

Gay Key West

Key West has ignored stereotypes and refused to see boundaries for centuries.

One Human Family is our official city and county motto, and we proudly acknowledge that as a community we are *Close to Perfect - Far from Normal.*

Integration. Acceptance. Inclusion.
We've been practicing these in Key West for a long time.

Are there still gay guesthouses, gay bars, and gay water excursions in Key West? Yes. Yes. Yes. We have award-winning gay guesthouses, adult-themed gay bars, nightly drag shows, and some of the only gay and lesbian water excursions in Florida.

And that is where we begin! We are an island of businesses, restaurants, shops, and bars that are owned, managed, and served by our LGBTQA community. We are neighbors and friends who have long since lost the need to lead with our sexual orientation.

We have built a community that might resemble a theme park, but it isn't. It is home. A tropical island. A very special world. A place where you can hold hands, hold a conversation, or hold a dream.

*“Dress Up. Dress Down. Dress Out.
The only thing closets are used for on this unique little island is costumes and party frocks!”*

-gaykeywestfl.com

Key West Business Guild

As one of the oldest LGBT business organizations in the U.S., the Key West Business Guild has supported gay-owned, gay-managed, and gay-friendly businesses in the Florida Keys since 1978.

The mission of the Key West Business Guild is threefold:

1

To promote LGBT travel to Key West through marketing and promotion of specialty events.

*“Come to a place
where you are
celebrated, not just
tolerated.”
-gaykeywestfl.com*



2

To support gay-owned, gay-managed and gay-friendly businesses in the Lower Keys

*“Gay and Lesbian consumers rely upon third party sites to actively research whether a company is gay-friendly.”
-gaytravel.com*

3

To strengthen the gay community's position within the Lower Keys by supporting relevant LGBT issues.

*We truly practice
“One Human Family”
on this island.*



The Gay Key West Market

The LGBT market is known to be brand loyal, influential, and economically resilient. Gay and lesbian travelers spend an average of 53% more on travel than heterosexuals.

Age

Of the approximately 250,000 LGBTA visitors to the island each year, our most prominent demographic is the **age 45 to 65 professional market**.

However, in the interest of growing the next generation of LGBT visitors to Key West, the Guild intentionally and methodically targets the **late 20s to early 40s young professional**.

Gender

Male.....	60%
Female.....	40%

Household Income

\$50,000-\$99,000.....	32%
\$100,000-\$200,000.....	38%
\$200,000+.....	20%

Travel Habits

Travel Planning

Internet Searches.....	91%
Friends/Family.....	42%

Top Travel Activities

Dining Out.....	95%
Bars.....	89%
Shopping.....	82%
Beach.....	58%
Live music/drag show.....	53%

Top Major Markets

New York City Metro
Miami/Ft. Lauderdale Metro
Philadelphia Metro
Tampa/St. Petersburg
Boston Metro
Chicago Metro
Washington, DC Metro
Atlanta Metro
Raleigh/Durham Metro
Orlando

Preferred Travel Options to Key West

- 41% fly directly to Key West
- 30% fly to another Florida airport and then drive down
- 22% drive down to Key West
- 5% take the fast ferry
- 2% cruise ship

How We Reach Them

Key West welcomes approximately **250,000 LGBT+ visitors each year**. Currently, about 7,000 of those visitors take advantage of the Gay Key West Visitor Center, operated by the Key West Business Guild.

Events

Our annual signature events are our main draw for LGBT+ visitors to Key West. And we know from market research that 88% of LGBT+ consumers are more likely to support companies that sponsor LGBT+ events and festivals.

Our 2014 schedule of 7 signature events is projected to bring almost 25,000 LGBT+ visitors to the island. See pages 6-7 for details.

Print

Annual Gay Key West Map & Directory: 25,000 copies distributed locally and at LGBT+ trade shows and events worldwide

Online

8 Web Sites
20,000+ page views/month
8,000+ unique visitors/month

7,500+ Opt-In E-Newsletter Subscribers

8 Facebook Pages - 7,000+ Fans

8 Twitter Accounts - 3,000+ Followers

Mobile

6 New Mobile Apps



SIGNATURE EVENTS

With seven annual signature events, several seasonal dance parties, a gay cruise dance block party, the welcoming LGBTA Visitor Center, and the only historic LGBT trolley tour in the country, the Key West Business Guild delivers a robust LGBT tourist presence on the island every year.

