

Sponsorship Proposal

A collective of creatives utilising worldwide networks to promote official Pride Amplified events and guarantee their success when **Sydney hosts WorldPride 2023**
Attracting 1.2 Million visitors worldwide

Johan Khoury

Director Daywash Events

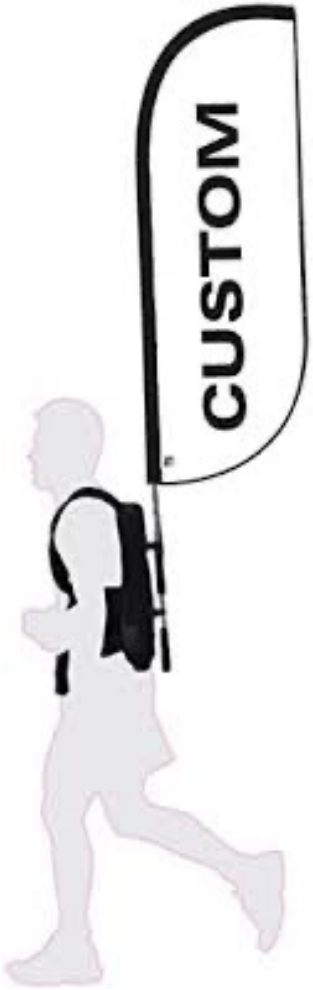
+61 411 324 076

Email hello@daywash.com.au

Web <https://www.daywash.com.au>

 *presents*





The Proposal

We are looking for financial sponsorship which will help put on this large scale (and pricey) event, ensuring it is a success in 2023, and an annual event every year after that.

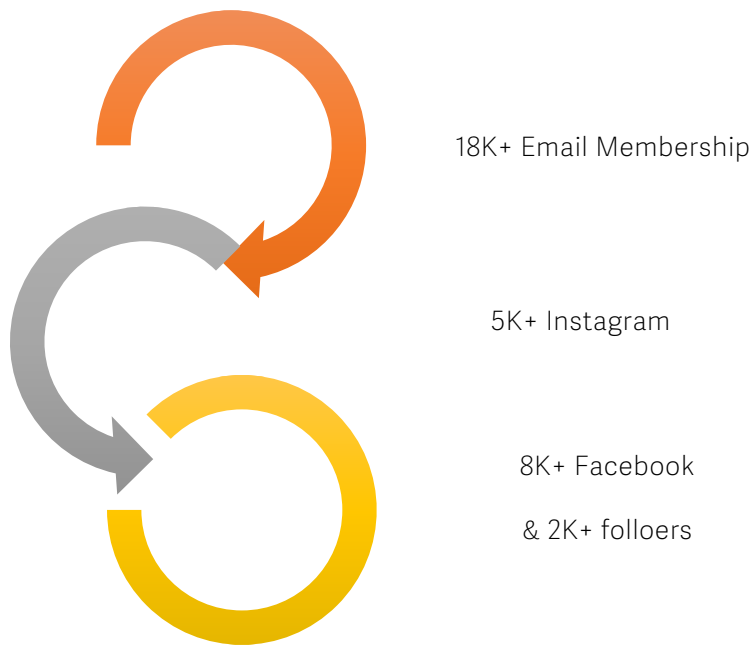
We welcome creative suggestions and look forward to opening discussions with you.

Sponsorship packages (excluding gst) : \$5,500, \$9,500, \$15,500, and \$22,500

Daywash Events Australian licensed brands
CANDYLAND - KIKI POOL PARTY- POUND

CANDYLAND – Circuit Party, 2500 attendees
KIKI POOL PARTY- It’s the best way to hang with groups of friends, sunshine and swim, all-inclusive, friendly, fresh tunes, 1500 attendees
POUND - This is a cruising party on a sex-on-premises venue. We are holding six POUND events over the two weekends, 3000 attendees

