicles	94%
Male / Female	93% / 7%



THE #1 DEMOGRAPHIC IN THE WORLD

HOST HOTEL





B First to experience the newly renovated B Ocean Resort situated directly on famous Fort Lauderdale beach. Debuting in early 2016, our iconic South Florida resort, formerly known as the Yankee Clipper, will boast stylish new designs and amenities. Upon completion, B Ocean Resort Fort Lauderdale will be the fashionista-leader and exude the true definition of what it's like to B In Vogue™

The resort, located directly on the white sands of Fort Lauderdale beach, is one of only 4 hotels in the entire destination where guests can sip, savor and enjoy food and beverage offerings while in the comfort of their beachside loungers with service staff available to ensure your day will be memorable, relaxing and carefree.

B Ocean Resort also features FREEB™ Wi-Fi throughout the entire hotel including all three towers, public areas, at the pool or while sitting on the beach basking in the beauty of the Atlantic Ocean.

At B Ocean Resort Fort Lauderdale you will revel and fall in love with B Hotels & Resorts' approachable Self Expression Hospitality™.



**5 MILLION
IMPRESSIONS**

**NATIONAL EXPOSURE
YEAR-ROUND**

WE GET YOUR MESSAGE
DIRECTLY TO
YOUR BEST CUSTOMERS!

Get your brand front and center on millions of LGBT eyes at our world-class events and throughout the year using our full-service, full-impact LGBT marketing machine!

HIGH DISPOSABLE
INCOME TRAVELERS
...AND YOUR BRAND

**\$835 BILLION IN
LGBT BUYING POWER**

\$25,000
(\$100,000 value)

PRESENTING SPONSOR

EXCLUSIVITY HAS ITS REWARDS

AS DOES BEING A COVETED PRESENTING LEVEL SPONSOR.
WHY NOT BE THE MOST VISIBLE AND TALKED ABOUT?

1. PRESENTING SPONSOR Logo / Banner / Links on all promotional collateral.
2. PRESENTING SPONSOR banners and brand will grace the entrance to all **One Very Scary Weekend** events. Opportunity for PRESENTING SPONSOR branding at each of our 3 Therapy Pool Parties at the B Ocean Resort.
3. (5) VIP tickets to Fort Lauderdale Intracoastal Boat Cruise on one of the Sun Dream Party-Yacht's.
4. (5) VIP tickets to Saturday Night's Main Event.
5. (5) VIP tickets to Sunday Night's T-Dance.
6. (5) Weekend Pool Party Passes.
7. Exclusive stocking of liquor, beer, water, or sodas at 60 plus bars throughout weekend (if applicable).
8. Opportunity to place up to 500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Ocean Resort Host Hotel.
9. Full-page PRESENTING SPONSOR Ad in One Magical Weekend's print and digital magazine.
10. PRESENTING SPONSOR placement and booth at our **Gay Biz Expo** and **Welcome Center** located at the B Resort & Spa conference center.



\$15,000
(\$25,000 value)

GOLD SPONSOR

THIS PACKAGE WILL PLACE YOUR BRAND IN ITS OWN STRATOSPHERE. PROVIDE A SPECIAL MARKETING BOOST.

1. GOLD SPONSOR Logo / Banner / Links on all promotional collateral.
2. GOLD SPONSOR banners and brand will grace the entrance to all **One Very Scary Weekend** events. Opportunity for GOLD SPONSOR branding at each of our 3 Therapy Pool Parties at the B Ocean Resort.
3. (5) General Admission tickets to Fort Lauderdale Intracoastal Boat Cruise on one of the Sun Dream Party-Yacht's.
4. (5) General Admission tickets to Saturday Night's Main Event.
5. (5) General Admission tickets to Sunday Night's T-Dance.
6. (5) Weekend Pool Party Passes
7. GOLD Stage Sponsor at all Events.
8. Opportunity to place up to 500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Ocean Resort Host Hotel.
9. Full-page GOLD SPONSOR Ad in One Magical Weekend's print and digital magazine.
10. GOLD SPONSOR placement and booth at our **Gay Biz Expo** and **Welcome Center** located at the B Ocean Resort a conference center.

