



**BLATINO
OASIS²⁰₂₄**

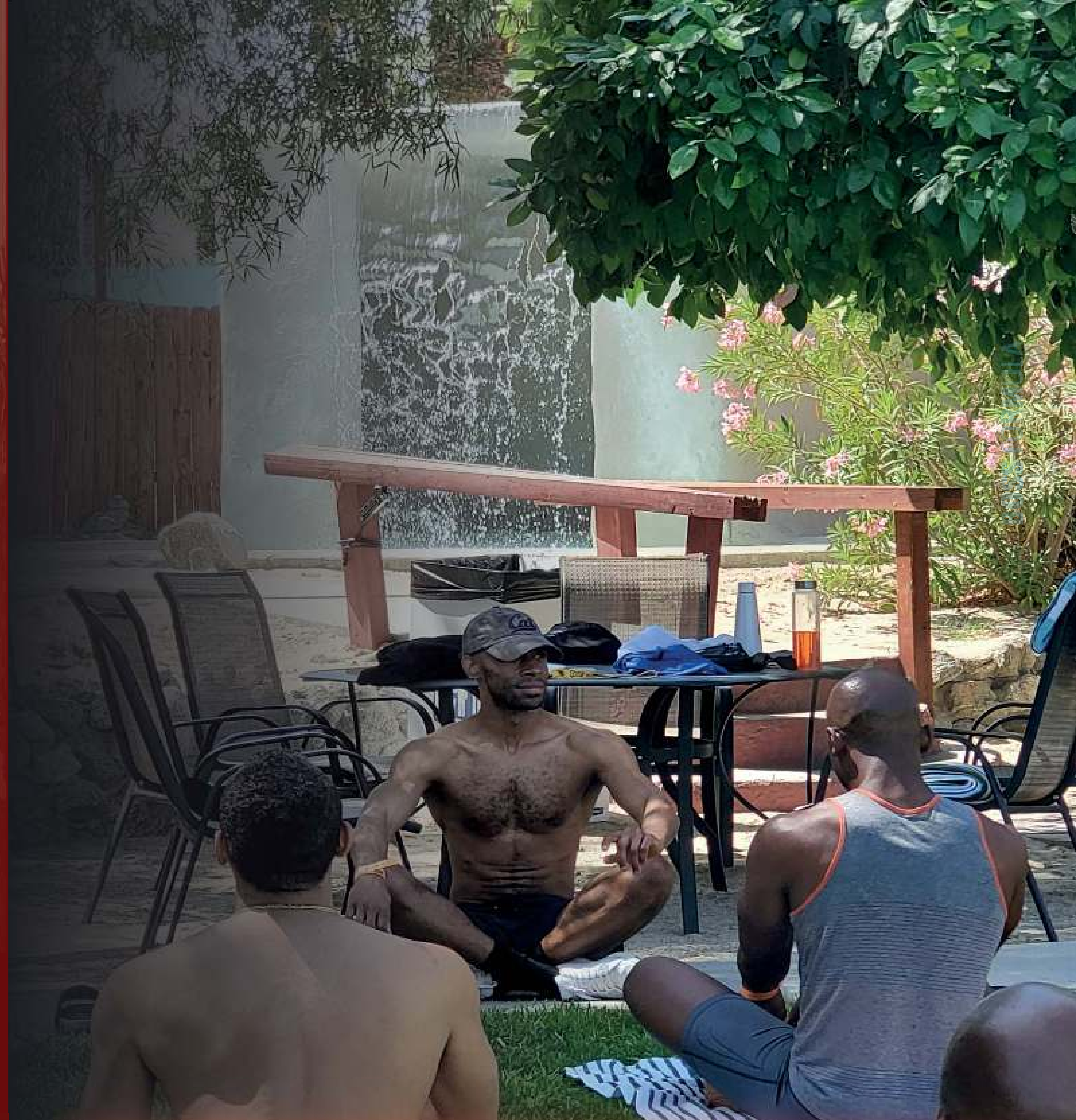
Sunny Palm Springs
SPONSORSHIP GUIDE





In 2006, BLATINO OASIS™ creator, community organizer and event producer, Joe Hawkins, took a trip to the legendary Hollywood desert oasis getaway of Palm Springs, California, for the first time, after learning the city had elected California's first Gay and African American Mayor. During his stay, he was amazed by the majestic beauty, peace, tranquility and gay affirming atmosphere of the city. In 2007, Mr. Hawkins decided to invite men of color from around the world, to experience Palm Springs natural beauty, gay friendly, fun yet relaxing environment. 14 years later, not only has BLATINO OASIS™ grown to become the largest gay men of color event in Palm Springs history, it is currently the largest annual vacation retreat for gay men of color in California, attracting men from around the world and was recognized as such by the Mayor of Palm Springs at our 2011 - 2012 events. We invite businesses to be a part of Palm Springs longest running gay/queer men of color event by becoming a sponsor of BLATINO OASIS™ 2024.

You are invited!



ABOUT THE FOUNDER

Joe Hawkins is a noted California based community organizer, LGBTQ advocate, non-profit executive, event producer, and social entrepreneur. Joe first came to national prominence as one of the first out gay men to appear as a guest on the iconic Oprah Winfrey Show during the early 90s, defending his right to parent his son as an out gay man. Among his many accomplishments, Mr. Hawkins is a co-founder and former co-chair of Oakland Pride and was voted