Key West Pride

June 11-15, 2014

8,000+ attendees

- A traditional island community affair for the past 36 years
- Organized activities and events include the annual LGBT film festival at the Tropic Cinema, a full schedule of water excursions, a lively street fair, dance parties, live entertainment and concerts, and the annual Pride Parade
- Sections of the original “Sea-to-Shining-Sea” rainbow flag are still showcased in the annual Pride Parade
- Multiple media cover this “charming, home-town” event every year with special mention of the island’s “authentic” celebration
- Targeting an expanded audience in drive-down markets including Atlanta, New Orleans, and Charlotte, NC

Key West Womenfest

September 4-7, 2014

6,000+ attendees

- THE southernmost summer party for lesbians of all ages and their friends
- Organized activities and events the street party “Dancing on Duval,” a beach bonfire kickoff party, live entertainment and concerts by notable all-women talent, bikini contests and pool parties, all-women water excursions, late-night dance parties, “Ladies of the Island Home Tours,” golf/bocce/volleyball/cornhole toss tournaments, and evening dinner cruises
- Named one of the annual “must attend” women’s events in LGBT media
- Historically sold out concerts, comedy shows, and live performances each year
- Targeting an expanded reach to young professional women (late 20s to early 40s) and lesbian/female visitors traveling on Labor Day weekend

Key West Tropical Heat

August 14-17, 2014

3,000+ attendees

- The southernmost men-only summer celebration that now rivals Southern Decadence in New Orleans
- Organized activities and events include a sensational kickoff party at a men-only guesthouse, organized men-only water excursions, special theme parties such as the annual “Togas in the Tropics” party, a live concert at the San Carlos Institute Theatre, live entertainment at LaTeDa, late night dance parties, and a late night men-only cruise
- This event has grown dramatically over the years and is included in most LGBT media annual event lists
- Past participants and guest sponsors have included a variety of adult video companies, online web sites, and men-only apps
- Targeting gay professionals in their late 20s to early 40s who attend men-only events and men-only cruises

SIGNATURE EVENTS

Kamp Key West (New for 2014)

May 15-18, 2014

1,800+ attendees

- A much-anticipated new annual event designed for LGBTA outdoor enthusiasts and adventurers who fondly remember all the fun and games of summer camp
- Organized activities and events include a beach bonfire kickoff dance party, a 30-mile bike ride, eco-tours, skydiving, water sports, beach volleyball tournament, 5K "Race Around the Rock" Tu-Tu relay race, pool parties, and late-night dance parties
- Special dog tag passes given to all "kampers" and celebrity "Kamp Kounselors" will lead the boys and girls "kamps"
- Targeting LGBT professionals in their late 20s to early 40s who prefer active, outdoor-oriented vacations

Gay Spring Break

March 2 - April 6, 2014

1,500+ attendees

- A five week celebration designed to develop the next generation of LGBT visitors to Key West
- Organized weekly activities and events include beach bonfire parties, live entertainment, concerts, water excursions, eco-tours, pool parties, beach picnics, beach volleyball tournaments, and late-night dance parties
- A variety of volunteer charitable service opportunities will be offered including work assistance with the local Habitat for Humanity, Reef Relief, and Womankind
- Named one of the top ten most popular spring break "Gaycations!" by Miss Travel Blog
- Targeting college students in their early 20s with special interest in community service, volunteer support, and the environment

Hot Pink Holidays! (New for 2014)

December 4-7, 2014

1,500+ attendees

- A new four-day event designed to highlight a full schedule of holiday activities as well as special retail opportunities on the island
- Organized activities and events include "flash mob shopping sprees" featuring extraordinary retail discounts and deals from our members, holiday light tours, an historic inn tour, holiday home tours, a fashion show, the annual "Santa Speedo Run," the annual Hometown Holiday Parade, live entertainment, a concert by the Gay Men's Chorus, and late-night dance parties
- Targeting LGBTA shoppers from all drive down markets including Tampa, Orlando, Fort Lauderdale, and Miami, as well as direct flight markets including Atlanta, New Orleans, and Charlotte, NC

Headdress Ball

October 21, 2014

500+ attendees

- The premier official event of Key West Fantasy Fest every year for 32 years
- This historically is a sold-out event each year with VIP tables selling out months before the event
- More than 70% of attendees each year are from out of town
- The only Fantasy Fest event at which the King and Queen are introduced and preside
- Select sponsorships include the honor of serving on the judges panel for the event

OTHER PROMOTIONS

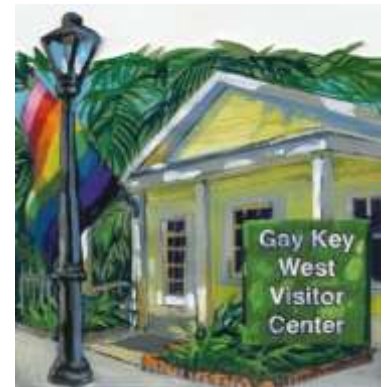
Association Events

All Corporate Partnerships include membership with the Key West Business Guild, which includes participation in the following association events.

