

Rainbowweddingnetwork's

LGBTQ+ Wedding Expos

Bridging Businesses & Couples in support of Love & Equality!



2024-25
Corporate Sponsor
Opportunities



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 sponsorships from LGBTQ+ friendly companies who wish to target this dynamic & unique niche.

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 as a high degree of direct marketing opportunities to this lucrative & growing sector of the wedding market.

Benefits of joining our events as a Corporate Sponsor?

Access to thousands of qualified LGBTQ+ couples and participating wedding professionals, social media and e-newsletter exposure, promo opportunities at interactive stations & on fabric totes, emcee announcements, premier online placement & more!

RWN welcomes involvement from locally-based, national and international companies, both LGBTQ+ owned and LGBTQ+ friendly, who wish to select particular expo locations, or those seeking to sponsor RWN's full tour of LGBTQ+ Wedding Expos throughout the United States. Sponsorships are welcome for remaining 2024 events; app 24 expos are anticipated for 2025.



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.





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, diversified promotional opportunities, and engaging networking options for both on-location and off-site participating sponsors.

- One-day events (*usually on Sunday*)
- 28-40 participating exhibitors & sponsors (*to maximize exposure*)



Meet our Attendees

Enthusiastic and 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, vendors and both on-location and off-site participating sponsors - 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 and sponsors from the expo to friends, family, co-workers and colleagues

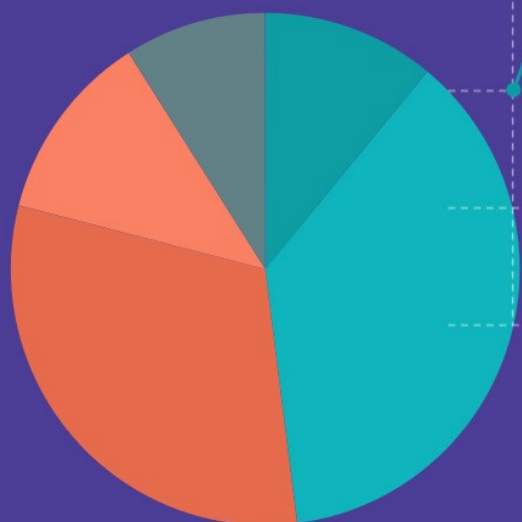




By the Numbers

STAT/s and Demographics

Market Composition by Age



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



Average Wedding Budget: \$25,000

Have not yet booked a wedding venue: 85%

Median Household Income: **\$104,300**

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



Sponsoring the Expos

RainbowWeddingNetwork LGBTQ+ Wedding Expos are one-day events, usually presented in elegant hotel ballrooms, resorts, or country clubs. Our signature Wedding Expos provide a casual, celebratory atmosphere, spotlighting 28-40 vendors & sponsors per event, food & cake samples, a cash bar, interactive stations such as Swag Tables, Selfie Stands, Photo Booths, etc.

Comfortable seating is available to encourage attending couples to relax and spend the entire afternoon mingling, chatting and circulating the event space multiple times. There is one 20-minute segment to gather all attendees in celebration of Equality, hear a short speech from the RWN founders, announce Corporate Sponsors and lucky Raffle Winners.





Perks of Expo Sponsorship

- Header Banner on RainbowWeddingNetwork.com (RWN) Home Page To include corporate logos of all 2024-2025 sponsors; landing page to include direct hyperlinks
- Logo / hyperlink w sponsorship level noted on RWN expo event page/s
- Inclusion in pre- and post-expo emails to couples, with direct hyperlink, sponsorship level noted
- Inclusion in pre- and post-expo emails to participating exhibitors, with direct hyperlink, sponsorship level noted
- Logo / hyperlink w sponsorship level noted in RWN e-newsletters (*database of app 12,000 LGBTQ+ couples nationwide*)
- Promo/Marketing placement at expos on couples' Swag Table
- Logo & optional QR code on dedicated signage at Registration Area and at Selfie Station/s
- Emcee Announcements of all Event Sponsors
- Attendee List emailed in excel file post-event/s (*app 200 qualified couples per event*)
- Option to offer Raffle items for additional exposure
- Logo placement on attendees' fabric totes (*limited availability*) Gold and Platinum levels only
- Option for staffed standard exhibitor booth at event/s





Corporate Sponsorship Tiers & Rate Info

Top Tier—National Sponsorship

Silver Level

Sponsor 5 select LGBTQ+ Wedding Expos
*(your choice of locations during RWN's
upcoming event schedule)*

\$2500

includes all perks listed *(see pg. 10)*

\$3500

includes all perks listed + option for staffed
standard exhibitor booth at event/s

Gold Level

Sponsor 10 select LGBTQ+ Wedding
Expos *(your choice of locations during
RWN's upcoming event schedule)*

\$5000

includes all perks listed *(see pg. 10)*

\$7000

includes all perks listed + option for staffed
standard exhibitor booth at event/s

Platinum Level

Sponsor Full Tour
of LGBTQ+ Wedding Expos
(24-25 events per year)

\$11,500

includes all perks listed *(see pg. 10)*

\$16,000

includes all perks listed + option for staffed
standard exhibitor booth at event/s




Upcoming Event Calendar 2024

Dallas - 8/11/24 Austin - 10/27/24
Raleigh - 9/22/24 Atlanta - 11/3/24
Tampa - 9/29/24 St Louis - 11/10/24
San Francisco - 10/20/24 Boston - 11/17/24

Possible Target Cities for 2025 (*app 24 event locations tbd*)

Albuquerque	Cleveland	Long Beach	Omaha	San Diego
Anchorage	Columbus	Los Angeles	Orlando	San Francisco
Arlington VA	Dallas / Ft Worth	Louisville	Philadelphia	San Jose
Atlanta	Detroit	Louisville	Phoenix	Seattle
Austin	Grand Rapids	Milwaukee	Pittsburgh	St Louis
Baltimore	Honolulu	Minneapolis	Portland OR	Tampa / St Pete
Birmingham	Houston	Nashville	Providence RI	Tulsa
Boston	Indianapolis	New Orleans	Raleigh	Washington DC
Charleston	Jacksonville	New York City	Sacramento	Wichita
Charlotte	Jersey City	Oakland	Salt Lake City	
Chicago	Las Vegas	Oklahoma City	San Antonio	

A watercolor illustration of a couple kissing. The woman on the left has dark skin, short dark hair, and a large black earring. The man on the right has light skin and curly brown hair. They are both smiling and looking at each other. The background is a soft, abstract watercolor wash in shades of pink, blue, and white.

Ready to Explore the Possibilities?

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

info@rainbowweddingnetwork.com • 828-672-6377, 9am-4:30pm EST

Cindy Sproul *Marianne Puechl*

-Cindy Sproul & Marianne Puechl, co-founders

RainbowWeddingNetwork.com