

**Provincetown
Business Guild**

PROPOSAL TO PROMOTE VISIT LAUDERDALE VISITATION BY LEVERAGING KEY EVENTS IN PROVINCETOWN 2023 & 2024





WE'RE HERE TO SUPPORT OUR SISTER CITY

The Provincetown Business Guild (“the PBG”), proposes to collaborate with Visit Lauderdale (“VL”) to promote visitation to Greater Fort Lauderdale for winter 2024 and 2025 by heavily promoting VL’s message to millions of Provincetown visitors – both virtual and in person – during five key events starting October 2023 through October 2024, and the PBG’s digital platforms including online at Ptown.org and the PBG’s social channels.

- **Holly Folly - Dec 1 - 3, 2023**
- **First Light - Dec 29, 2023 - Jan 1, 2024**
- **Pride - May 31 - June 2, 2024**
- **Bear Week - July 13 - 20, 2024**
- **Carnival - August 17 - 24, 2024**

Added Value (Non-PBG Events)

- *Revolution - June 29 - July 6, 2024*
- *40th Women’s Week - Oct 7 - 13, 2024*
- *Washashore Festival - Oct 12 - 14, 2024*

Annual Visitors

1M+

Ptown is a world-renowned LGBTQ+ destination

LGBTQ+ Visitors

67%

At least two thirds of Ptown’s annual visitors identify as LGBTQ+



SPONSOR VALUE BY EVENT BREAKDOWN:

HEADLINE	WINTER 2023 SUMMER 2024 Total Annual Partnership Value: \$250,000				
SEASONAL	SUMMER: PRIDE + BEAR WEEK + CARNIVAL \$190K			HOLIDAY: HOLLY FOLLY + FIRST LIGHT \$60K	
SINGLE EVENT	PRIDE 60K+ visitors \$45K	BEAR WEEK 150K+ visitors \$65K	CARNIVAL 200K+ visitors \$80K	HOLLY FOLLY 10K visitors \$30K	FIRST LIGHT 10K visitors \$30K

DISCOUNTED PRICE OFFERED TO VISIT LAUDERDALE

\$190,000

OUR SUPPORT INCLUDES **ADDED VALUE OPPORTUNITIES**

In addition to offering Visit Lauderdale premier visibility at the five major events the Provincetown Business Guild produces annually, there are many value-add opportunities & local partnerships the PBG offers VL, summarized here below and further described in following slides.

- **VL Partnership with 3 Additional Community Events, Including 4th of July**
- **VL Promotion Utilizing the PBG's Digital Imprint (Website/Social/Eblast)**
- **VL Year-Round Representation in PBG Print Advertising (Guidebook/Map/Events)**
- **VL to Co-Host at 2 Media Focused/Influencer Events at Pride & Carnival**
- **VL Custom Artist-Built Parade Float at Cape Cod's Largest Event**
- **VL Lodging Provided for Representatives at Partner Hotels & Guest Houses**
- **VL Promotion During Full Summer Season at The Crown & Anchor**
- **VL Presenting Sponsor Representation at PBG 5k series**
- **VL Representative Live TV Spot on Wake Up! In Provincetown**