Grand Marshall of both the San Francisco and Oakland Pride Parades. He is a founding organizer of the East Bay AIDS Walk and created California's largest and longest running Black LGBTQ Film Festival. Joe created and produced California's longest running LGBTQ Hip-Hop event that lasted 25 years. He also produces California's largest and the longest running gay/bisexual men of color retreat held annually in Palm Springs, California, the first event of its kind when it launched in 2007. In 2017, Joe co-founded and is CEO of the Oakland LGBTQ Community Center and the Glenn Burke Wellness Clinic, Oakland's first and only LGBTQ multi-service center. A military veteran, Joe's service to the community has been recognized with numerous awards, including proclamations from 5 mayors of 3 cities and 4 governors in the state of California. His work with youth technology training programs was recognized by the White House and featured on Good Morning America, USA Today, and the Wall Street Journal. In 2014, the City of Oakland presented Joe with the Mayor's Proclamation, naming a day in his honor and in 2017, the Northern California chapter of the ACLU honored him with the Grover Dye award, their highest award for community activism. In 2018, his vision for LGBTQ wellness programming resulted in the LGBTQ center receiving the American Psychological Association's Presidential Citation Award. And in 2019, Joe was named by Business Equality Magazine as one of the Top 50 over 50 LGBTQ Legacy Leaders in honor of the 50th Anniversary of Stonewall.



ATTENDEE DEMOGRAPHIC

ATTENDEES PER EVENT
(DAILY AVERAGE OVER 4-DAY SPAN)

