

RainbowWeddingnetwork's  
**LGBTQ+ Wedding Expos**

Bridging Vendors & Couples in support of Love & Equality!







**Looking for new ways to tap into the LGBTQ+ Wedding Market?**

*No problem!* RainbowWeddingNetwork.com has been producing boutique-style LGBTQ+ Wedding Expos since 2003, and is seeking partnership with LGBTQ+ welcoming venues in bringing our events to all major cities across the United States. Since its launch, RainbowWeddingNetwork (RWN) has produced over 350 LGBTQ+ Wedding Expos, bridging tens of thousands of couples with exhibitors who support equality. RWN events have a reputation of providing an atmosphere of elegance, productivity and legitimization, as well a high degree of targeted marketing opportunities to this lucrative niche.

***Benefits of hosting one of our expos?*** ...Hundreds of qualified couples touring your unique event space, face-to-face networking opportunities with both couples and participating exhibitors, a complimentary booth space at the expo, social media and e-newsletter exposure, access to the event attendee list and more!

**RWN welcomes partnerships with localized properties who wish to host, or with corporate entities seeking to host RWN's full tour of LGBTQ+ Wedding Expos nationwide.**







## About Us

Founded by a lesbian couple, RainbowWeddingNetwork.com was launched in 2000 as the first wedding gift registry specifically for the LGBTQ+ community. Today our diversified resources also include the national tour of LGBTQ+ Wedding Expos, LGBTQ+ specific planning tips, couples' wedding webpages, resources for LGBTQ+ families, active social media engagement, e-news broadcasts, and an extensive Online Directory of trusted, LGBTQ+ friendly wedding and family-related businesses. Still managed by its founders, Cindy & Marianne, RWN prides itself on a sense of authenticity, integrity and a focus on building win-win relationships.



Marianne Puechl & Cindy Sproul, RWN co-founders





# About the Wedding Expos

RainbowWeddingNetwork is the nation's leading producer of LGBTQ+ Wedding Expos. Since 2003, our team has presented over 350 events across the USA, in 37 states and counting! Streamlined, convenient and highly productive, our signature expos attract app. 400 attendees per event and provide a backdrop that is welcoming and upbeat, setting a tone that promotes quality conversations that lead to solid bookings.

- One-day events (*usually on Sunday*)
- 28-40 participating exhibitors (*to maximize exposure*)
- Focus on quality conversations: minimal interruptions during event!







# Meet our Attendees

Enthusiastic & dedicated to finding vendors who actively support LGBTQ+ equality, the couples who attend RWN events are savvy consumers who understand their own purchasing power. They are also giddy with the excitement of planning their wedding and committed lives together, and express a palpable gratitude for the opportunity to mingle casually with hosts and vendors, reassured and empowered by the fact that all participants of the expo are LGBTQ+ welcoming.

- Brand Loyal
- Because of the current political landscape, couples wish to book as many vendors as possible at RWN's LGBTQ+ Wedding Expo: they do not feel comfortable with blind online searches or cold-calling from home
- Willing to engage in grassroots marketing: our couples will actively promote vendors from the expo to friends, family, co-workers and colleagues



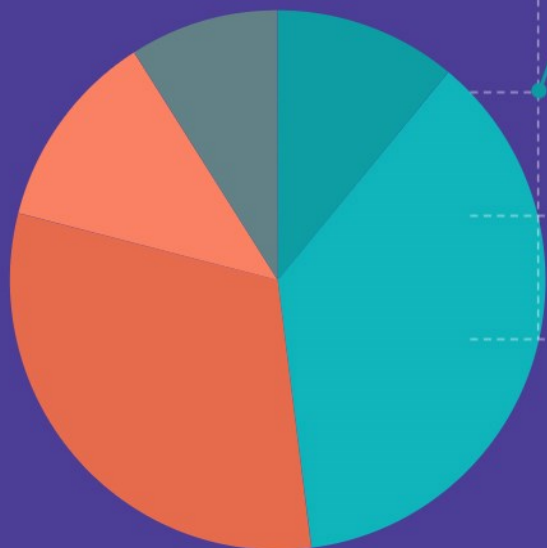




# By the Numbers

## STAT/s and Demographics

Market Composition by Age



18-25 (11%) 26-35 (37%) 36-45 (31%)  
46-55 (12%) 55+ (9%)

Median Household Income: \$104,300

Average Wedding Budget: \$25,000

Have not yet booked a wedding venue:

# 85%



# 65%

Of Event Attendees  
are Women





# Why it Matters

It is estimated that LGBTQ+ consumers represent over \$69 billion of buying power within the United States.

71% of LGBTQ+ consumers are more likely to engage with and remain loyal to advertisers that authentically represent diversity & inclusivity.

## ● The Historic Nature of Taking a Stand for Equality:

● Since the Obergefell vs Hodges decision in 2015, marriage equality for same-gender couples has been legally recognized across the United States, and app. 700,000 LGBTQ+ couples are now married in America. An estimated 50,000 same-gender weddings took place in the US in 2023. 7.5% to 10% of adults in the nation identify as LGBTQ+, an increase from previous years: over 15% of Gen Z adults identify as LGBTQ+. This equates to app. 20 million adults in the US identifying as LGBTQ+. The numbers point to an escalation of marriages within this niche of the overall wedding market.