PBG Members

300+

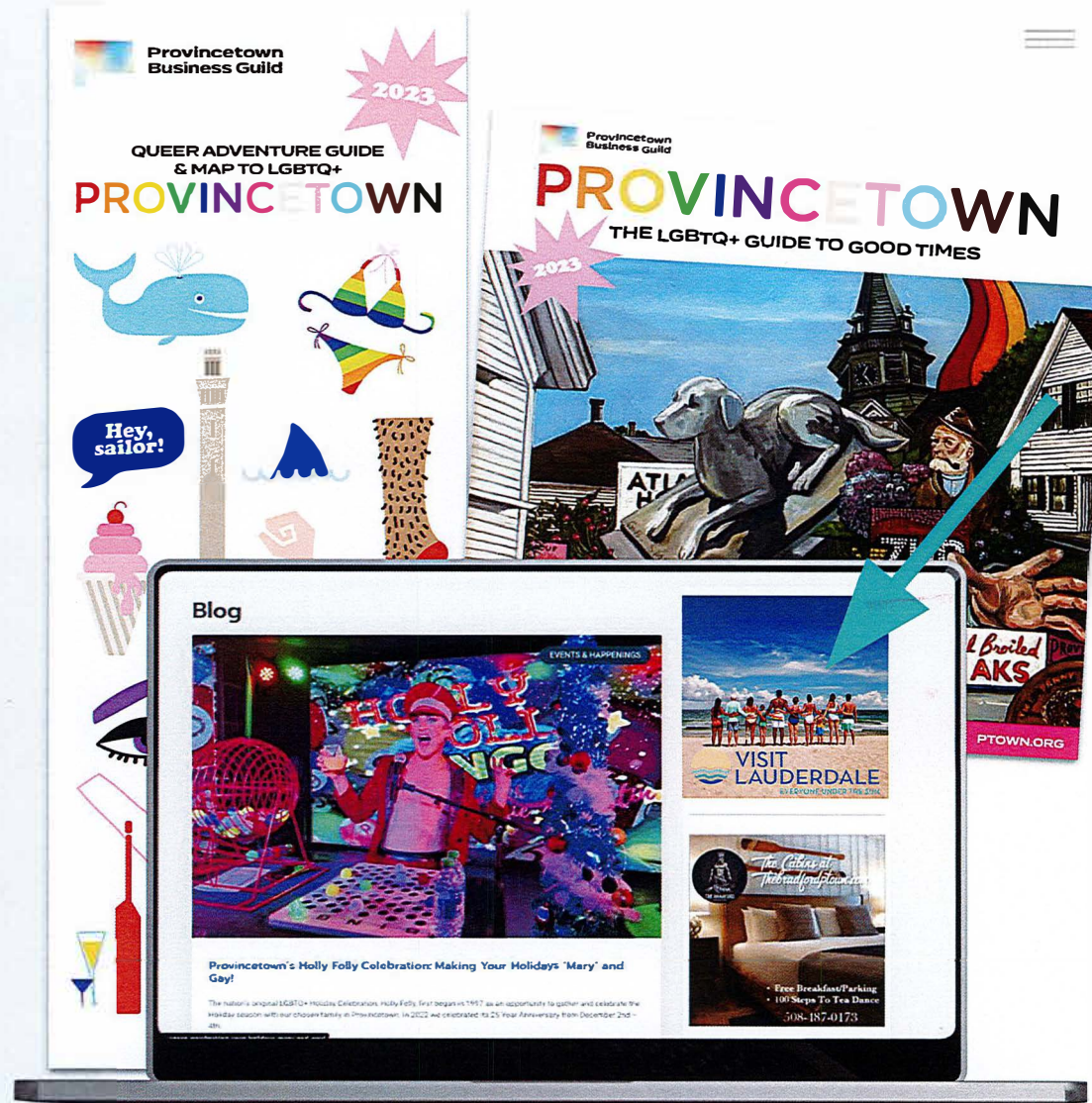
LGBTQ+ and Allied
Businesses & Organizations



ADDED VALUE: YEAR-ROUND REPRESENTATION THROUGH PRINT & DIGITAL ADVERTISING

The PBG publishes a variety of guides both in print and online. As part of Visit Lauderdale's sponsorship, you would receive:

- Back Cover advertising in the 2024 Guide to Good Times (20k print,) accompanied by one full page of editorial promoting Visit Lauderdale.
- Online advertising on Ptown.org (offering more than 1 million unique impressions annually,) including ROS VL ad and VL logo presence on Homepage & Five Major Event Pages.



ADDED VALUE: THE PBG'S DIGITAL REACH

By partnering with the PBG, **Visit Lauderdale will have access to the organization's online and digital resources.** Within our business community we also have more than 300 member businesses that offer a broad array of modern and historical spaces, as well as a wealth of entertainment resources to make any product marketing launch a memorable experience for attendees.

Annual Digital Impressions

1M+

The PBG's digital footprint includes email marketing, social media and traffic to ptown.org

Email Subscribers

25K

An engaged email marketing audience maintains an average nearly 55% open rate.

Social Media

40K

Combined followers across PBG social media platforms

Annual Provincetown Guides

35K

Copies of the PBG's annual travel guides & maps distributed in Town

Over the last year, traffic to ptown.org has increased by more than 400%



- Average Session: 1:32
- Returning Users: 83% / New Users: 17%
- Top 10 States: MA, WA, NY, MN, TX CT, CA, FL, PA, SD



PBG PRODUCED EVENTS: PRIDE, BEAR WEEK, CARNIVAL, HOLLY FOLLY + FIRST LIGHT

The PBG drives engagement with LGBTQ+ consumers who vote with their feet and use their purchasing power to support brands that celebrate our community.

