

LAUDERDALE
Tropical
BEAR WEEK

the official bear week of south florida

**SPONSORSHIP
OPPORTUNITIES**

TUESDAY MARCH 23 TO SUNDAY MARCH 28, 2027

YOUR BRAND. OUR COMMUNITY. ONE UNFORGETTABLE WEEK.



LAUDERDALE TROPICAL BEAR WEEK

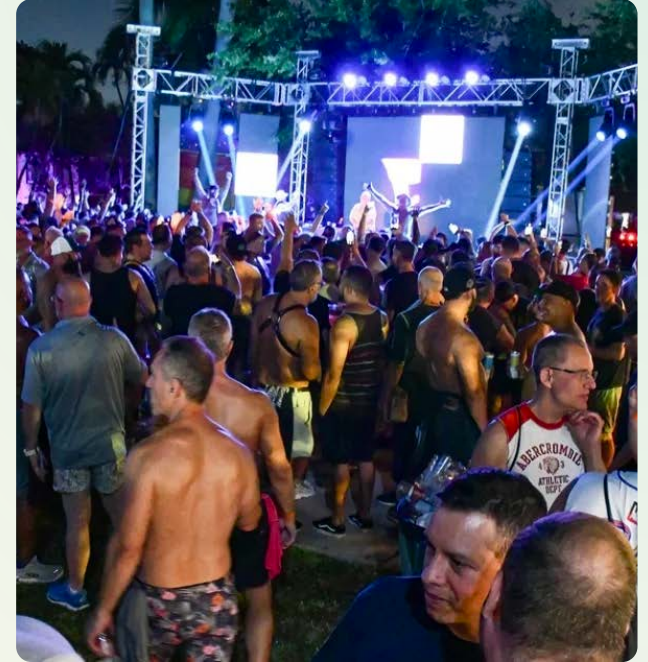
SIX DAYS · FORT LAUDERDALE & WILTON MANORS

A SIX DAY CELEBRATION FOR THE BEAR COMMUNITY, PACKED WITH UNFORGETTABLE EVENTS IN A TROPICAL SETTING.

WITH A VIBRANT MIX OF EVENTS, VENUES AND ENTERTAINMENT, IT'S THE PERFECT DRAW FOR THE MORE AFFLUENT BEAR COMMUNITY TO GETAWAY, RELAX, CONNECT, AND EMBRACE THE SUNNY FORT LAUDERDALE ATMOSPHERE.



GUESTS ENJOY OFFICIAL PARTIES AND EVENTS INCLUDING POOL PARTIES, A BEACH PARTY, NEW EXCURSIONS AND ADVENTURES, AND THE WEEK'S SIGNATURE FESTIVAL EVENT, "BEAR VILLAGE AT RICHARDSON PARK."



SCHEDULE

TUESDAY 23 TO THURSDAY 25 MARCH 2027

23 TUESDAY · MARCH 23 OPENING NIGHT

- BLOCK PARTY OPENING CEREMONY
- SOLSTICE POOL PARTY

welcome

24 WEDNESDAY · MARCH 24 GRAND DAY

- BREAKFAST HOST HOTEL GUESTS
- HEART & SOUL WELLNESS YOGA HOST HOTEL
- 12 STEP RECOVERY MEETING HOST HOTEL
- HEART & SOUL WELLNESS SOUND BATH HOST HOTEL
- SNORKEL TOUR OPTIONAL EHCURSION
- SCUBA DIVING OPTIONAL EHCURSION
- GATOR TOUR OPTIONAL EHCURSION
- GLASS BLOWING OPTIONAL EHCURSION
- COOK OUT HOST HOTEL
- BEAR-E-OKE HOST HOTEL
- BIG KAHUNA POOL PARTY HOST HOTEL

poolside

25 THURSDAY · MARCH 25 COMEDY & COCKTAILS

- BREAKFAST HOST HOTEL GUESTS
- HEART & SOUL WELLNESS YOGA HOST HOTEL
- 12 STEP RECOVERY MEETING HOST HOTEL
- HEART & SOUL WELLNESS SOUND BATH HOST HOTEL
- BOWLING OPTIONAL EHCURSION
- HAULOVER NUDE BEACH DAY OPTIONAL EHCURSION
- RIVERWALK BOAT TOUR OPTIONAL EHCURSION
- BEARS & BONNETS TOUR OPTIONAL EHCURSION
- HEART & SOUL PRIMAL BEAR ACTIVATION WORKSHOP HOST HOTEL
- BRAD LOEKLE COMEDY SHOW
- SOCIAL POOL PARTY HOST HOTEL
- BRAWNY BEAR TAKEOVER EAGLE WILTON MANORS

