

A woman with blonde hair styled in an updo, wearing a pink outfit and pink eye makeup, is shown underwater. She is holding a large pink flamingo-shaped inflatable ring. The background is a vibrant blue-green color with some blurred pink shapes. A large white letter 'A' is overlaid on the image.

A

A WEEKEND FOR WOMEN
MIAMI, FL
OCT. 18 - 21, 2018, 2018



19

AQUA GIRL IS CELEBRATING 19 YEARS OF GIVING BACK TO OUR COMMUNITY!

AQUA GIRL® IS THE ICONIC FIVE-DAY CELEBRATION AND THE LARGEST GAY WOMEN'S CHARITY EVENT IN THE COUNTRY. EACH YEAR THOUSANDS OF WOMEN FROM ALL OVER THE WORLD TRAVEL TO SOUTH BEACH TO CELEBRATE THEIR LIVES—LAUGHING, SWIMMING, SHARING, DANCING AND PLAYING TOGETHER.



FOR A GOOD CAUSE

PROCEEDS FROM AQUA GIRL 2018 GO TO SUPPORT AQUA FOUNDATION FOR WOMEN (AFW). EACH YEAR THE FOUNDATION PROVIDES DIRECT FUNDING, SUPPORT AND PROGRAMS FOR MEMBERS OF THE LGBTQ COMMUNITY. THROUGH SIGNIFICANT GRANTS, SCHOLARSHIPS, PROGRAMS AND EVENTS, AQUA FOUNDATION SEEKS TO EMPOWER AND TRANSFORM THE LIVES OF THOUSANDS OF LGBTQ INDIVIDUALS IN SOUTH FLORIDA. OUR ABILITY TO SUCCEED IS DIRECTLY LINKED TO THE SUPPORT WE RECEIVE FROM A HOST OF LIKE-MINDED INDIVIDUALS, FOUNDATIONS AND CORPORATIONS.

SCHOLARSHIPS

AFW IDENTIFIES EMERGING LEADERS AND HELPS THEM DEVELOP AND GROW THROUGH OUR SCHOLARSHIP PROGRAM, WHICH INCLUDES A COMPONENT DESIGNED TO FACILITATE COLLABORATIVE AND LEADERSHIP SKILLS.

GRANTS

OUR ANNUAL GRANT PROGRAM AWARDS ORGANIZATIONS IN A VARIETY OF AREAS INCLUDING WELLNESS, YOUTH EMPOWERMENT, THERAPEUTIC COUNSELING, CULTURAL ENRICHMENT, EQUALITY AND MORE.

INITIATIVES

AFW IDENTIFIES AND TARGETS THE NEEDS OF THE LBT WOMEN'S COMMUNITY AND DEVELOPS INITIATIVES FROM CONFERENCES TO EVENTS FOR LGBTQ FAMILIES DESIGNED TO FULFILL THOSE NEEDS.



PUT YOUR NAME HERE

EVENTS

INTERACTIVE SOCIAL EVENTS
COMEDY EVENT
EVENING DANCE PARTIES
DINNER EVENT
POOL PARTY

THE JOYS OF FRIENDSHIP

RECOGNITION AS THE MAIN FESTIVAL PRESENTING SPONSOR

RECOGNITION AS SPONSOR IN ALL AQUA GIRL MEDIA RELEASES

COMPANY LOGO HIGHLIGHTED ON AQUA GIRL® WEBSITE SPONSOR PAGE

LOGO PROMINENTLY DISPLAYED IN ALL LOCAL, REGIONAL, AND INTERNATIONAL PRINT ADVERTISING (SUBJECT TO DEADLINES)

LOGO DISPLAYED IN ALL LOCAL, REGIONAL, AND INTERNATIONAL PRINT ADVERTISING (SUBJECT TO DEADLINES)

FULL COLOR, FULL PAGE AD IN THE EVENT PROGRAM DISTRIBUTED TO ATTENDEES **(PRESENTING SPONSOR RECEIVES PREMIUM PLACEMENT)**

FULL COLOR, HALF PAGE AD IN THE EVENT PROGRAM DISTRIBUTED TO ATTENDEES

COMPANY SIGNAGE DISPLAYED AT EVENT WELCOME CENTER

TABLE AT THE ALL THREE POOL PARTIES TO PROMOTE YOUR PRODUCT

PERMISSION TO PROVIDE SAMPLES AND/OR PROMOTIONAL MATERIALS AT THE WELCOME CENTER AND IN GIFT BAGS

AN EXCLUSIVE THANK YOU FOR YOUR SPONSORSHIP EMAIL TO 10,000 CONTACTS

AN EXCLUSIVE THANK YOU POST ON AQUA GIRL AND AQUA FOUNDATION FACEBOOK, TWITTER AND INSTAGRAM PAGES TOTALING OVER 9,000 FANS.