Our events continue to grow and diversify, and attract visitors from across the United States and around the world. As the only dedicated queer resource promoting travel to Provincetown, our events, guides, online directories and social media channels offer a truly unique environment to engage with LGBTQ+ consumers.

HOLLY FOLLY: DEC 1-3, 2023

Each December, the LGBTQ+ Community gathers in Provincetown for Holly Folly - the longest running LGBTQ+ Holiday celebration in the United States.

Visit Lauderdale would have banners, logo presence and more offering visibility and direct consumer engagement across the full weekend of events:

- **Jingle Bell Run & Warming Station (200 ppl)**
- **Boston Gay Men's Chorus at Town Hall (700 ppl)**
- **Provincetown Follies at Town Hall (700 ppl)**
- **Holiday Inn Stroll (1k ppl)**



FIRST LIGHT: DEC 29, 2023 - JAN 1, 2024

The holiday season continues with Provincetown's final seasonal "bang" at First Light's New Year celebrations, including fireworks, a multitude of parties and an annual 300-person dip in the bay called the Polar Plunge benefitting the Center for Coastal Studies.

Visit Lauderdale would have banners, logo presence and more offering visibility and direct consumer engagement across the full weekend of events:

- **Polar Bear Plunge (800ppl)**
- **Visit Lauderdale Sponsored Warming Station for Polar Plunge Participants**
- **New Year's Eve/Day Fireworks (10kppl)**



Visit Lauderdale Warming Station



PROVINCETOWN PRIDE

MAY 31 - JUNE 2, 2024

While every day is “Pride” in Provincetown, our village by the sea established its first official Pride celebration in 2018.

Visit Lauderdale would have a presence at Pride in the following ways:

- Visit Lauderdale branded Bar at Queer
- Comedy Showcase at Town Hall (700 ppl)
- Interview with Visit Lauderdale Representative on iHeart Media
- Storycorps recording at Pride Center focused on Visit Lauderdale
- VL Rep to take mic for 60-seconds at Town Hall Rally (2k ppl)

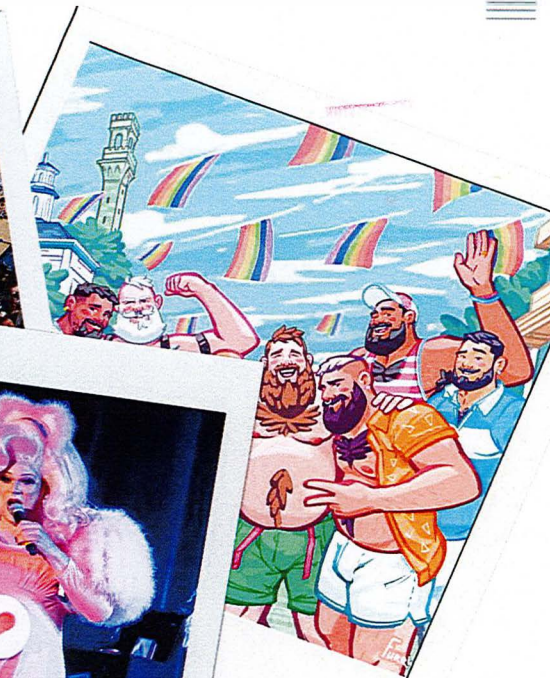


BEAR WEEK

JULY 13-20, 2024

For its fourth year the PBG will produce Bear Week events in coordination with the **largest gathering of bears in the world!**

- **Visit Lauderdale information table at the Annual Bear Week Weiner Roast (500 ppl)**
- **Otter Pop Pool Party to be co-presented by Visit Lauderdale (500 ppl)**
- **Visit Lauderdale Branded Bars for the Town Hall Show During Bear Week (700 ppl)**
- **Link to Visit Lauderdale from ptown.org/bears**
- **Logo Presence on all Bear Week Posters, fliers, advertising and banners.**



CARNIVAL: PTOWN'S ORIGINAL SUMMER CELEBRATION

AUGUST 17-24, 2024

The PBG produces more than a dozen events that reach hundreds of thousands of visitors. Visit Lauderdale would be featured in the following ways:

- **VL Custom-Built Float in the Parade (60k ppl)**
- **VL to Co-Host Official Parade Watch Party at Crown & Anchor (300 ppl)**
- **VL representative as a guest judge for the Carnival Parade**
- **VL Information table at the Annual Brass Key Pool Party (1K+ ppl)**
- **Visit Lauderdale Branded Bars for the Town Hall Show During Carnival (700 ppl)**
- **Link to Visit Lauderdale from Ptown.org Carnival landing page**
- **Logo Presence on all Carnival Posters, fliers, advertising and banners.**



Carnival Attendees

150K

Cape Cod's Largest
Event of the Year

The First Carnival Celebration

1978

Carnival has been the
signature event of
summer for 45 years

ADDED VALUE: THE CROWN & ANCHOR

Featuring an 18 room waterfront hotel, restaurant, 6 unique bars, beach club, gallery and multiple performance and nightclub venues, The Crown & Anchor is Provincetown's premier entertainment complex.