after dark

SCHEDULE

FRIDAY 26 TO SUNDAY 28 MARCH 2027

26

FRIDAY · MARCH 26

FULL TILT

- BREAKFAST HOST HOTEL GUESTS
- HEART & SOUL WELLNESS YOGA HOST HOTEL
- 12 STEP RECOVERY MEETING HOST HOTEL
- HEART & SOUL WELLNESS GENTLE BEAR FLOW YOGA HOST HOTEL
- DRAG BRUNCH & BEAR BINGO THE PUB
- ED LUGO CAMO POOL PARTY FOR THE NAUGHTY
- INN ON THE DRIVE POOL PARTY FOR THE SOCIABLE
- DRINK & DRAW WITH SHERMAN YEE
- HEART & SOUL WELLNESS HARNESS YOUR POWER WORKSHOP
- MEGALWOOF EAGLE WILTON MANORS

poolside

27

SATURDAY · MARCH 27

BEAR VILLAGE

- BREAKFAST HOST HOTEL
- HEART & SOUL WELLNESS GENTLE BEAR FLOW YOGA HOST HOTEL
- 12 STEP RECOVERY MEETING HOST HOTEL
- HEART & SOUL WELLNESS BEACHSIDE BEAR ZEN YIN + SOUND
- BEAR VILLAGE HEADLINER TO BE ANNOUNCED
- SOCIAL POOL PARTY HOST HOTEL
- FURBALL EAGLE WILTON MANORS

headline

28

SUNDAY · MARCH 28

FAREWELL

- BREAKFAST HOST HOTEL
- TROPICAL BEAR BEACH PARTY

closing

MARQUEE TICKETED EVENTS SHOWN IN TEAL BEAR VILLAGE HEADLINER, HOST HOTEL AND EVENT TIMES TO BE CONFIRMED.

THE AUDIENCE, MEASURED AT THE DOOR

158,324

GUEST NIGHTS AT EAGLE WILTON MANORS IN THE TWELVE MONTHS TO JUNE 2026. VISITORS FROM OUT OF STATE ROSE 8.5% WHILE THE LOCAL SOUTH FLORIDA BASE FELL 2.3%

+7.7%

BEAR WEEK ATTENDANCE GROWTH YEAR OVER YEAR AT THE DOOR. THE TRAVELER SHARE HELD AT 37.4%, THE MOST STABLE VISITOR DRAW ON THE CALENDAR

2.64

EVENTS ATTENDED PER VISITING PASS HOLDER, AGAINST 1.54 FOR LOCALS. TRAVELERS ARE IN TOWN FOR THE WEEK AND SEE YOUR BRAND AT EVERY STOP

11.8%

OF MARCH 2026 GUESTS TRAVELED MORE THAN 1,000 MILES, THE HIGHEST MONTH IN THREE YEARS OF USABLE DATA



WHERE ITBW ATTENDEES COME FROM

SOUTH FLORIDA (THREE COUNTIES)	57.0%
ELSEWHERE IN THE US	27.9%
REST OF FLORIDA	7.6%
INTERNATIONAL	1.4%

3,903 UNIQUE ATTENDEES, ITBW 2026 CHECK IN RECORDS; 6.1% WITH NO ORIGIN RECORDED ARE EXCLUDED. DOOR FIGURES FROM 666,960 ID SCANS, JANUARY 2025 TO JUNE 2026.

NOT JUST ANOTHER FESTIVAL. A MARKETING PLATFORM.

LAUDERDALE TROPICAL BEAR WEEK (LTBW) HAS GROWN INTO ONE OF THE MOST ANTICIPATED LGBTQ+ BEAR FESTIVALS IN THE WORLD, RIVALING PROVINCETOWN AND SITGES. SITUATED IN FORT LAUDERDALE AND WILTON MANORS, GLOBAL DESTINATIONS FOR LGBTQ+ TOURISM, LTBW THRIVES IN A REGION WITH AN EIGHT MONTH TOURISM SEASON THAT ATTRACTS MILLIONS OF VISITORS FROM ACROSS THE GLOBE.