DAYWASH Stats for CANDYLAND | KiKi | POUND | & 2nd LOAD



MON 27 FEB 23
2PM-10PM

CANDYLAND XXL
IVY CLUB

Dancers required : 5pm-830pm

PRIDE AMPLIFIED



MON 06 MAR 23
12PM-8PM

KIKI POOL PARTY FINALE
IVY POOL

Dancers required : 3pm-6pm

PRIDE AMPLIFIED



FRI24 SUN26 MON27 FEB 23

POUND PARTY
FOR CIS & TRANS MEN ONLY
SYDNEY SAUNA

Dancers required each date : Midnight - 2am

PRIDE AMPLIFIED



FRI3 SUN5 MON6 MAR 23

POUND PARTY
FOR CIS & TRANS MEN ONLY
SYDNEY SAUNA

Dancers required each date : Midnight - 2am

PRIDE AMPLIFIED

This one is for Brazilians, Colombians, Europeans, Spanish, etc
Brazilian licensed brand, 2200 attendees

GUAPO FIESTA Stats

Resident Guapo DJ Mario Beckman (Brazil)



19K+
Instagram



204K+ Instagram

10K+
Facebook



SUN
26
FEB
23
9PM-3AM

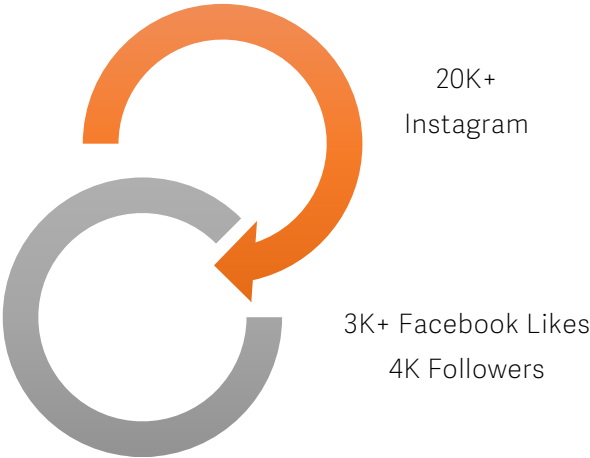
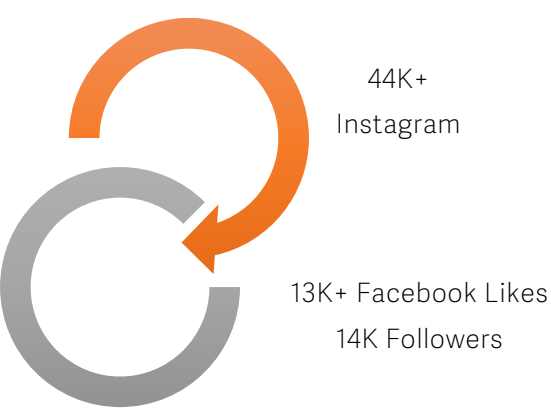
GUAPO FIESTA
THE ARGYLE THE ROCKS

Dancers required : 11pm-2am



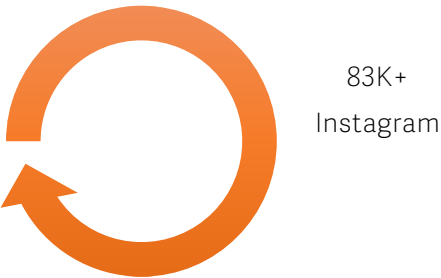
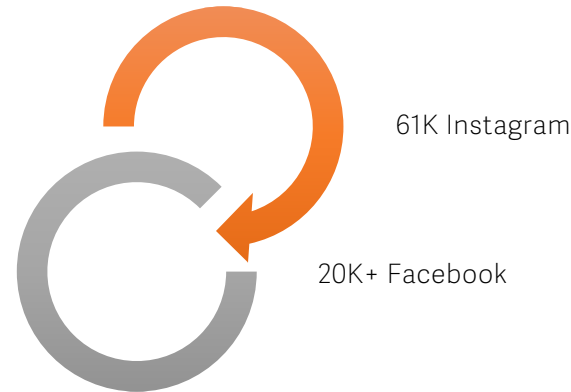
Candyland has been the first (and only) event to sell out in advance each year, within 4 weeks of going on sale. This is our signature event.
2500 attendees

International DJs Dani Toro (Spain) Chris Turina (Chile)



Rafael Barreto (Brazil)

Jose Rendon (Dublin)



**MON
27
FEB
23**
2PM-10PM

CANDYLAND XXL
IVY CLUB

Dancers required : 5pm-830pm



Insights

Review performance results and ...