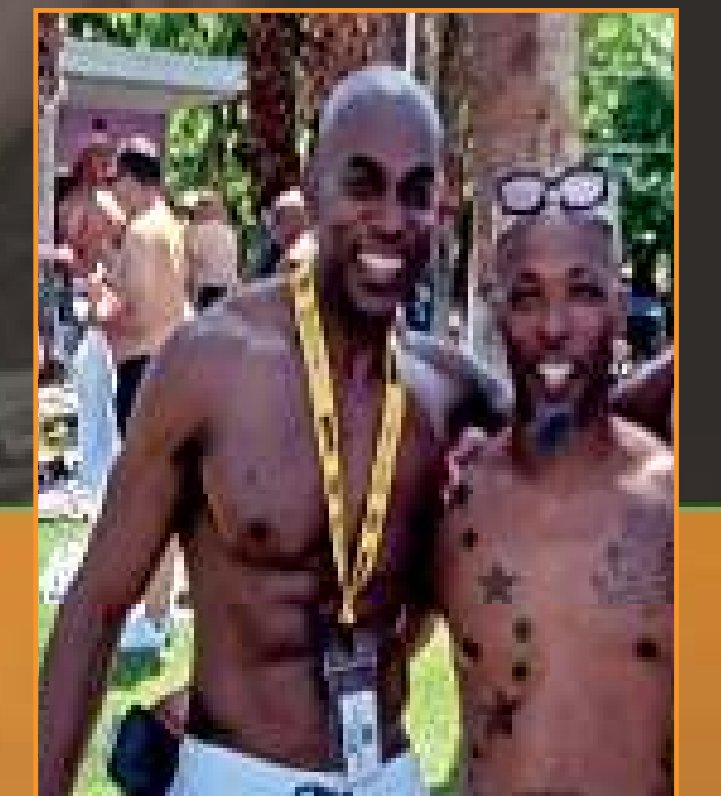
300-800

AVERAGE SPENT PER PERSON
(ACCOMMODATIONS & TRAVEL EXPENSES INCLUDED)

\$1,500

AVERAGE AGE

30-55
YEARS OF AGE



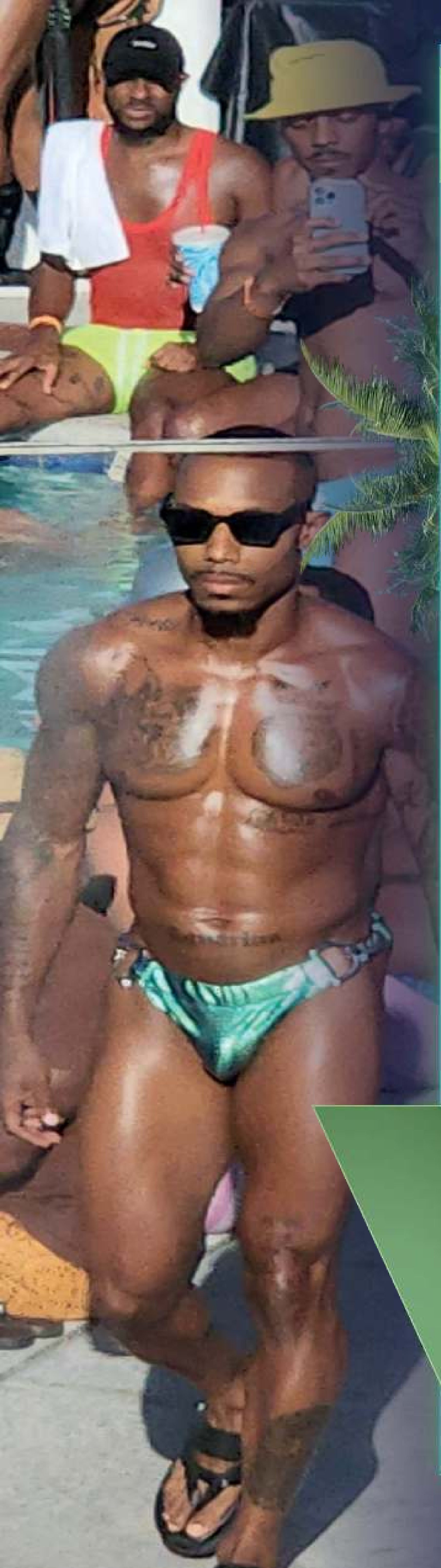
ETHNICITY

80% BLACK | 15% LATINO | 5% OTHER (WHITE, ASIAN, ETC)



MALES 99% FEMALES 1%

Most participants at Blatino Oasis are from major metropolitan areas such as Los Angeles, San Diego, San Francisco, Oakland, Atlanta,, Washington, D.C., Miami, Dallas, Houston, New York, and Chicago. Approximately 30% of participants reside in the Palm Springs and Inland Empire areas of Southern California.



SPONSORSHIP OPPORTUNITIES



Your sponsorship of BLATINO OASIS™, 2024, in Palm Springs, California, will provide exposure for your product or service to our largely untapped market and will also show your support for the gay men of color community and the LGBTQ community at-large. Depending on your level of sponsorship, we will include your company banner in our email blasts, on our website and at our events. Our website averages over one hundred thousand visitors per month between January and May, as the event nears.



