



## 2011 Sponsorship Kit





## The Unofficial Gay Days at the Disneyland Resort

### 2011 Event Details

Gay Days Anaheim at the Disneyland Resort in California, began in 1998 as a “little sister” event to Gay Days in Orlando. We wanted to have a day in the park where LGBT people didn’t have to worry about feeling like outsiders—where gay couples could hold hands while walking through Fantasyland without feeling like the minority. And we wanted to plan events in and around the parks to make the days unlike any others in the year. With an email chain as the event’s only promotion, 2,500 people showed up in October of that first year wearing red T-shirts. Gay Days now annually attracts over 35,000 people from all over the country and continues to grow.

**This Year:** The 14th annual Gay Days Anaheim will run September 30- October 2. Events include two big dance parties, a tropical pool party, VIP cocktail party, a Disneyland sponsored mixer, a single riders gathering, scavenger hunts, a lesbian luncheon, queer pin trading, a group photo, a private couple’s dinner, “Gay Brunch!,” and smaller gatherings for women, youth, bears, and families. The Gay Days Info Center, centrally located inside Disney’s Grand Californian Hotel, serves as the event’s lounge and information source as well as the venue for sponsors and vendors to reach out directly to guests. We continue to work with The Trevor Project, raising money for the organization’s 24-hour LGBT suicide prevention hotline.

**Gay Days Guide:** We will once again be producing a 4-color, glossy guide to Gay Days. 50,000 copies of the guide will be distributed throughout California in the weeks leading up to the event, as well as during the weekend at the parties and in the Gay Days Info Center inside the Disney’s Grand Californian Hotel.

**Promotion:** Advertisements for the 2010 event featuring our sponsors’ logos ran in *Frontiers*, *QVegas*, *PIX San Diego*, *Odyssey Hawaii*, *Rage*, *Gloss*, and on the websites *Gay.com* and *Zummin*. There were over **1 million pages of advertising** featuring our sponsors’ logos. Sponsor logos also appear on the cover of the Gay Days Guide. The event attracts media attention on local and national fronts, receiving press in print, television, and online. *All Presenting and Premiere sponsors will have logo placement on advertisements.*

# **GAY DAYS ANAHEIM PRESENTING SPONSORSHIP \$15,000**



2007 Academy Award winner Jennifer Hudson performs at Kingdom

## **Benefits\*:**

- Over the title logo placement on all print and online advertisements. Acknowledgement of presenting sponsorship in all radio and television spots.
- A full-page ad in the Gay Days Guide.
- Opportunity to present (including display signage) at your own table in the Gay Days Info Center at Disney's Grand Californian Hotel. Presenting Sponsors may display, give away and/or sell goods (pending approval).
- Opportunity to provide goods to be given away at any Gay Days parties as well as in the Gay Days Scavenger Hunt.
- Opportunity to include goods and/or collateral in gift and VIP bags.
- Logo displayed on screens (onstage) and monitors (at the bars) at the Kingdom party.
- Acknowledgements from the stage at all events.
- A link on the Gay Days Anaheim website ([www.GayDaysAnaheim.com](http://www.GayDaysAnaheim.com)) denoting Presenting sponsorship.
- Inclusion in all emails sent to the Gay Days private email list
- Two nights at one of the Disneyland Resort hotels
- Four tickets for Disneyland Park on Saturday and four tickets for Disney's California Adventure on Sunday.
- Four tickets to all private functions

\*Additional benefits can also be tailored to the needs of the sponsor.

# **GAY DAYS ANAHEIM PREMIERE SPONSORSHIP \$7,500**



## **Benefits\*:**

- Logo placement on all print and online advertisements.
- A half-page ad in the Gay Days Guide.
- Opportunity to display signage at a table in the Gay Days Info Center at Disney's Grand Californian Hotel. (Private tables available to Premiere Sponsors at additional cost where they can display, give away and/or sell goods.)
- Opportunity to provide goods to be given away at private parties as well as at the Gay Days Scavenger Hunts.
- Opportunity to include goods and/or collateral in gift and VIP bags.
- Logo displayed on screens (onstage) and monitors (at the bars) at the Kingdom party.
- Acknowledgements from the stage at all events.
- A link on the Gay Days Anaheim website ([www.GayDaysAnaheim.com](http://www.GayDaysAnaheim.com)) denoting Premiere sponsorship.
- Inclusion in all emails sent to the Gay Days private email list
- One night at one of the Disneyland Resort hotels
- A pair of tickets for Disneyland Park on Saturday or a pair of tickets for Disney's California Adventure on Sunday.
- A pair of tickets to all private events

\*Benefits can be tailored to the needs of the sponsor.