Daywash



Connect with a Marketing Pro



This year: Jan 1, 2022 – Jul 7, 2022



Overview



Results



Content



Audience

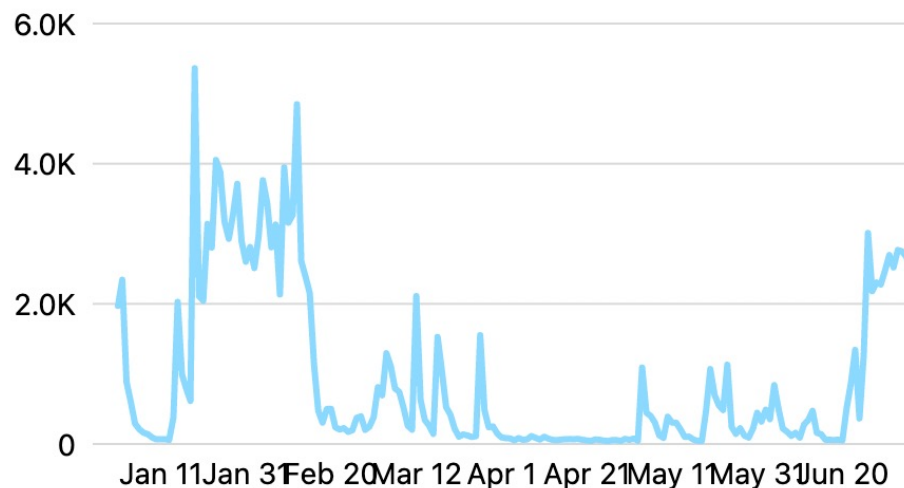


Benchmarking

Reach

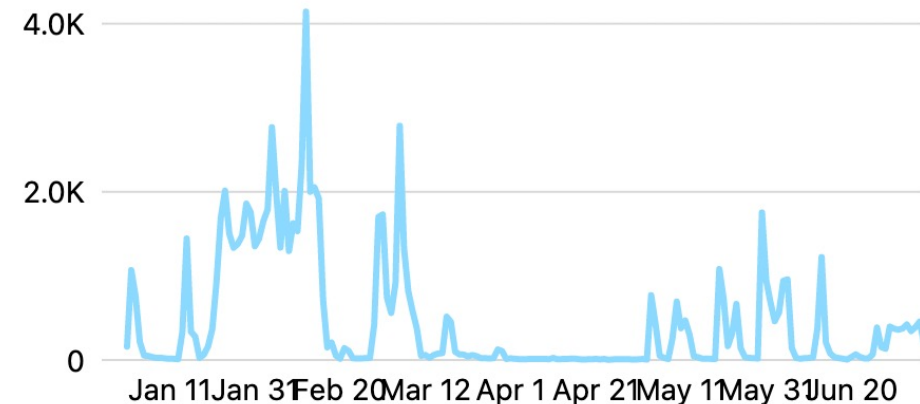
Facebook Page reach ⓘ

41,983 ↑ 165.3%



Instagram reach ⓘ

26,164 ↑ 522.5%



Export

Page Overview

Last 28 days

Followers: 8,353



Post Reach

500,695



Post Engagement

6,859



New Page Likes

38

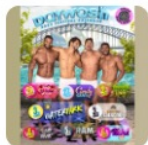


New followers

51

[See Details](#)

Top Performer



Daywash 2023 Festival Calendar Pride Amplified <https://bit.ly/3bxJaal>
All tix at daywash.com.au

August 4 at 12:57 PM ·

Post Impressions



23,102

Post Reach



10,580

Post Engagement



1,145

[See Details](#)




