



# SIZZLE

MEMORIAL DAY WEEKEND,



# SIZZLE

BEACH FESTIVAL

# Our Mission/Core Activities/Reasons We Exist:

Sizzle was created to showcase the best of our LGBTQ community in Miami. We celebrate our culture, embrace the lives we're born into, and lend a helping hand to all our brothers and sisters in need. Beyond throwing stellar parties and dynamic social events, as the world's number one urban gay event, we must do our part to keep our people, our community safe.

Sizzle's core activities include hosting a series of community and cultural events during the annual Sizzle event (Memorial Day weekend each year), as well as organizing a number of activities throughout the year conducted in partnership with community organizations designed to increase prevention of HIV and STIs among Black MSM and other at-risk populations. At the forefront of all Sizzle events is ensuring fun but safe interactions, which has led Sizzle to partner with community-based organizations and health care providers to connect participants to services and provide on-site HIV and STI testing, counseling and referral; partners include Care Resource, Empower U, and the AIDS Healthcare Foundation. Sizzle also provides materials at events, nightclubs, and other venues and locations frequented by Black MSM. At all events and activities Sizzle also ensures access to free individual counseling sessions with a trained health counselor.

Sizzle was created in 2002, at a time when the majority of functions for gay Black and Brown people were HIV-related. Dwight Powell founded Sizzle to not only embrace and fight for changes in HIV/AIDS legislation, but to change the narrative and stereotypical norms around Black and Brown MSM, providing opportunities to celebrate life with pride.





Why South Florida? Well, it's unlike any other city in the United States. It's 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 from dusk till dawn. They swirl around lakes, waterways, inlets, harbors, marinas and Rivers. South Florida 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 in style.

Our friendly residents of South Florida invite you to be a part of Sizzle 2024. Sizzle: Here Comes The Sun!!!

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

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15,540 Fans



31,350 Followers



6,532 Followers



8,267 Subscribers



15,000 Event Guides



31,453 Emails Contacts



192,546,033 Global Web Impressions

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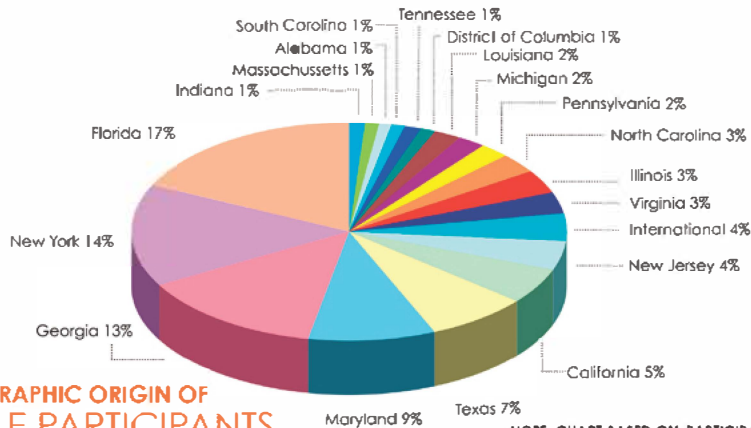
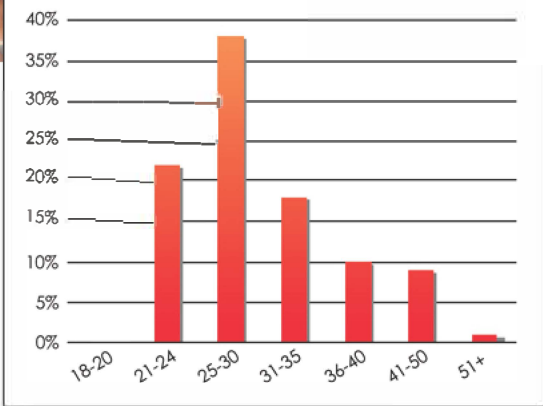
# Maximize Your Impressions

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**AGE DEMOGRAPHIC**  
BASED ON PARTICIPATION



**GEOGRAPHIC ORIGIN OF**  
**SIZZLE PARTICIPANTS**

NOTE: CHART BASED ON PARTICIPATION





RECENT SIZZLE SPONSORS  
AND PARTNERS



Kiehl's  
SINCE 1851



Coca-Cola



The Miami Herald



BELVEDERE  
VODKA

CÎROC

Moët Hennessy

Hennessy  
COGNAC

ORBITZ

AirTran  
AIRWAYS

American Airlines

AVIS



Marriott

Hilton  
Miami Airport

DOUBLE TREE  
HOTEL

Radisson



EMPOWER "U", INC.  
"FOR OUR PEOPLE FIRST BUSINESS STRATEGY"

erógenos.com



windowmedia

MANHUNTER.net



THE WHITE PARTY

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  
MEAMI  
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

# Sizzle 2024 Sponsorship **Benefits**



SIZZLE 2024 +  
PRESENTING  
**\$50,000**

- SIZZLE 2024 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 Complimentary T-Shirts & Beach Balls
- Promotional Display, Gobos, Video Monitors @ Clubs, Yacht & Outdoor Pool Parties
- Fixed internet banner on our official [www.sizzlemiami.com](http://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 Events
- Prominent placement of sponsor logo on official website with hyper-link
- Placement of items in gift bags
- 4 Pages in official event guide
- 10 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 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 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 ■(8) ■(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 2024 SPONSOR,  
PLEASE CONTACT:

**Dwight Powell**

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