- **Monthly luncheons**, averaging 100+ attendees, feature speakers on topics of interest to our community and allow members to promote their businesses, events, and specials.
- **Monthly mixers**, averaging 110+ attendees, are social networking events for members and prospective members. The November Holiday Mixer usually attracts 300+ attendees.
- **Regular seminars and expos** provide members opportunities to showcase their business, share their expertise, and garner new customers.

Gay Key West Visitor Center

- **7,000 annual visitors**
- All members are invited to display **business collateral** in the Visitor Center.
- **Large monitor displays** feature 1-2 minute video promotions of Corporate Partners. Display advertising opportunities are available to members: :30 - \$500/month; 1:00 - \$1,000/month; 2:00 - 1,500/month
- **Public outdoor banners** feature Corporate Partner logos during signature events.



Print

Gay Key West Map & Directory (25,000 copies published annually)

- All members receive a complimentary directory listing.
- The following upgrades are available:
 - Map Locator dot - \$99
 - Quarter panel ad - \$500
 - Half panel ad - \$1,000
 - Full panel ad - \$2,000.



Event Guides (2,500-5,000 copies printed monthly)

- Event guides are published as an insert to Q Magazine, a monthly LGBT magazine distributed at multiple LGBT businesses throughout the Lower Keys.
- Event guide ads are complimentary and reserved for our upper-level Corporate Partners.

Mobile

- 4 mobile apps newly added in 2013: Gay Key West, Key West Pride, Tropical Heat, Womenfest.
- 2 mobile apps to be added in 2014: Kamp Key West, Hot Pink Holidays!
- Mobile banner ads are available to members and partners. Contact us directly for details.

OTHER PROMOTIONS

Online

Web Sites (8,000+ unique visitors monthly)

- The Guild maintains 8 web sites: keywestbusinessguild.org, gaykeywestfl.com, gayspringbreakkeywest.com, kampkeywest.com, keywestpride.org, tropicalheatkw.com, womenfest.com, headdressballkeywest.com.
- The following banner advertising opportunities are available to members: Run of Site - \$250; Top Leaderboard - \$100/month; Skyscraper - \$75/month; Bottom Leaderboard - \$50/month.

Email Marketing (7,500+ opt-in subscribers)

- In addition to event-specific newsletters, the Guild publishes two regular e-newsletters:
 - “This Week in Gay Key West” is designed to inform our LGBTA visitors and locals about upcoming special events, activities, offers, discounts, and specials from our members.
 - “Business to Business Monthly” is new for 2014 and is designed to inform our member businesses about special services and discounts available from other member businesses.
- All members are invited to submit information for our newsletters free of charge.
- Members can submit individual e-newsletters for distribution to our list for \$50 each.

Social Networking (10,000+ followers)

- The Guild maintains 8 Facebook pages and Twitter accounts: Key West Business Guild, Gay Key West, Gay Spring Break, Kamp Key West, Key West Pride, Tropical Heat, Womenfest, Hot Pink Holidays.

Gay Key West Trolley Tour

The Gay Key West Trolley Tour runs every Saturday except during lowest season, with up to **40 riders**.

- Branding opportunities with **Trolley Fans** and other collateral materials.
- **Special announcements** for Corporate Partners and inclusion in script by tour narrator.
- **Special handouts and product placements** for Corporate Partners.



CORPORATE PARTNER LEVELS

Premier Corporate Partner - \$25,000

Official Product \$15,000

Annual Partner \$10,000

Semi-Annual Partner - \$6,000

Quarterly Partner \$3,000

Select Partner \$1,500

Lodging Sponsor \$1,000

Available a la Carte

SIGNATURE EVENTS (Gay Spring Break, Kamp Key West, Pride, Tropical Heat, Womenfest, Headdress Ball, Hot Pink Holidays)