Daywash

Professional dashboard

 Overview

Insights

 Home

 Your Page

 Posts

 Audience

Grow your audience

 Ad Center

 Invite friends to follow

Your tools

 Events

 Page access

 Messaging settings

 Linked accounts

 Top fans

 Business Apps

Tools to try

 Brand collab

 Moderation Assist

 Stars

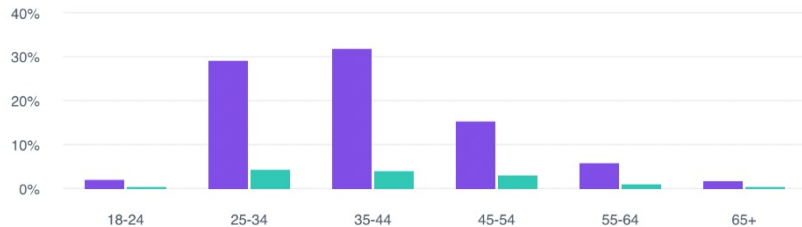
Audience

Age and Gender

Men

86.30%

Women

13.70%

Location

Cities

Countries

Australia	6,058
United States	462
United Kingdom	243
Philippines	107
New Zealand	102
Brazil	99
Mexico	84
Thailand	76
France	72
Taiwan	69

Post Insights



Daywash 2023 Festival Calendar Pride Amplified

<https://bit.ly/3bxJaal> All tix at daywash.com.au

August 4 at 12:57 PM · 🌐

Post Impressions



23,102

Post Reach



10,580


Post Engagement



1,145

Distribution



 +2.8x more impressions than your other posts within 12 days of publishing. [Learn more](#)

Interactions



39



10



0



0



0



0



Reactions

48



Comments

5



Link Clicks

729



Shares

4



Other Clicks

359

Other



Hide Post

1



Hide All Posts

--

Boost again

Overview

Results

Content

Audience

Benchmarking

Audience

Export

Current audience

Potential audience

Facebook Page likes

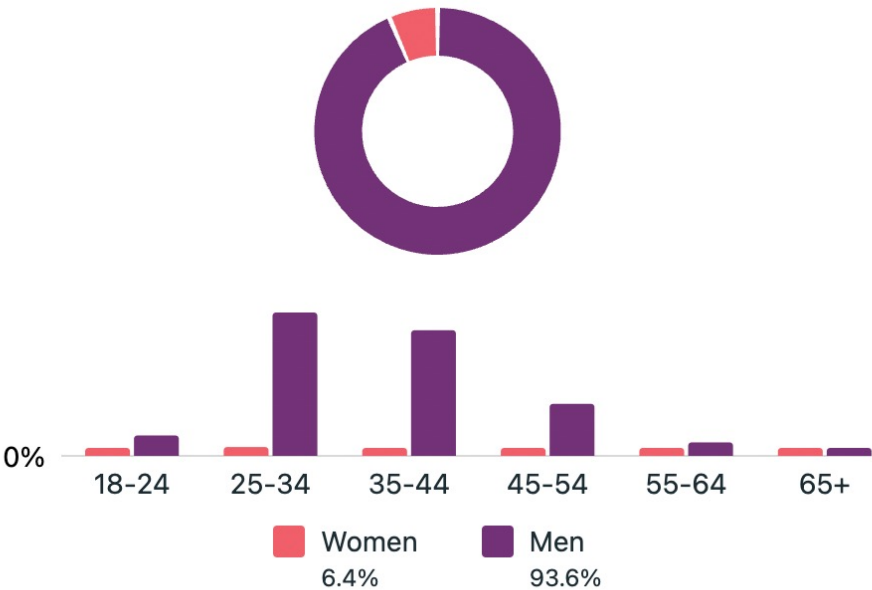
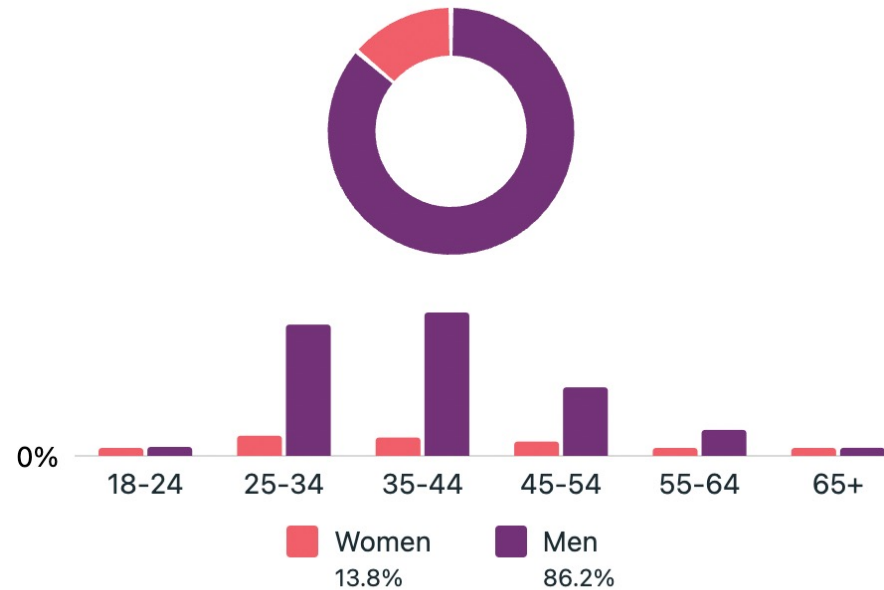
8,141