SPONSORSHIP RECOGNITION AT THE VIP COCKTAIL PARTY

10 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS AND OPEN BAR WHEN OFFERED

8 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS AND OPEN BAR WHEN OFFERED

6 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS AND OPEN BAR WHEN OFFERED

4 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS AND OPEN BAR WHEN OFFERED

2 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS

COLLABORATIVE ADVERTORIALS TO OUR LIST (12 IN 12 MONTHS)

COLLABORATIVE ADVERTORIALS TO OUR LIST (6 IN 12 MONTHS)

	PRESENTING SPONSOR \$20K	PLATINUM SPONSOR \$15K	GOLD SPONSOR \$10K	SILVER SPONSOR \$5K	BRONZE SPONSOR \$2.5K
RECOGNITION AS THE MAIN FESTIVAL PRESENTING SPONSOR	●				
RECOGNITION AS SPONSOR IN ALL AQUA GIRL MEDIA RELEASES	●	●	●	●	
COMPANY LOGO HIGHLIGHTED ON AQUA GIRL® WEBSITE SPONSOR PAGE	●	●	●	●	●
LOGO PROMINENTLY DISPLAYED IN ALL LOCAL, REGIONAL, AND INTERNATIONAL PRINT ADVERTISING (SUBJECT TO DEADLINES)	●	●			
LOGO DISPLAYED IN ALL LOCAL, REGIONAL, AND INTERNATIONAL PRINT ADVERTISING (SUBJECT TO DEADLINES)	●	●			
FULL COLOR, FULL PAGE AD IN THE EVENT PROGRAM DISTRIBUTED TO ATTENDEES (PRESENTING SPONSOR RECEIVES PREMIUM PLACEMENT)	●	●			
FULL COLOR, HALF PAGE AD IN THE EVENT PROGRAM DISTRIBUTED TO ATTENDEES			●		
COMPANY SIGNAGE DISPLAYED AT EVENT WELCOME CENTER	●	●	●	●	
TABLE AT THE ALL THREE POOL PARTIES TO PROMOTE YOUR PRODUCT	●	●	●	●	●
PERMISSION TO PROVIDE SAMPLES AND/OR PROMOTIONAL MATERIALS AT THE WELCOME CENTER AND IN GIFT BAGS	●	●	●		
AN EXCLUSIVE THANK YOU FOR YOUR SPONSORSHIP EMAIL TO 10,000 CONTACTS	●	●			
AN EXCLUSIVE THANK YOU POST ON AQUA GIRL AND AQUA FOUNDATION FACEBOOK, TWITTER AND INSTAGRAM PAGES TOTALING OVER 9,000 FANS.	●	●	●	●	
SPONSORSHIP RECOGNITION AT THE VIP COCKTAIL PARTY	●	●	●	●	●
10 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS AND OPEN BAR WHEN OFFERED	●				
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2 VIP PASSES THAT INCLUDE ACCESS TO ALL EVENTS					●
COLLABORATIVE ADVERTORIALS TO OUR LIST (12 IN 12 MONTHS)	●				
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PLAY AMONG FRIENDS

WITH A HIGH LOYALTY RATE, THE LGBT COMMUNITY IS A SIZABLE MARKET COMPRISED OF EXTRAORDINARILY LOYAL CONSUMERS WHO ARE SIGNIFICANT EARLY-ADOPTERS AND RESPOND DRAMATICALLY TO COMPANIES THAT MARKET DIRECTLY TO THEM AND DEMONSTRATE THEIR COMMITMENT TO THE LGBT COMMUNITY.



THE COMBINED BUYING POWER OF U.S. LESBIAN, GAY, BISEXUAL AND TRANSGENDER ADULTS ROSE ABOUT **3.7% TO \$917 BILLION** LAST YEAR, RIVALING THE DISPOSABLE INCOME OF OTHER AMERICAN MINORITY GROUPS, ACCORDING TO AN ANNUAL ANALYSIS. BLOOMBERG QUOTED

57%



OF GAYS AND LESBIANS ARE COLLEGE GRADUATES.