OPPORTUNITIES INCLUDE



- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- MEDIA SPONSOR

- GIFT BAG SPONSOR
- PROMOTIONAL PARTNERSHIP SPONSOR
- IN-KIND LEVELS AVAILABLE

SPONSOR VISIBILITY

BLATINO OASIS™ events offer multiple options for your company's logo placement, product distribution, and brand-identity for your organization. We can offer a truly amazing opportunity to saturate our market and share in this wonderful setting. Some of the highlights of our sponsorship packages include:

ENTERTAINMENT OPPORTUNITIES

BLATINO OASIS™ events provides opportunities for your product name & marketing message to gain multiple exposures at pool parties, dance parties, awards ceremonies and digital marketing formats.

PROMOTION & MEDIA

BLATINO OASIS™ works in conjunction with national and regional media outlets to help promote our event in Northern and Southern California, and via a variety of social media outlets. In addition, distributes over 10k flyers, distributes posters, and sends email newsletter, to over 18,000 emails monthly, promoting **BLATINO OASIS™** to individuals from throughout California and across the country, who have registered via our website.



PROGRAM RECOGNITION

Businesses/Organizations participating at various sponsorship levels will be recognized on our website, e-newsletter and social media leading up to the **BLATINO OASIS™** weekend.



SPONSORSHIP RESULTS

MENU OF MARKETING OPPORTUNITIES

The menu of sponsorship opportunities includes entertainment and activities with plenty of on-site marketing opportunities. Sponsors are encouraged to propose additional opportunities, or to refine and customize any package to gain maximum exposure. We value your input and are willing to work to best accommodate your needs.

OUR PARTNERS CAN EXPECT:

- PRE & POST EVENT EXPOSURE ON ALL RELEVANT MARKETING AND SOCIAL MEDIA CHANNELS.
- INCREASED TRAFFIC TO PARTNER DESTINATION SITES AND THE OFFICIAL BLATINO OASIS WEBSITE.
- INCREASE OF VIEWS ON SOCIAL PROPERTIES.
- INCREASE E-MAIL SUBSCRIBERS.
- ACTIVE FACEBOOK, TWITTER, TIKTOK OTHER SOCIAL MEDIA CAMPAIGNS.



ACROSS ALL SOCIAL MEDIA PLATFORMS



**OVER 70K
FOLLOWERS**

PLATINUM PARTNERSHIP LEVEL



BOSS FORMULA

PLATINUM PRESENTING SPONSORSHIP **\$25,000**

**Company name & logo will appear prominently in BLATINO OASIS™
2024 events, marketing materials and event collateral.**

YOUR BUSINESS WILL RECEIVE THE FOLLOWING GUARANTEED RECOGNITION:



- Naming Rights for Blatino Oasis™ 2024
- Two Corporate banners displayed at main event hotel – provided by company;
- Inclusion in May 2024 Press Release.
- 6 VIP event passes (\$1,500 cash value)
- Logo placement on all Blatino Oasis™ collateral materials.
- Logo included on Blatino Oasis™ 2024 neck lanyards worn by attendees.
- Banner Placement on our website, which receives approximately 100,000 curious visitors in the final three months leading up to our event.
- Banner Placement on website to include sponsorship page.
- Promo on all social media sites and event pages.

GOLD/SILVER

PARTNERSHIP LEVEL



GOLD SPONSORSHIP **\$10,000**

Company name and logo will appear prominently in Blatino Oasis™ events, marketing materials and event collateral. Your business will

RECEIVE THE FOLLOWING RECOGNITION:

- Company banner at main event hotel.
- Weekend passes 4 each (\$1000 cash value).
- Banner placement in email blast for 2024.
- Product placement at main event hotel.
- Space for vending booth (company must bring).

SILVER SPONSORSHIP **\$5,000**

Company name and logo will appear prominently in **BLATINO OASIS™** events, marketing materials and event collateral. Your business will

RECEIVE THE FOLLOWING RECOGNITION:

- Weekend passes 4 each (\$1000 cash value).
- Banner placement in email blast for 2024.
- Product sampling placement in all Blatino Oasis™
- Space for vending booth (company must bring).

PAST EVENTS

Fun in the sun

YOUR SPONSORSHIP HELPS
KEEP THE PARTY LIT!



CONTACT INFORMATION

Joe Hawkins

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facebook.com/BlatinoOasis

tiktok.com/Blatino.Oasis

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