\$10,000
(\$15,000 value)

SILVER SPONSOR

HIGHLY RESPECTED LGBT MARKETS AWAIT. GET DIRECT ACCESS TO THIS LUCRATIVE MARKET.

1. SILVER SPONSOR Logo / Banner / Links on all promotional collateral.
2. SILVER SPONSOR banners and brand will grace the entrance to all **One Very Scary Weekend** events. Opportunity for SILVER SPONSOR branding at each of our 3 Therapy Pool Parties at the B Ocean Resort.
3. (3) General Admission tickets to Fort Lauderdale Intracoastal Boat Cruise on one of the Sun Dream Party-Yacht's.
4. (3) General Admission tickets to Saturday Night's Main Event.
5. (3) General Admission tickets to Sunday Night's T-Dance.
6. (3) Weekend Pool Party Passes
7. SILVER Stage Sponsor at all Events.
8. Opportunity to place up to 500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Ocean Resort Host Hotel.
9. Half-page SILVER SPONSOR Ad in One Magical Weekend's print and digital magazine.
10. SILVER SPONSOR placement and booth at our **Gay Biz Expo** and **Welcome Center** located at the B Ocean Resort conference center.

\$5,000
(\$10,000 value)

BRONZE SPONSOR

SO MANY RECEIVABLES! YOUR BRAND WILL BE THE CENTER OF ATTENTION. WHY NOT BE EVERYWHERE?

1. BRONZE SPONSOR Logo / Banner / Links on all promotional collateral.
2. BRONZE SPONSOR banners and brand will grace the entrance to all **One Very Scary Weekend** events. Opportunity for BRONZE SPONSOR branding at each of our 3 Therapy Pool Parties at the B Ocean Resort.
3. (2) General Admission tickets to Fort Lauderdale Intracoastal Boat Cruise on one of the Sun Dream Party-Yacht's.
4. (2) General Admission tickets to Saturday Night's Main Event.
5. (2) General Admission tickets to Sunday Night's T-Dance.
6. (2) Weekend Pool Party Passes.
7. Opportunity to place up to 500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Ocean Resort Host Hotel.
8. Quarter-page SILVER SPONSOR Ad in One Magical Weekend's print and digital magazine.
10. BRONZE SPONSOR placement and booth at our **Gay Biz Expo** and **Welcome Center** located at the B Ocean Resort conference center.

\$2,500

(\$5,000 value)

CORPORATE SPONSOR

BE PART OF THE MAGIC!

1. CORPORATE SPONSOR Logo/Banner/Links on all promotional collateral.
2. Opportunity to place up to 500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Ocean Resort Host Hotel.
3. Quarter-page CORPORATE SPONSOR Ad in One Magical Weekend's print and digital magazine.

\$1,000

(\$2,500 value)

LOCAL SPONSOR

LOCAL SPONSOR GET YOUR BRAND IN FRONT OF THOUSANDS LAST YEAR SAW TRAVELERS FROM 22 COUNTRIES AND 44 STATES.

1. LOCAL SPONSOR Logo/Banner/Links on all promotional collateral.
2. Opportunity to place up to 500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Ocean Resort Host Hotel.
3. LOGO Ad in One Magical Weekend's print and digital magazine.



BECOME A TOUR SPONSOR



ATLANTA • DALLAS • BOSTON • CHICAGO • LOS ANGELES
SAN FRANCISCO • DENVER • TAMPA • BEIJING • MIAMI
FORT LAUDERDALE • D.C. • SAN DIEGO • ORLANDO

**Directly connect with the LGBT Community
in over 25 cities throughout the year.**

For more information contact Tom Christ: 954.448.6831

PREVIOUS SPONSORS



THEY WILL PARTY ...THEY WILL SPEND ...AND SPEND

THE LGBT WORLD IS ALREADY COMING.

They will party...they will spend, and spend. Which sponsors they ultimately focus their attention and dollars on throughout the year is up to you.

Get noticed. Get recognition. Get business.

We look forward to partnering with you to help you broaden your competitive edge, increase your credibility and visibility in the LGBT community, and capture your share of the \$835 BILLION in LGBT buying power.

Premiere branding...one-stop source to reach the LGBT market... and national exposure year round...it's a no brainer opportunity.

YOU NEED TO BE HERE!

Billy Looper
Tom Christ

THANK YOU