AQUA FOUNDATION AND AQUA GIRL PROVIDE A UNIQUE OPPORTUNITY TO REACH THE WOMEN OF THE LGBT MARKET.



LGBT TOURISM TOPS **\$200 BILLION** EACH YEAR



71% OF GAY WOMEN SAID THEY ARE LIKELY TO REMAIN LOYAL TO BRAND THEY BELIEVE TO BE FRIENDLY AND SUPPORTIVE OF THE LGBT COMMUNITY EVEN WHEN LESS FRIENDLY COMPANIES OFFER LOWER PRICES OR ARE MORE CONVENIENT



LESBIAN COUPLES EARN AN AVERAGE ANNUAL INCOME OF OVER **\$92K**



SOCIAL REACH
INSTAGRAM - 30K
FACEBOOK - 25K
TWITTER - 3K



AQUA GIRL PRIDES ITSELF ON CREATING POSITIVE COLLABORATIVE PARTNERSHIPS WITH OUR CORPORATE SPONSORS PLEASE FEEL FREE TO SUGGEST OTHER WAYS THAT WORKING WITH AQUA CAN BENEFIT YOU. WE'RE EXTREMELY FLEXIBLE AND WILL WORK HARD TO MAKE YOUR AQUA FOUNDATION SPONSORSHIP A POSITIVE EXPERIENCE.

JOIN THE PARTY

WE INVITE YOU TO SERVE AS 2018 SPONSOR OF AQUA GIRL. AS SUCH, YOU WILL HAVE NUMEROUS OPPORTUNITIES OVER A TWELVE-MONTH PERIOD TO REACH OUR AUDIENCE (OVER 100,000 TOUCHES), DIRECTLY MARKETING YOUR BUSINESS AND A WIDE RANGE OF VISIBILITY OPPORTUNITIES. YOUR PARTICIPATION IS CRITICAL TO OUR SUCCESS AND WE HOPE YOU WILL JOIN US. WE SEEK CORPORATE PARTNERS WHO STRIVE TO BE GOOD CITIZENS AND WANT TO DEVELOP LONG LASTING, COLLABORATIVE AND AUTHENTIC RELATIONSHIPS. PLEASE FEEL FREE TO SUGGEST OTHER WAYS THAT WORKING WITH AQUA THAT CAN BENEFIT YOU. WE'RE EXTREMELY FLEXIBLE AND WILL WORK HARD TO MAKE YOUR SPONSORSHIP A POSITIVE EXPERIENCE.

PARTNERSHIP BENEFITS

HERE AT AQUA GIRL WE REALIZE THAT EVERY SPONSOR NEEDS ARE DIFFERENT. WE WILL CUSTOMIZE A PROPOSAL FOR YOU THAT FITS YOUR NEEDS. JUST TELL US YOUR WISH LIST AND LET US WORK SIDE BY SIDE WITH YOU TO ACHIEVE YOUR GOALS.

TO DISCUSS YOUR SPONSORSHIP FURTHER, PLEASE CONTACT YESI LEON AT AQUAGIRLFESTIVAL@GMAIL.COM OR BY PHONE @ 305-495-6969

AQUA FOUNDATION FOR WOMEN

305.576.2782

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AQUA GIRL 2018 FACTS

- **OCT. 18TH - 21ST, 2018**
- **EVENTS AT HOTELS, RESTAURANTS AND NIGHTCLUBS ACROSS SOUTH BEACH**
- **7,000 PLUS WOMEN**
- **AQUA GIRLS TRAVEL FROM 20 US METRO AREAS, INCLUDING NEW YORK, PHILADELPHIA, WASHINGTON, ATLANTA, CHICAGO, AUSTIN, HOUSTON, LOS ANGELES, DENVER, SAN FRANCISCO AND SEATTLE AND A DOZEN COUNTRIES.**
- **OVER 15 MILLION MEDIA IMPRESSIONS**
- **OVER 15,000 FOLLOWERS ACROSS FACEBOOK, TWITTER AND INSTAGRAM**
- **PRODUCER: PANDORA & ICANDEE EVENTS**
- **PROCEEDS BENEFIT AQUA FOUNDATION FOR WOMEN**

AQUA GIRL

aqua
foundation for women