Instagram followers

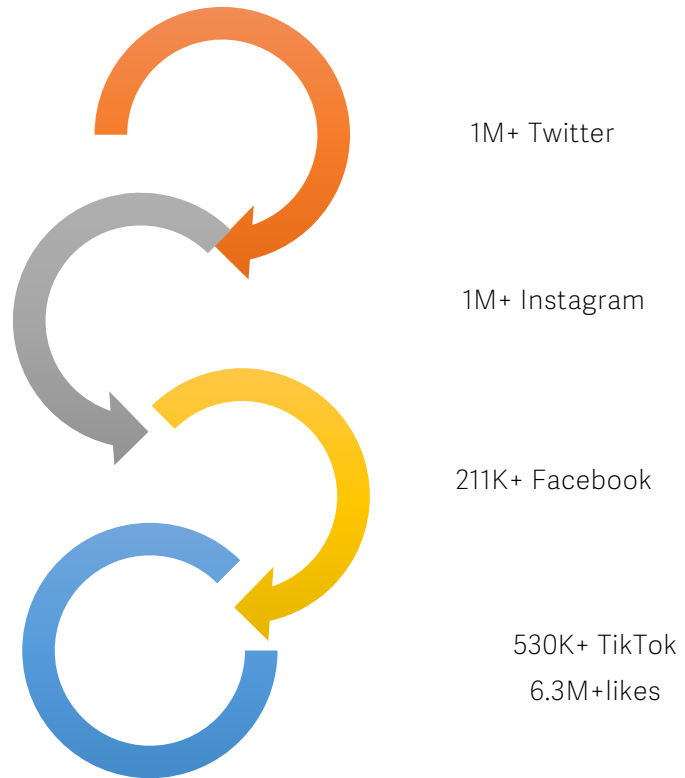
3,531

Age & gender

Age & gender



ANACONDA live show with Diego Barros
(Sydney debut), one of the sexiest men on earth
Brazilian licensed brand, 2200 attendees



The poster features a photograph of a shirtless man, Diego Barros, seen from behind, standing on a stage with his arms slightly out. He is wearing dark shorts. In the foreground, a crowd of people is visible, many holding up their phones to take pictures. The background is a hazy stage with some lights. The text 'ANACONDA' is in a large, green, textured font, and 'DIEGO BARROS LIVE SHOW' is in a white, bold, sans-serif font.

**THU
02
MAR
23**
8PM-1AM

**ANACONDA
DIEGO BARROS LIVE**
KINSELAS DARLINGHURST

Dancers required : 9pm-Midnight

A circular logo with a pink border. Inside, there is a black circle containing a white infinity symbol. The words 'PRIDE' and 'AMPLIFIED' are written in a circular path around the infinity symbol.

