



2022 SPONSORSHIP

# GAY DAYS AT THE DISNEYLAND RESORT



## 2022 Event Details

Since 1998 Gay Days Anaheim has been an iconic Southern California event, drawing LGBT guests and their supporters from all 50 states annually. Over the course of the three-day weekend that comprises Gay Days Anaheim, we transform the parks with experiences and community gatherings that only happen at Gay Days.

Gay Days sponsors have the opportunity, not only to enjoy branding opportunities throughout our extensive campaign, they have the opportunity to engage our guests repeatedly and directly throughout the event.

### **THIS YEAR:**

The 23rd annual Gay Days Anaheim will run September 16-18. Events include dance parties, a tropical pool party, VIP cocktail party, a Disneyland sponsored mixer, shows, screenings, a lesbian luncheon, a group photo, family gatherings, a private couple's dinner, "Gay Brunch!," and smaller gatherings for mouseketeers of every ilk. The Gay Days Welcome 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 not-for-profit organizations including Point Foundation and Broadway Cares/ Equity Fights AIDS.



### OUR GUESTS:

The 35,000 guests who attend Gay Days hail from all over the world. According to our surveys, in 2018 38 states and eleven countries were represented. 84% of our responders are college graduates. 57% are between the ages of 34-49. 44% report earning over \$100,000 annually. And a whopping 81% say that they patronize or are likely to patronize Gay Days sponsors BECAUSE they are Gay Days sponsors.

### PROMOTION:

Advertisements for the event featuring our sponsors' logos ran in LA Weekly, Los Angeles Times, The Fight, Rage, and on the websites Out.com, edge.com, Pride.com, among others. There were over **1 million pages of advertising** featuring our sponsors' logos. The event attracts media attention on local and national fronts, receiving press in print, television, and online. Media coverage for our last event included articles in the Los Angeles Times, the Orange County Register, Edge, Gloss and the Orange County Weekly.



# PRESENTING SPONSORSHIP

## \$15,000



### BENEFITS\*:

- Over the title logo placement on all print and online advertisements. Acknowledgement of presenting sponsorship in all radiopromotions.
- Opportunity to present (including display signage) at your own table in the Gay Days Welcome 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.
- Opportunity to include goods and/or collateral in our 125 VIP bags.
- Logo displayed on screens (onstage) and monitors (at the bars) at the Gay Days parties and shows.
- 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 (over two dozen emails sent to more than 40,000)
- Inclusion in the Gay Days Social Networking campaign (Over 50,000 Facebook followers)
- Two nights at one of the Disneyland Resort hotels
- Four tickets for Disneyland Park
- Eight tickets to all parties, shows and functions

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

# PREMIERE SPONSORSHIP

\$7,5000



## BENEFITS\*:

- Logo placement on all print and online advertisements.
- Opportunity to display materials at a table in the Gay Days Welcome 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.
- Opportunity to include goods and/or collateral in 125 VIP bags.
- Logo displayed on screens (onstage) and monitors (at the bars) at the Gay Days parties and shows.
- 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 (over two dozen emails sent to more than 40,000)
- Inclusion in the Gay Days Social Networking campaign (Over 50,000 Facebook followers)
- A pair of tickets for Disneyland Park
- A pair of tickets to all parties, shows and functions

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



# EVENT SPONSORSHIP

## \$2,000



### BENEFITS\*:

- Logo placement on all print and online advertisements.
- Opportunity to distribute promotions in the Gay Days Welcome Center at Disney's Grand Californian Hotel. (Private tables available at discounted cost)
- Opportunity to provide goods to be given away at private parties.
- Logo displayed on screens (onstage) and monitors (at the bars) at the Gay Days parties and shows.
- Opportunity to include goods and/or collateral in 125 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 (over two dozen emails sent to more than 40,000)

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



# GAY DAYS: WELCOME CENTER



Thousands of people visit the Gay Days Welcome Center, a hub of activity for the event. Conveniently located inside Disney's Grand Californian Hotel, the Welcome 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 complimentary goodie bags in the Welcome Center stuffed with items from our sponsors.

The Welcome 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 Welcome Center is open from Friday, September 16 through Sunday, September 18.

## SPONSORS:

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

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

## VENDORS:

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



# GAY DAYS: FAST FACTS



- **TOTAL WEEKEND EVENT ATTENDEES:** Over 35,000
- **TOTAL HOTEL ROOMS SOLD:** Over: 5,000
- **VIP BAGS DISTRIBUTED:** 125
- **GAY DAYS WELCOME CENTER:** Open and available for product and collateral distribution the entire weekend. Visited by more than 8,000
- **PAST CELEBRITY PARTICIPANTS INCLUDE:**  
Jane Lynch, Jennifer Hudson, Audra McDonald, Alan Cumming, Carol Channing, Leslie Jordan, Todrick Hall, Michael Urie, Cheyenne Jackson, Wilson Cruz, Barrett Foa, Chita Rivera, Florence Henderson, Rose McGowan, RuPaul's Drag Race stars Alyssa Edwards, Trixie Matel, Nina, West, Miz Cracker, Willam, A'Keria Davenport, Courtney Act, Chad Michaels, Morgan McMichaels, Raven, Jujubee, Manila Luzon, Ben dela Crème, Jackie Cox, Jan Sport, Academy Award winner Dustin Lance Black, Alex Newell (Zoey's Extraordinary Playlist), Ana Ortiz (Love, Victor), Bruce Vilanch, Jenifer Lewis (Black-ish), Coco Peru, Frenchie Davis, Suzanne Westenhoefer, Rex Lee (Entourage), Tiffany, Alec Mapa, and Garrett Clayton.
- **PARTICIPANTS IN GROUP PHOTO INSIDE DISNEYLAND:** Over 1,000
- **PAST SPONSORS INCLUDE:**  
Alaska Airlines, Delta Air Lines, Paramount Pictures, Ketel One, Adventures by Disney, Disney's Aulani, Absolut, Cirque du Soleil, The Anabella Hotel, Bacardi, Las Vegas, Travelocity, Knott's Berry Farm, here! TV, Motorola, Wicked Sensual Care, Coors Light, Tylenol PM, Visit London/ Air New Zealand, Perrier, Logo, Ginch Gonch, Anaheim Visitor and Convention Bureau, Clarion Hotels, TLA Video, and Wolfe Video



# GAY DAYS: SPONSORSHIP PHOTOS



Undergear.com branding at the pool party, Plunge!



Representatives from Kingdom's Presenting Sponsor, Las Vegas!



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



Aulani's photo booth at the Gay Days Welcome Center





The Delta table at The Gay Days Welcome Center



The Kingdom party in full swing with the Absolute Vodka logo on display



Ketel One branding at Plunge!, the Gay Days pool party



The Gay Days Welcome Center

**GayDays**  
ANAHEIM

at the **Disneyland**  
RESORT

**OCTOBER 6-8**

Don't miss the **ULTIMATE** party:

**kingdom**

**SATURDAY, OCTOBER 7**  
with  
**DJ Roland Belmares**

featuring

  
**TODRICK HALL**

  
**CHAD MICHAELS**

  
**MORGAN MC MICHAELS**

  
**DELTA WORK**

VISIT [GAYDAYSANAHEIM.COM](http://GAYDAYSANAHEIM.COM) FOR DETAILS!

Sponsored by:  **DELTA**  **THE FIGHT**

Magazine advertisement for Gay Days Anaheim