However, with the recent conservatism seen on the US Supreme Court, it is anticipated that the Obergefell decision likely will be overturned, thereby leaving the status and future rights of LGBTQ+ couples in limbo, and ultimately returned to the states.

**Directly marketing to the LGBTQ+ Wedding Market, at this time, marks a dynamic opportunity to cultivate deeply rooted brand loyalty from this influential and growing target niche.**

\*It is important to note that statistics regarding the LGBTQ+ minority are difficult to verify for accuracy: under-reporting continues to be an issue due to safety concerns by individuals within the community.







## What They're Saying...

*"As a venue, we don't host or even participate in any other wedding expos, just the RainbowWeddingNetwork event. We have hosted for years, love the professionalism of their team, and we get lots of bookings. Love the partnership!"*

- Alex Turney, General Manager / Lionsgate Event Center, Lafayette CO / Wedding Expo Host

*"I just wanted to thank you for such an incredible event. It was so great to be able to connect with couples in an intimate environment & get to know each of them. The show itself blew away my expectations as far as professionalism, personal touch, and support for the couples & the vendors."*

- Kate Marie Photography / Wedding Expo Exhibitor

*"Really amazed at how much of a difference your show was compared to traditional "bridal" fairs... We felt at ease talking with all the exhibitors and didn't have to ask about whether they're gay-friendly: we already knew because they were there at the event. We were so relaxed and could get down to planning, instead of worrying about anything else: Thank you!"*

- Jenna & Caitlyn / Wedding Expo Attendees

*"I am beyond words about the love that was present yesterday at the RWN Expo. Thank you for the work you are doing for the LGBTQ+ community. You are indeed a force of change!"*

- Fr Joe Ciccone, St Joseph Mission Church / Wedding Expo Exhibitor





# Hosting the Expo

RainbowWeddingNetwork events have been presented in hotel ballrooms, historic inns, yachts, civic centers, storefront showrooms, churches, wineries and resorts. *Any venue that provides couples as well as exhibitors a welcoming & elegant atmosphere!* RWN Expos are one-day events, produced on Sunday (although Saturdays are also an option.) Doors are open to the public for three hours during the afternoon. Exhibitors are provided access 2-3 hours prior. Focused time throughout the expo is dedicated to couples mingling with vendors, enjoying samples, touring the host venue. There is one 20-minute segment during each event to gather all attendees in celebration of Equality, hear a short speech from the RWN founders, and announce lucky Raffle Winners.

## **Becoming a Premier Host Sponsor:**

Host Venues are asked to provide the following, complimentary, as Premier Sponsor of an RWN Expo:

- The ballroom space/s, app. 4500-7000 sq feet
- 28-42 six-foot banquet tables with linen and 2 chairs per
- A small riser, podium & microphone if possible
- Moderate seating for attendees, ie 3-5 large rounds, pre-function lounge furniture, tbd
- Access to the event space 8am-5pm the day-of the expo
- One hotel room, 3 nights, for RWN staff (*optional*)







## Hosting the Expo (cont'd)

### Perks of Hosting

- One-day events, Sundays preferred
- Brief speaking opportunity by representative of Host Venue to address couples & vendors
- App 400 qualified attendees touring your unique event space
- Face-to-face networking opportunities with both couples & participating exhibitors
- A complimentary booth space at the expo
- Spotlight mention in RWN social media, e-newsletters and marketing efforts prior to event date
- Access to the expo attendee list
- Complimentary Online Storefront in Directory of [RainbowWeddingNetwork.com](http://RainbowWeddingNetwork.com)
- Option to offer a cash bar during the event

### What to Expect from RWN, the Event Producer

- Marketing & promotion for the event, including print/online advertisements, social media and more
- Selling & administration of exhibitor spaces, including providing layout diagram to Host
- Communication with and supervision of exhibitors
- Administration of RSVPs and couples' contact information; the list of couples is made available to the Host after the expo
- Addition of Host logo and hyperlink on expo event page noted as Premier Host Sponsor
- Overseeing execution of event the day-of, including exhibitor requests, couples' registration & check-in, emceeing responsibilities, etc







# Target Cities for 2025 - 2026

Albuquerque

Anchorage

Arlington VA

Atlanta

Austin

Baltimore

Birmingham

Boston

Charleston

Charlotte

Chicago

Cleveland

Columbus

Dallas / Ft Worth

Denver

Detroit

Grand Rapids

Honolulu

Houston

Indianapolis

Jacksonville

Jersey City

Las Vegas

Long Beach

Los Angeles

Louisville

Louisville

Milwaukee

Minneapolis

Nashville

New Orleans

New York City

Oakland

Oklahoma City

Omaha

Orlando

Philadelphia

Phoenix

Pittsburgh

Portland OR

Providence RI

Raleigh

Sacramento

Salt Lake City

San Antonio

San Diego

San Francisco

San Jose

Seattle

St Louis

Tampa / St Pete

Tulsa

Washington DC

Wichita





## Ready to Explore the Possibilities?

Feel free to email or call anytime, to continue the conversation! -Thank you for your interest!

[info@rainbowweddingnetwork.com](mailto:info@rainbowweddingnetwork.com) • 828-672-6377, 9am-4:30pm EST

*Cindy Sproul*      *Marianne Puechl*

-Cindy Sproul & Marianne Puechl, co-founders