

UNITY COALITION | COALICION UNIDA'S 9th ANNUAL

# CELEBRATE ORGULLO

ART of FASHION | ARTE de la MODA

MIAMI'S HISPANIC LGBT PRIDE FESTIVAL SINCE 2011  
EL FESTIVAL DE ORGULLO HISPANO LGBT DE MIAMI, DESDE EL 2011  
OCT. 1-15, 2019 | [celebrateorgullo.com](http://celebrateorgullo.com)



"There is really nothing more fabulous than the Art of Gay Fashion, and the design/clothing industry would be literally nothing without the involvement of the LGBT community. From Alexander McQueen to Alexander Wang, and Karl Lagerfeld to Gianni Versace. The underground Houses from the 80's, Drag Culture, Club Kids, Boy George & RuPaul. Marlene Dietrich, Janelle Monae & Ellen DeGeneres. Today, Hollywood California to Hollywood Florida, fashion continues to rule the runways, clubs and streets - and our community is always, *Purse First.*"

UC | CU's Celebrate ORGULLO 2019 | South Florida's first Hispanic LGBT Pride festival - enters its 9<sup>th</sup> successful year with ART of FASHIO | ARTE de la MODA - an International Artists Showcase; Fashion Designer Salons; ArtDiva Bus Tours; Movie Nights; Community Forum on Fashion; Dinner, Moda y Jazz Night; our FashionGALA, and much more... Across South Florida.

## LINE UP FOR 2019

**Fashion Forum** | Community Forum and Q&A with expert panelists, Discussing Fashion, Design, Art & the effects of AIDS on our community & talents.

**Fashion Movie Nights** | Come enjoy Classic Fashion related movies & documentaries, in a Free & Social setting!

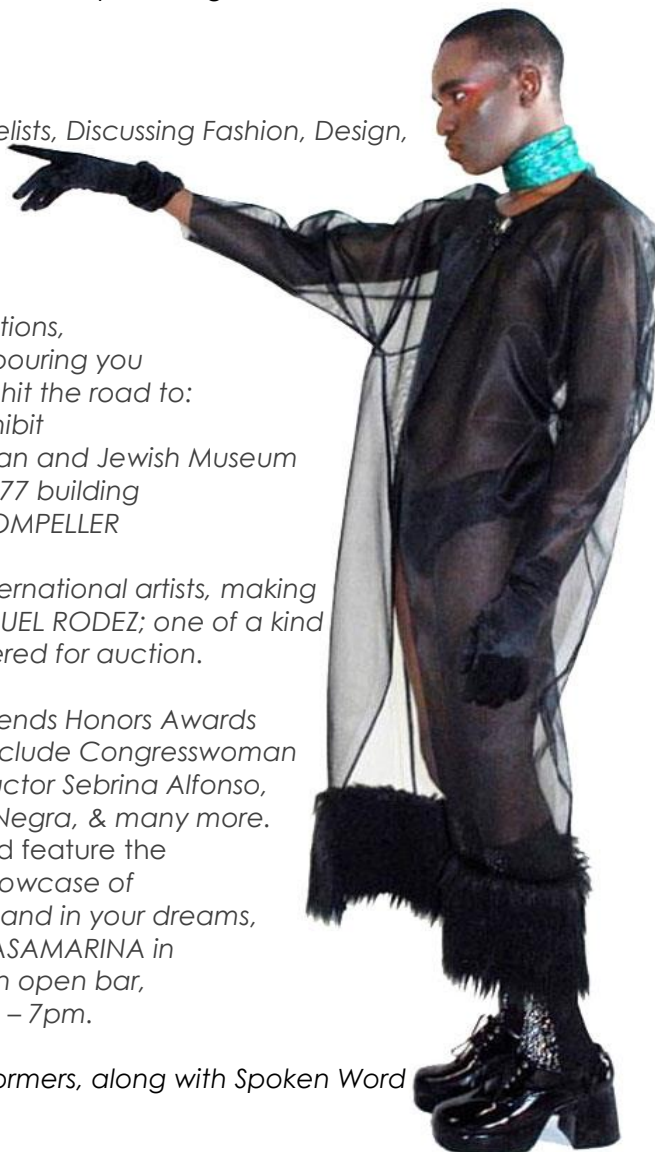
**ArtDiva BUS TOURS** | VIP access to local artists, galleries & locations, with on board mistresses - entertaining you, singing, dancing, pouring you some libations & sharing light fare along the way. This year we hit the road to:

- 1- Frost Art Museum@FIU and the Art After STONEWALL Exhibit
- 2- Art Deco Behind the Scenes in South Beach | Wolfsonian and Jewish Museum
- 3- Downtown Miami studios of RALF VIDAL, MANAMass@777 building
- 4- The Artists Warehouse in Oakland Park with YANKIEL MOMPPELLER

**ArteORGULLO** | Exhibits around town of local, national and international artists, making their mark and making a difference, featuring the work of MIGUEL RODEZ; one of a kind DivaDolls, created by Artists & Icons, in their own image, & offered for auction.

**FASHION GALA** | Honoring the Best in our community, the Legends Honors Awards are presented at our annual fundraiser Gala. Past recipients include Congresswoman Ileana Ros-Lehtinen, choreographer Pedro Pablo Peña, conductor Sebrina Alfonso, Broadway producer Richard Jay-Alexander, singer Amara La Negra, & many more. This year our GALA will be at the FROST ART MUSEUM at FIU, and feature the Art after STONEWALL curated exhibit, The Art of ILLUSION | a showcase of avant-garde fashion designs & designers on the streets and in your dreams, featuring the work of fashion designers CHAPLIN TYLER, BO KHASAMARINA in collaboration with artist CHLOE MARTINI, and others, along with open bar, hors d' oeuvres, live music and much more, Saturday, Oct12th - 7pm.


**DINNER, MODA y JAZZ** | A fusion of Latin | Hispanic & Jazz performers, along with Spoken Word ... oh yeah, & a delish dinner on South Beach!



# Celebrate ORGULLO FESTIVAL | EVENT SPONSORSHIPS | PATROCINIOS

All in-kind Sponsorships are valued at 50% of Sponsor Level.

Tax deductions available for Sponsorships to extent of the Law.