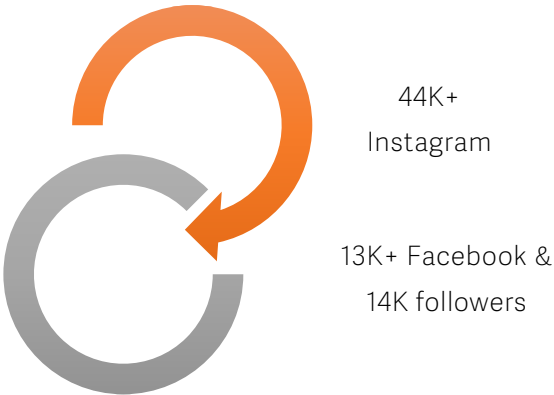
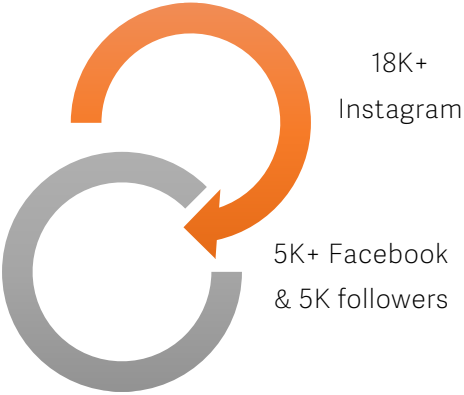
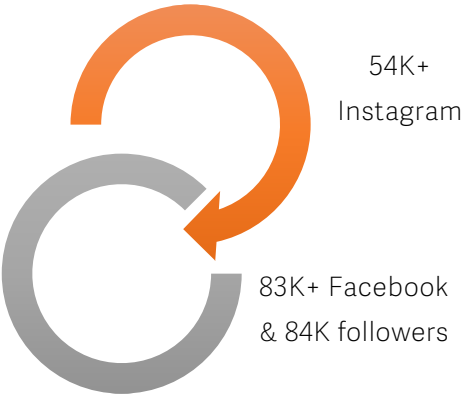
Circuit in Barcelona attracts more than 70,000 visitors each year to attend their Circuit Festival 2022
The largest LGBTQIA+ gathering in the world!
Spanish licensed brand, 5500 attendees

This event is an Australian Premier, the first time for an LGBTQIA+ Waterpark exclusive day out. This event is our BIGGEST event in our festival calendar.

Circuit Stats

Matinee DJ Phil Romano (Italy)

Dani Toro (Spain)





★ BIGGEST INTERNATIONAL GAY FESTIVAL ★



WATERPARK
PRE-PARTY

The Essence Of Your Summer

**FRI
03
MAR
23**
12PM-6PM

**CIRCUIT FESTIVAL
WATERPARK PRE-PARTY
RAGING WATERS SYDNEY**

Dancers required : 2pm-5pm





Daywash Events (SYD) & Matinée Group (BCN) are leading figures in the entertainment and events organization industry, supported by its more than two decades of history, hundreds of productions in 30 countries and thousands of attendees.

We're setting up two stages at Raging Waters with a DJ console, Lights & AV, creating a dance and entertainment zone, one at the Wave Beach Pool and another at the Dinosaur Lagoon.

Waterpark Circuit Festival is an Australian premier and a stand out event incomparable to anything else on during Sydney WorldPride and will be a highlight to our local, interstate, and international visitors.

They say a picture is worth 1000 words,
this is more like 14000

 The picture can't be displayed.

If the video on this page isn't
playing you can view it at
<https://bit.ly/3FDwZDy>



Inclusive events

LGBTQIA+ family , friends & Supporters

Waterpark Circuit Festival is an essential component for our calender of events and Raging Waters is the perfect venue to host it on Friday 3 March 2023.

Each year Europe experiences crowd numbers of 14,000+ take over the Barcelona waterpark.