- VL video ad presence on micro-LED video wall played before premier entertainment (98k ppl aggregate audiences)
- VL activation at REVOLUTION 2024, the Crown's week-long signature 4th of July celebration
- VL brand presence at Washashore Queer Music Festival Oct 12-14 (700 ppl)

PROVINCETOWN IN FORT LAUDERDALE!

- Crown & Ptown Presence at Bears in the Alley, PRIDE & Wilton Manors Holiday Spectacular
- Entertainer Exchange with VL<>PTOWN Talent

VIDEO WALL AD DETAILS

- ADVERTISEMENT PLAYS DIRECTLY BEFORE EACH SHOW IN THE PARAMOUNT CLUB (UP TO THREE SHOWS PER NIGHT)
- BRAND NEW, MICRO-LED, STATE OF THE ART, FLOOR TO CEILING VIDEO WALL
- ESTIMATED VISIBILITY OF 98K PEOPLE FOR 2023 SEASON

POOL PARTY DETAILS

- POOL PARTY (11AM-4PM)
- AVAILABLE CLIENT ACTIVATION: BOOTH | SWAG PHOTO BOOTH | STEP N REPEAT

REVOLUTION INDEPENDENCE PROVINCETOWN
JULY 2ND - 9TH
TICKETS ON SALE SOON
WWW.ONLYRITHECROWN.COM

WASHASHORE FESTIVAL
OCTOBER 7-9, 2023
A 3-DAY, TOWN-WIDE, GENRE-BENDING QUEER MUSIC FESTIVAL
HAVE YOU BEEN TO PTOWN IN THE PAST?
WASHASHOREFESTIVAL.COM
#WASHASHOREFEST

ADDED VALUE:

40TH ANNUAL WOMEN'S WEEK

OCTOBER 7 - 13, 2024

Whether it's getting to see the best performers and comics in LGBTQ+ culture today, or just walking down Commercial Street holding hands with the woman in your life, basking in the sunlight and taking in the natural beauty of Provincetown, there is no festival on the planet that celebrates women like Women's Week.



- **VL sponsorship and presence at 40th Annual Women's Week Celebration - 300 Women-Focused Events**

ADDED VALUE: CUSTOM VISIT LAUDERDALE FLOAT IN THE CARNIVAL PARADE

As part of Visit Lauderdale's sponsorship of Carnival, the PBG would provide a team of artists and all materials to create a custom float to represent the destination at no additional charge (\$5K Value).

Visit Lauderdale's branding would be prominently displayed to the 100k visitors to Provincetown, and Visit Lauderdale would have full creative control in working with the artist to design the float.



**Custom Built 2023 OUT Magazine Float
Feat. Alyssa Edwards**

ADDED VALUE: LODGING FOR VISIT LAUDERDALE REPRESENTATIVES

The PBG would work with The Crown & Anchor and Mead's Bay Hospitality, the operators of the Mercury and Ellery Hotels, as well as the Waterford Inn and Spindlers Restaurant to source comfortable stays for VL representatives.

Pride: 8 Total Room Nights, Two Rooms x 4 Nights

Bear Week: 4 Total Room Nights, One Room

Carnival: 8 Total Room Nights, Two Rooms x 4 Nights



ADDED VALUE:

FEET OVER FRONT STREET 5K

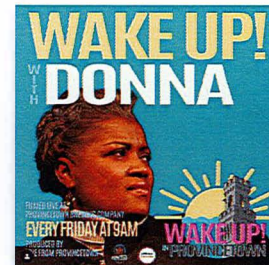
JUNE 2 & AUGUST 18, 2024

Winding its way down Commercial Street, which was originally called Front Street, Visit Lauderdale would have a presence across these two events in 2024.