	Premier Corporate Partner - \$25,000	Official Product \$15,000	Annual Partner \$10,000	Semi-Annual Partner - \$6,000	Quarterly Partner \$3,000	Select Partner \$1,500	Lodging Sponsor \$1,000	Available a la Carte
Naming Rights to An Event (Only 7 Available)	●							Vary by Event
Logo on Sponsored Event T-Shirt	●							●
Complimentary Nights in Event Host Hotel	●							●
Product/Service Used Exclusively at Event	●	●						●
Corporate Signage at Event	●	●						●
Option to Host an Official Event	●	6	6	4	2	1		\$250-\$500/event
Color Print Ad in Event Guides (Q Magazine)	Full	Full	Half	Half	Quarter	Quarter		Quarter
Banner Ad on Event Web Sites	Run of Site	Top Ldrbd	Tower	Tower	Bott. Ldrbd	Bott. Ldrbd		Bott. Ldrbd
Sponsor Logo in Event Newsletters, Banners & Guides	●	●	●	●				
Complimentary Event Passes (When Available)	●	●	●	●				●
Complimentary Booth Space at Street Fairs	●	●	●	●				\$75-\$150/space
Featured in Event Newsletters	●	●	●	●	●	●		●
Complimentary Event T-Shirts	●	●	●	●	●	●		●
Listing/Logo/Link on Event Web Sites & Event Apps	●	●	●	●	●	●	●	●
Dedicated Posts to Event Social Networks	●	●	●	●	●	●	●	●
Materials Distributed at Visitor Center During Event	●	●	●	●	●	●	●	●
Official Sponsor Signage for Biz During Events	●	●	●	●	●	●	●	●
Authorized Use of Event Logos	●	●	●	●	●	●	●	●
Option to Sponsor Special Dance Events TBD	●	●	●	●	●	●	●	Vary by Event

CORPORATE PARTNER LEVELS

Premier Corporate Partner - \$25,000

Official Product \$15,000

Annual Partner \$10,000

Semi-Annual Partner - \$6,000

Quarterly Partner \$3,000

Select Partner \$1,500

Lodging Sponsor \$1,000

Available a la Carte

ASSOCIATION EVENTS (Luncheons, Mixers, Expos, Seminars, Workshops)								
Complimentary Luncheon & Mixer Admission for Year	For 4	For 3	For 3	For 2	For 2	For 1		\$10-\$27 each
Complimentary Seminar/Workshop Admission
Option to Sponsor/Host an Association Event
Option to Speak/Present at Association Event
Option for Booth Space at an Association Expo
Ability to Distribute Materials at Association Event
OTHER PROMOTIONS (Gay Key West, Key West Business Guild)								
Premier Directory Listing on GKW Web Site	.	.	.					\$250
Video Ad in GKW Visitor Center				\$500-\$1500
Sponsor Gay Trolley (Trolley Fan Ad)				\$500
Complimentary Gay Trolley Tickets	6	4	2	2				\$25 each
Materials Distributed at Gay Trade Shows	.	.	2	1				\$100/show
Ad & Locator in Print GKW Map & Directory	Full	Half	Half	Quarter	Dot	Dot		\$99-\$2000
Dedicated Email to GKW List	6	6	3	2	1	1		\$50/email
Banner Ad on GKW Web Site	Run of Site	Top Ldrbd	Tower	Tower	Bott. Ldrbd	Bott. Ldrbd		\$50-\$250/month
Sponsor Listing/Logo/Link on GKW Web Site & App		
Directory Listing in Print GKW Map & Directory
Directory Listing on GKW Web Site & App
Inclusion in 'This Week in GKW' Email
Inclusion in 'Business to Business' Email
Dedicated Posts to GKW Social Networks
Materials Distributed at GKW Visitor Center YR
Sponsor Listing/Logo/Link on KWBG Web Site	.	.						
Highlight Post on KWBG Social Networks	.	.						
Authorized Use of KWBG Logo
KWBG Business Membership *	\$100-\$450/year

CORPORATE PARTNER FORM

Company

Address

City, State, Zip

Contact

Phone

Email

Web Site

Facebook

Twitter

Hashtag

Pick Your Partnership Level:

- Premier Corporate Partner
 - Official Product
 - Annual Partner
 - Semi-Annual Partner
 - Quarterly Partner
 - Select Partner
 - Lodging Sponsor
- _____

Event Interest:

A KWBG Event Coordinator will contact you to discuss details.

- Gay Spring Break
- Kamp Key West
- Key West Pride
- Tropical Heat
- Womenfest
- Headdress Ball
- Hot Pink Holidays!

Payment Information:

Check Enclosed Bill Credit Card Below Send Invoice

Card Number: _____

Expiration: ____/____ Zip Code: _____

Signature of card holder: _____

Return completed form to 513 Truman Avenue, Key West, FL 33040, or fax to 305-294-3273.

KEY WEST BUSINESS GUILD



**513 Truman Avenue
Key West, FL 33040**

**305-294-4603
office@gaykeywestfl.com**

**keywestbusinessguild.org
gaykeywestfl.com**