<p>OCTOBER 1-15, 2019 SOUTH FLORIDA CELEBRATEORGULLO.COM</p> 	<p>PRESENTING SPONSOR \$35,000</p>	<p>ORO   GOLD SPONSOR \$25,000</p>	<p>PLATA   SILVER SPONSOR \$20,000</p>	<p>BRONCE   BRONZE SPONSOR \$10,000</p>	<p>COMMUNITY PARTNER \$5,000</p>	<p>ORGULLO ALLY \$2,500</p>	<p>ORGULLO AMIG@ \$500</p>
	<p>PRESENTED BY on all ADS &amp; Social ORGULLO App</p>	<p>Co-Sponsored by Web, ADS, Social ORGULLO App</p>	<p>LOGO on WEB, ADS &amp; Social ORGULLO App</p>	<p>LOGO on WEB, some ADS, Social</p>	<p>LOGO on WEB</p>	<p>Name listed on Website</p>	<p>Name listed on Website</p>
<p><b>FASHION FORUM   Community Q&amp;A with Designers</b> Design, Art &amp; the effects of AIDS on our community</p>	<p>8 PRIORITY TICKETS</p>	<p>6 PRIORITY TICKETS</p>	<p>4 PRIORITY TICKETS</p>	<p>2 PRIORITY TICKETS</p>			
<p><b>Fashion Movie Nights</b>   Come enjoy Classic Fashion related movies &amp; documentaries, in a Free &amp; Social setting!</p>	<p>2 Complimentary bottles of Vodka &amp; Rum</p>	<p>2 Complimentary bottles of Vodka or Rum</p>	<p>1 Complimentary bottles of Vodka or Rum</p>	<p>10 Complimentary glasses of wine</p>			
<p><b>ArDiva BUS TOURS</b> VIP access to local artists, galleries &amp; locations, with on board DivaMistresses</p> <p>1- Frost Art Museum@FIU   Art After STONEWALL Exhibit 2- South Beach's Art Deco, Wolfsonian &amp; Jewish Museum 3- DWNTWN Miami studios RALF VIDAL, MANAMass@777 4- Artists Warehouse in Oakland Park with YANKIEL</p>	<p>8 TICKETS TOTAL for any of the ArDiva Tours</p>	<p>6 TICKETS TOTAL for any of the ArDiva Tours</p>	<p>4 TICKETS TOTAL for any of the ArDiva Tours</p>	<p>2 TICKETS TOTAL for any of the ArDiva Tours</p>	<p>2 TICKETS TOTAL for any of the ArDiva Tours</p>		
<p><b>ArteORGULLO EXHIBIT &amp; Opening Reception</b> Pridelines, Miami   Featuring the work of MIGUEL RODEZ; one of a kind DivaDolls, created by Artists &amp; Icons, in their own image, &amp; offered for auction</p>	<p>Meet the Artist &amp; Get 4 DivaDolls</p>	<p>Meet the Artist &amp; Get 2 DivaDolls</p>	<p>Meet the Artist &amp; Get 1 DivaDoll</p>	<p>Meet the Artist</p>			
<p><b>FASHION GALA @ FROST ART MUSEUM@FIU   Oct 12th</b> Art after STONEWALL curated exhibit Art of ILLUSION showcase of avant-garde fashion designs &amp; designers CHAPLIN TYLER, BO KHASAMARINA, artist CLOE MARTINE &amp; much more. Open Bar &amp; light fare</p>	<p>8 TICKETS TOTAL to the GALA &amp; Limo ride for you and your guests</p>	<p>6 TICKETS TOTAL to the GALA &amp; Limo ride for you and your guests</p>	<p>4 TICKETS TOTAL to the GALA &amp; Limo ride for you and your guests</p>	<p>2 TICKETS TOTAL to the GALA</p>	<p>2 TICKETS TOTAL to the GALA</p>		
<p><b>DINNER, ARTE y JAZZ</b> A fusion of Latin   Hispanic &amp; Jazz performers, along with Spoken Word &amp; great Art... oh yeah, &amp; a delish dinner on South Beach!</p>	<p>8 TICKETS TOTAL Dinner, Arte y Jazz</p>	<p>6 TICKETS TOTAL Dinner, Arte y Jazz</p>	<p>4 TICKETS TOTAL Dinner, Arte y Jazz</p>	<p>2 TICKETS TOTAL Dinner, Arte y Jazz</p>			

## We have secured Partnerships & Media coverage from...

**HotSpots** - Weekly paper publication that can reach 100,000 readers.

**EDGE Media** - Largest online gay media network in the US - Nationwide coverage.

**Ambiente Magazine** - English, Spanish & Portuguese bi weekly online publication since 2003. Reaching 30k readers monthly.

**Greater Miami Convention & Visitors Bureau** - LGBTQ page views in 2018: 127, 000. Whole site visits: 13+Million a year.

**Printed posters & flyers** to be distributed across Dade & Broward; as well as online presence with Evensi, Purple Roofs, Facebook, Twitter, Instagram and others.

**Listing on our UC | CU & Celebrate ORGULLO Apps.**

## ABOUT ORGULLO & ITS AUDIENCE

Going into our 9th year of Celebrate ORGULLO has the attendance, demographic and brand loyalty to support and offer significant return to Sponsors. Annual attendance average 4,500 for the combined festival & events.

Our event covers demographics in every age category, orientation, ethnic & economic bracket.