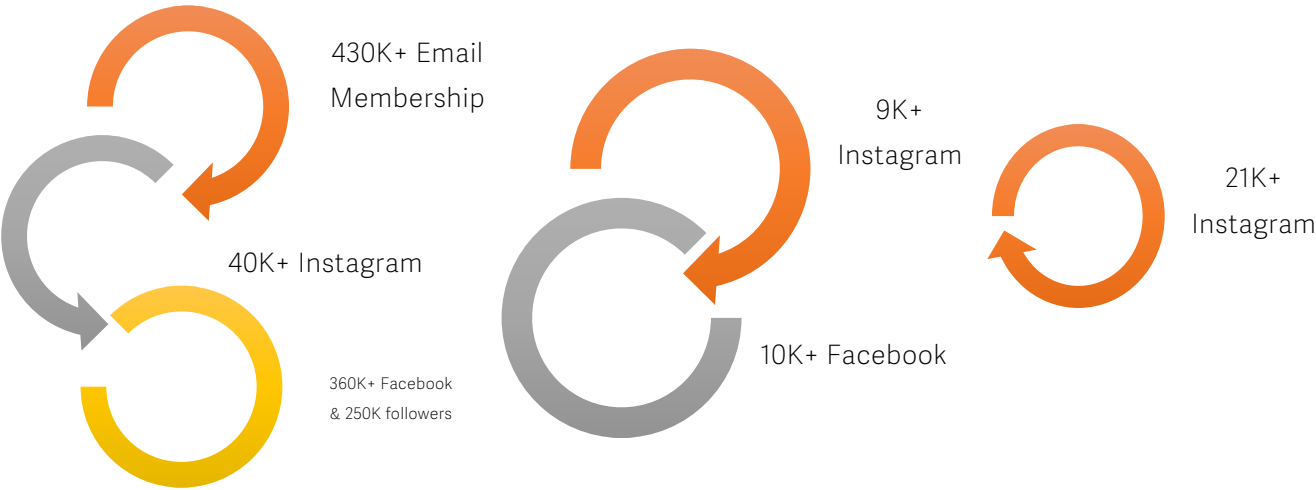
Our Sydney event will attract a crowd of around 5500 for this Australian first LGBTQIA+ waterpark day out.

We've hired the entire waterpark (slides and attractions) for private and exclusive use on this day.



The sexiest white party in the world.
Spanish licensed brand, 3500 attendees

Matinee Group Stats Kingstone (Paris) Liza Rodriguez (Brazil)



MATINEE GROUP

THE TEMPLE OF LALECHE!

FRI 03 MAR 23 9PM-3AM

THE TEMPLE OF LALECHE WHITE PARTY

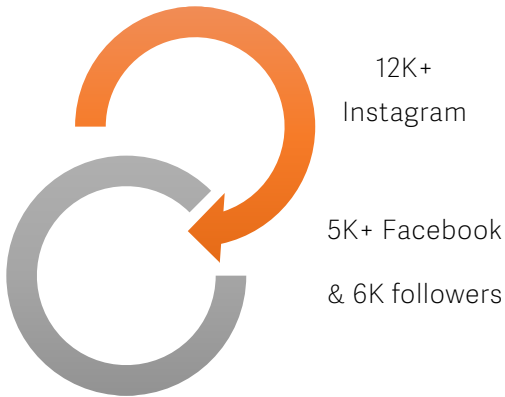
MANNING BAR SYDNEY UNIVERSITY

Dancers required : 11pm-2am

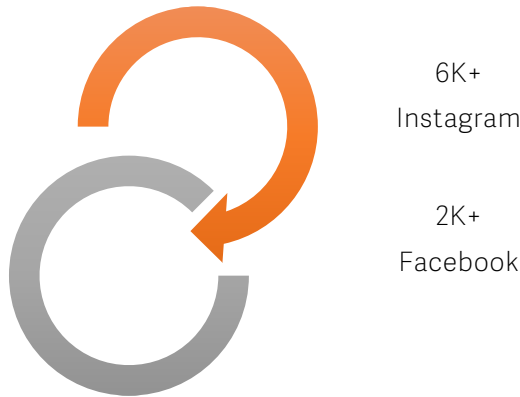
PRIDE AMPLIFIED

This one is more for the men, masculine, rough, but also real,
and social
American licensed brand, 2200 attendees

RAM Stats



Resident RAM DJ Joe Pacheco (USA)



**SUN
05
MAR
23
9PM-3AM**

RAM USA
THE ARGYLE THE ROCKS

Dancers required : 11pm-2am

A circular logo with the text 'PRIDE AMPLIFIED' around the perimeter. In the center is a stylized infinity symbol with a heart shape inside it.



Contact details

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Director

Johan Khoury Pty Ltd

Daywash Events

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