



SIZZLETM

MIAMI BEACH

MEMORIAL DAY WEEKEND IN SUNNY SEXY FLORIDA

FESTIVAL



SIZZLE

BEACH FESTIVAL

Founded in 2002, Sizzle Miami is the nation's most exciting and celebrated urban event during the Memorial Day weekend. For four(4) days beginning on Thursday, May 25th 2022, party seekers from around the world will convene in sunny Miami, Florida celebrating life, liberty and pride. Sizzle Miami is fast, hot, sexy, and stocked with the hippest, liveliest crowds you'll ever party with in the World.





Why Miami? Well, Miami is unlike any other city in the United States. Its a city in the making, unpredictable, ever-changing, and simultaneously laid-back. Residents and tourists alike consider Miami a lush, exotic paradise and smorgasbord of style, substance, and flare. Furthermore, Miami has proven to be extremely open and accepting of all cultures, ethnicity and sexual orientations.

Attendees experience the pulsating nightlife and beaches of Miami from dusk til dawn. They swirl around lakes, waterways, inlets, harbors, marinas and the historic Miami River. Miami is a fragrant spicy bouillabaisse that discover and savor. The Paddle, sail, visit museums, shop in style, rent a convertible, drop the top, clip on sunglasses, be a celebrity and live life Miami-style.

Our friendly residents of south Florida invite you to be a part of Sizzle 2022. Sizzle: Here Comes The Sun!!!

SIZZLE MIAMI HOST THOUSANDS
OF GUESTS FROM AROUND THE
UNIVERSE TO WHAT HAS GROWN TO
BECOME ONE OF THE THE WORLDS
LARGEST URBAN LGBT CIRCUIT PARTY.



16,847Fans



30,178 Followers



6,854 Followers



8,754 Subscribers



15,000 Event Guides

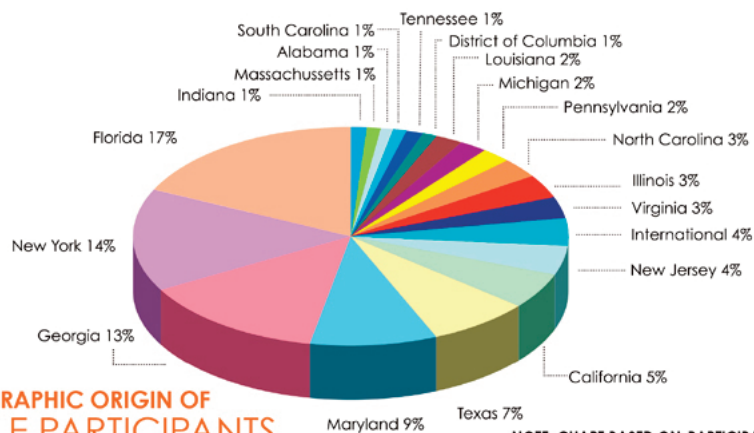
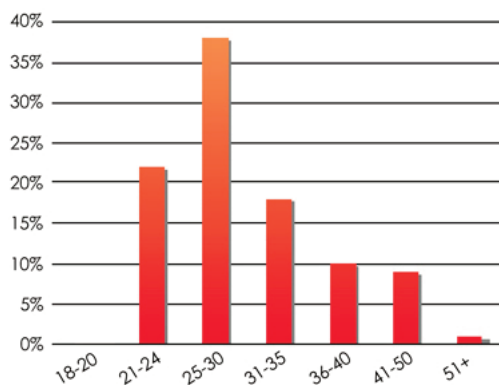


42,758 Emails Contacts

Maximize Your Impressions



SIZZLE MIAMI AGE DEMOGRAPHIC
BASED ON PARTICIPATION



**GEOGRAPHIC ORIGIN OF
SIZZLE PARTICIPANTS**

NOTE: CHART BASED ON PARTICIPATION





Kiehl's
SINCE 1851

SUNTRUST

Coca-Cola



RECENT SIZZLE SPONSORS
AND PARTNERS

MIAMI

GREATER MIAMI
CONVENTION &
VISITORS BUREAU

The Miami Herald



CÎROC

Moët Hennessy

Hennessy
COGNAC

ORBITZ

AirTran
AIRWAYS

American Airlines

AVIS



Marriott

Hilton
Miami Airport

DOUBLETREE
HOTEL

Radisson

HYATT
MIAMI HYATT REGENCY

EMPOWER "U", INC.
"NOT FOR PROFIT FIBER BASED ORGANIZATION"

erógenos.com



windowmedia

MANHUNTER



parkwestnightclub
MIAMI
GREATER MIAMI CONVENTION & VISITORS BUREAU

411
MAGAZINE



HIV/AIDS
we make the change

Urban Socialites
Where Metro's Network and Socialize



bio&scrip
PHARMACY



BISCAYNE LADY
Yacht Charters



KARU&Y
MEKKA



ATTENDEE ECONOMIC/SOCIAL CHARACTERISTICS:

- 90% are frequent travelers
- 80% Are Men 20% Women
- Demographic: 85% Black / 10% Hispanic / 5% Other
- Sexuality: 71% Gay/Lesbian 23% Bi-Sexual / 6% Straight
- Media age is 29 with a range from 21 to 56
- Very socially active (i.e. dining out, theater, movies, clubs, etc)
- Average income larger than the national average
- Enjoys disposable income
- Educated, most with college degrees
- Work in professional fields
- Socially active and influential
- Event loyal (78% attend Sizzle Miami last year)
- Buyers of high-ticket items (i.e. automobiles, electronic, real estate)
- Beauty/ health and fitness conscious
- Fashion conscious/ trendsetters
- BRAND LOYAL

20th Anniversary

Sizzle 2022 + Beach Festival

Sponsorship **Benefits**



SIZZLE 2022 +
BEACH FESTIVAL
\$50,000

- SIZZLE MIAMI 2020 & Beach Festival Title Sponsor
- Sponsor branding at host hotel (Welcome Center & Hospitality Lounge)
- Hosted brand Event/Workshop
- Exclusive select team of individuals to promote your products / brand at the event along with your team
- Logo On Sizzle Miami Complimentary T-Shirts & Beach Balls
- Promotional Display, Gobos, Video Monitors @ Clubs, Yacht & Outdoor Pool Parties
- Fixed internet banner on our official www.sizzlemiami.com website Home & Events Pages
- Prominent placement of sponsor logo on all tickets
- Logo Perminantly and Promoniently Displayed on the Main Stage at the Beach Festival
- Sponsor allotted stage time at Festival on the Main Stage
- The opportunity to conduct an activity or interactive event that showcases your product
- Logo on all printed materials including email blasts
- Logo Displayed at Festival on the Main Stage at the Festival
- Sponsor mentioned at Festival on the Main Stage
- 6 Dedicated e-blast sent to our Sizzle e-mail list
- 8 Dedicated Social Posts (IG, Twitter, FB)
- Complimentary Island Display/ @ Beach Festival
- Your signage displayed at all Official Sizzle Miami Events
- Prominent placement of sponsor logo on official website with hyper-link
- Placement of items in gift bags
- 4 Pages in official event guide
- 16 VIP passes to all official events
- Recognized as a sponsor along within all press releases and media announcements
- Website sponsorship acknowledgment



DIAMOND
SPONSOR
\$25,000



PLATINUM
SPONSOR
\$15,000



GOLD
SPONSOR
\$10,000



SILVER
SPONSOR
\$5,000



BRONZE
SPONSOR
\$2,500



FRIEND OF
SIZZLE
\$1,000

Other Sizzle Sponsorship Levels & **Benefits**

■	Pool Party Title Sponsor
■	Hosted brand Event/Workshop
■	Fixed internet banner on our official www.sizzlemiami.com website Home & Events Pages
■	Prominent placement of sponsor logo on all tickets
■	Logo On Sizzle Miami Complimentary T-Shirts & Beach Balls
■	Logo Perminantly and Promoniently Displayed on the Main Stage at the Beach Festival
■	Sponsor allotted stage time at Festival on the Main Stage
■	The opportunity to conduct an activity or interactive event that showcases your product
■ ■	Logo/Name on all printed materials including email blasts
■ ■	Logo Displayed at Festival on the Main Stage at the Festival
■ ■	Sponsor mentioned at Festival on the Main Stage
■ ■	Dedicated e-blast sent to our Sizzle e-mail list ■(3) ■(1) / Pre. During and Post Event)
■ ■	Dedicated Social Posts (IG, Twitter, FB) ■(3) ■(1) / Pre. During and Post Event)
■ ■ ■	Complimentary Display/Vending table @ Beach Festival ■(Island) ■(10x10 Tent) ■(10x10 Tent) ■(Vendor Table)
■ ■ ■	Your signage displayed at all Official Sizzle Miami Events
■ ■ ■	Prominent placement of sponsor logo on official website with hyper-link
■ ■ ■ ■	Placement of items in gift bags
■ ■ ■ ■ ■	Ad in official event guide ■(2 Pgs) ■(1 Pgs) ■(1 Pg) ■(1/2 Page) ■(1/4 Pg)
■ ■ ■ ■ ■	Recognized as a sponsor along within all press releases and media announcements
■ ■ ■ ■ ■ ■	VIP passes to all official events ■(10) ■(6) ■(4) ■(2) ■(1) ■(1)
■ ■ ■ ■ ■ ■	Website sponsorship acknowledgment

Maximize Your Brand



We recognize that positive brand awareness comes from associating your product or service with a respected and celebrated property. Sizzle Miami is regarded both locally and internationally as the worlds number one urban gay pride event.

There really is nothing like the opportunity to promote your product or service to a desirable niche audience face-to-face. And association with a long-standing and well-respected organization in the community, brand affinity is key. Co-branded marketing opportunities imply a Festival endorsement that adds validity to your message. Dependable studies conclude that festivals have a measurable impact on consumer sales and brand awareness.

TO DISCUSS BECOMING A
SIZZLE MIAMI 2022 SPONSOR,
PLEASE CONTACT:

DwightPowell

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dpowell@sizzlemiami.com