- The Greater Miami Convention & Visitors Bureau has conducted on-site surveys on attendees, demographics, shopping habits & more.

- UNITY COALITION | COALICIÓN UNIDA is a Florida non-profit whose focus is the Leadership, Protection & Promotion of the Latinx | Hispanic LGBTQ community - The only organization of its kind since 2002.



# COMMUNITY DEMOGRAPHICS

**LGBT POPULATION** – Census estimate of adults 18 and older in the U.S. suggests that more than 11 million adults identify as LGBT in the country today. Millennials who identify as LGBT expanded from 7.3% to 8.1% from 2016 to 2017

**ANNUAL BUYING POWER** - The combined buying power of U.S. LGBT adults rose about 3.7 percent to **\$917 billion** in 2017

**LOYALTY RATE** – Highest loyalty rate – **88%** - among diverse markets Witeck-Combs/Harris

**HISPANIC U.S. BUYING POWER \$ 1.2 Trillion** LOCALLY

**MIAMI-DADE COUNTY POPULATION** 2,662,00 U.S. Census

**LGBT BUYING POWER IN MIAMI -DADE (per capita)** \$45,000 LGBT

**GDP** \$7,8333,600 Witeck-Combs/Harris Poll stats

**LGBT TOURISTS VISITING ANNUALLY** 1,200,000

**ANNUAL ECONOMIC IMPACT** \$1,7000,00 Miami Convention & Visitors Bureau

## 5 FACTS...

1

### BUYING POWER: \$917 BILLION

Nationally, the LGBT sector has a buying power of \$917 billion, rapidly approaching \$1 trillion. In comparison, the buying power of black Americans is estimated at \$1.2 trillion and Hispanics, \$1.3 trillion. The Asian market's buying power is \$825 billion.

SOURCE: University of Georgia's Selig Center for Economic Growth

2

### LGBTs SHOP AND BUY MORE, TOO

LGBT households make 10% more shopping trips in a year than the average U.S. household. They spend 10% more at checkout, too – 7% more than non-LGBT households.

SOURCE: Nielsen, "U.S. LGBT Shoppers Make More Trips, Spend More Than Average," Aug. 2015

3

### HIGHER HH INCOMES

The pre-tax income of gay and lesbian couples is higher than that of heterosexual couples. Most of that is driven by the average earnings of male same-sex couples: \$176,000. On average, male same-sex couples earn \$52,000 more than married lesbian couples and \$63,000 more than married heterosexual couples.

SOURCE: IRS, reported by The New York Times

4

### SPEND MORE ON ELECTRONICS

LGBT households spend 43% more on computer and electronic products. They also spend 35% more on liquor; 19% more on coffee and 48% more on wine than non-LGBT households.

SOURCE: Nielsen, 2015

5

### LGBT AUDIENCE IS ENGAGED

Consumption of LGBT media is up – and it's not all online. Circulation of LGBT print publications nationally rose a whopping 13% in 2015. While traditional print media usage is soft or down, LGBT print media readership is robust.

SOURCE: Rivendell Media, Gay Press Report 2015

UNITY COALITION | COALICIÓN UNIDA is LATINX | HISPANIC | LGBTQ Leadership and Pride in Equality, Education & Empowerment, for South Florida since 2002.

Liderazgo y Orgullo LATINX | HISPANX | LGBTQ en Igualdad, Educación y Empoderamiento.

**UC**  
**UNITY COALICIÓN**  
**COALITION UNIDA**  
unitycoalition.org

**TRANSART**  
A CELEBRATION OF TRANSGENDER & GENDER-NON-CONFORMING TALENT, VISION & POSSIBILITIES



**CAÏBA**  
SOCIAL MIXER, SAFE SPACE, COMMUNITY REVOLUTION  
EMPOWERING, UNITING AND UPLIFTING MEN OF COLOR

**LLEGANDO 305**

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