# **GAY DAYS ANAHEIM EVENT SPONSORSHIP \$2,000**

## **Benefits\*:**



- Opportunity to distribute promotions in the Gay Days Info Center at Disney's Grand Californian Hotel. (Private tables available at additional cost)
- Opportunity to provide goods to be given away at private parties as well as at the Gay Days Scavenger Hunts.
- Logo displayed on screens (onstage) and monitors (at the bars) at the Kingdom party.
- Opportunity to include goods and/or collateral in gift and VIP bags.
- Acknowledgements from the stage at all events.
- Single tickets to private events
- A link on the Gay Days Anaheim website ([www.GayDaysAnaheim.com](http://www.GayDaysAnaheim.com)) denoting sponsorship.
- Inclusion in all emails sent to the Gay Days private email list

\*Benefits can be tailored to the needs of the sponsor.

# **GAY DAYS ANAHEIM**

## **Gay Days Info Center**

Thousands of people visit the Gay Days Info Center, a hub of activity for the event. Conveniently located inside Disney's Grand Californian Hotel, the Info Center is a place where guests can purchase the Official Gay Days pin and T-Shirt, pick up the Gay Days Guide, grab promotional goodies from our sponsors, and buy items from our vendors. We also distribute over 5,000 complimentary goodie bags in the Info Center stuffed with items from our sponsors.



The Info Center also serves as a place where Gay Days attendees come to meet one another and socialize outside the park in a welcoming atmosphere.

The Info Center is open from Friday, September 30 through Sunday, October 2.

### **SPONSORS**

A table at the Info Center is included with Presenting Sponsorship. Sponsors of other levels may upgrade their sponsorship to include a table in the Info Center.

Additionally, sponsors of all levels are invited to provide promotional items which are included in the complimentary goodie bags given out in the Info Center.

### **VENDORS**

Vendors are invited to purchase a table in the Info Center. The price for a standard 6' table with linen is \$750 for the weekend. Vendors must staff their own tables.

## Gay Days Facts

- **Total Weekend Event Attendees:** Over 35,000
- **Total Hotel Rooms Sold: Over:** 2,000



- **Gay Days Anaheim Guides Distributed:** 50,000
- **VIP Bags Distributed:** 125
- **Gay Days Info Center:** Open and available for product and collateral distribution the entire weekend. Visited by more than 8,000
- **Free Goodie Bags Distributed at Info Center:** 5,000
- **Past Celebrity Participants Include:** Academy Award winner Jennifer Hudson, Ana Ortiz (*Ugly Betty*), Peter Paige (*Queer as Folk*), Bruce Vilanch, Daryl Stephens (*Noah's Arc*), Jennifer Lewis, Coco Peru, Rex Lee (*Entourage*), Reichen Lehmkuhl (*Dante's Cove*), Tiffany, Wilson Cruz, Alec Mapa (*Ugly Betty*), Bill Brochtrup (*NYPD Blue*), Shoshana Bean (*Wicked*), Will Wickle (*Big Brother*), Chad Allen, Jennifer Elise Cox (*The Brady Bunch*), Brad Rowe (*Shelter*), Honey Labrador.
- **Participants in Group Photo Inside Disneyland:** 1,000

- **Past Sponsors Include:** Paramount Pictures' *Dreamgirls*, Undergear.com, Absolut, Bacardi, Las Vegas, Travelocity, Knott's Berry Farm, here! TV, Motorola, Alaska Airlines, Tylenol PM, Visit London/ Air New Zealand, Perrier, Logo, Ginch Gonch, Anaheim Visitor and Convention Bureau, Clarion Hotels, TLA Video, and Wolfe Video

- **Advertisements for the 2010 events:** *Frontiers*, *QVegas*, *PIX San Diego*, *Odyssey Hawaii*, *Rage*, and *Gloss*, as well as on the Web site *Gay.com* and radio shows *The Frank DeCaro Show*, and *The Derek and Romaine Show*. (Over 1 million pages of advertising)



# GAY DAYS ANAHEIM SPONSORSHIP PHOTOS



Undergear.com branding at the pool party, Plunge!



The Gay Days Info Center



Representatives from Kingdom's Presenting Sponsor, Las Vegas!



Gay Days VIP Gold ticket holders show off their goodie bags stuffed with sponsor gifts.



Wicked star, Eden Espinosa, performs at Kingdom with the Absolut logo behind her.



Ugly Betty's Alec Mapa helps the models throw product from Undergear.com to Kingdom revelers.