- **Visit Lauderdale Logo Presence as a Presenting Sponsor for the Pride & Carnival Editions of the 5K.**
- **Visit Lauderdale will be included on the race T's given the more than 500 participants of the two events.**



ADDED VALUE: VL SEGMENT ON WAKE UP! IN PROVINCETOWN



Wake Up! in Provincetown was created by Bob & Harrison in early 2020 in response to COVID-19 as a way of connecting members of the Provincetown community to both one another and to those that love Provincetown. With local & national news, weather, guest-performances, interviews – and a little banter – and more, *Wake Up!* is now a community staple going into its fourth season of production for 2023.

Guests

400+

Wake Up! has hosted nationally-recognized actors, drag queens, politicians, artists, non-profit heads, community members & more on over 150 episodes

Views on YouTube

83K

- Geo Demo
- Provincetown/MA
 - New York
 - Florida
 - California
 - Connecticut

Social Media

6K

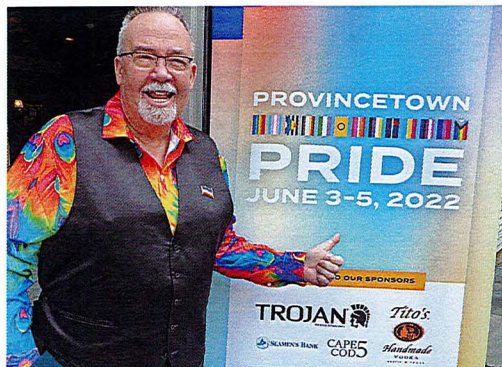
Combined Wake Up! following across social platforms - YouTube Instagram | Facebook

Hours of Watch Time

17K

Our dedicated audiences view us live with an average view duration of 16 mins OR catch-up later after the episode has aired.

HEADLINE SPONSOR RECOGNITION EXAMPLES



SPONSOR RECOGNITION ACROSS ALL PBG MARKETING TOOLS

1 Page + Editorial in Guide (15k)
Ad in NEW Queer Adventure Guide & Map (10k)
Ptown.org Homepage Ad
Social Media Feed Posts & Tags

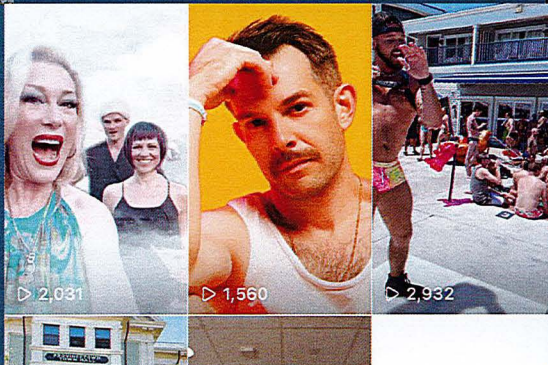


CARNIVAL FLOAT + CUSTOM ACTIVATION OPPORTUNITIES

Custom-Built Carnival Float
Opportunities for Activations with 300+ Member Businesses!

TOP TIER BRAND PRESENCE AT ALL 2023-2024 PBG EVENTS

Brand Stands
Posters
Signage
Step & Repeat



BRANDED INVOLVEMENT IN ALL 2023 PBG EVENTS

Tabling & Sampling
Presence on 5K Race Tees
VIP Passes to All Ticketed Events



REPORTING, BRAND ALIGNMENT & DELIVERABLES

The Provincetown Business Guild will provide reporting on digital impressions, in-person actuals, social media summary, and sample photos with all VL brand visibility for each of the five key events for Visit Lauderdale. One aggregate report will be submitted after Carnival 2024.

Visit Lauderdale will provide the PBG with media kit, key seasonal messaging and talking points. All messaging and creative will be pre-approved by VL for PBG spokespeople, entertainers, artists and representatives. While representing VL there will be no sexual innuendo, mention of FL politics/politicians, or inappropriate language.

This proposal is valued at \$250,000 and will be offered at a discounted rate of \$190,000 with aforementioned added value partnership opportunities.

Preferred Payment Schedule

- \$70k - After Signing
- \$60k - January 2024
- \$60k - September 2024



WE'RE HERE TO KEEP PTOWN QUEER

The Provincetown Business Guild (“the PBG”), established in 1978, is a non-profit member supported organization that is committed to the economic and cultural development of LGBTQ+ tourism for Provincetown and to maintaining Provincetown as the #1 gay community in America.





WORKING TOGETHER TO CREATE THE MOST ENGAGING EXPERIENCE

The PBG is eager to work with you to create meaningful, high impact activations in Provincetown that are the right fit for your brand.

Trevor Pittinger
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