OUR TRACK RECORD IS CONSISTENT: YEAR OVER YEAR GROWTH, SUCCESSFUL PROGRAMMING, AND LOYAL AUDIENCES WHO RETURN SEASON AFTER SEASON. THIS IS NOT A PASSING FAD. IT IS A CORNERSTONE OF LGBTQ+ CULTURE IN SOUTH FLORIDA.

BUT UNLIKE TRADITIONAL SPONSORSHIPS THAT OFFER LITTLE MORE THAN LOGO PLACEMENT, LTBW DELIVERS A COMPREHENSIVE MARKETING PLATFORM. SPONSORS GAIN MEASURABLE OUTCOMES THROUGH ACTIVATIONS AT EVERY STAGE: VISIBILITY, ENGAGEMENT, RECALL, AND LOYALTY.

WHEN YOU PARTNER WITH US, YOU DON'T JUST ACCESS A FESTIVAL YOU TAP INTO THE EAGLE WILTON MANORS, SPARTACUS, AND RBK RAINBOW ECOSYSTEM, GIVING YOU SUSTAINED REACH BEFORE, DURING, AND AFTER THE EVENT, ACROSS NIGHTLIFE, FESTIVALS, AND DIGITAL MEDIA.

BROAD REACH TO NARROW TARGET

YOUR SPONSORSHIP EXTENDS FAR BEYOND FESTIVAL WEEK. IT PLUGS DIRECTLY INTO A TOURISM AND NIGHTLIFE ECOSYSTEM THAT FEW DESTINATIONS CAN MATCH.

GROWTH MARKETS

THE DOOR DATA SHOWS WHERE THE AUDIENCE IS COMING FROM NOW: NORTH CAROLINA +29.5%, OHIO +23.6%, TEXAS +16.3%, SOUTH CAROLINA +15.6%, GEORGIA +13.3%, ILLINOIS +12.8%. NEW YORK REMAINS THE LARGEST SINGLE FEEDER AT 7,525 VISITS.

WILTON MANORS

KNOWN WORLDWIDE AS A HUB OF LGBTQ+ NIGHTLIFE AND CULTURE, WILTON MANORS PROVIDES THE BACKDROP FOR LTBLL, ENSURING EXPOSURE NOT ONLY TO FESTIVAL ATTENDEES BUT TO THE ENTIRE COMMUNITY.

EAGLE WILTON MANORS AUDIENCE

666,960 ID SCANS OVER EIGHTEEN MONTHS, ~98% MALE. 158,324 GUEST NIGHTS IN THE PAST YEAR WITH THE TRAVELER SHARE UP FROM 33.5% TO 35.9%. IN FEBRUARY 2026 VISITORS FROM OUT OF STATE OUTNUMBERED LOCALS FOR THE FIRST TIME.

FESTIVAL AUDIENCES

LAUDERDALE TROPICAL BEAR WEEK: ~12,000 ATTENDEES
FLORIDA LEATHER WEEK: 10K TO 15K ATTENDEES
OTHER RBK/EAGLE FESTIVALS: 27K TO 35K ANNUALLY
A MARKETING LIFT OF 3 TO 7 MONTHS EACH.

DIGITAL ECOSYSTEM

500,000+ MONTHLY TOUCHPOINTS
WEBSITE: 35.5K UNIQUES · INSTAGRAM: 15.5K
FACEBOOK: 14K · EMAIL: 14,000 · SMS: 8,000



FROM FIRST CLICK TO LASTING IMPACT

YOUR BRAND IS NOT LIMITED TO A SINGLE BANNER OR A FLEETING IMPRESSION. SPONSORS ARE INTEGRATED INTO A CUSTOMER JOURNEY OF FIVE STAGES THAT NO OTHER FESTIVAL IN SOUTH FLORIDA CAN REPLICATE.

01

MARKETING TOUCHES

GUESTS ENCOUNTER YOUR BRAND THROUGH SPONSOR BRANDED ADS, EMAILS, SMS, AND SOCIAL CONTENT BEFORE THEY EVEN ARRIVE. GEOFENCED IMPRESSIONS REINFORCE THE MESSAGE.

02

ARRIVAL

FROM BRANDED BARRICADES TO COBRANDED WRISTBANDS, YOUR BRAND IS THE FIRST THING GUESTS ENCOUNTER WHEN THEY STEP INTO THE FESTIVAL EXPERIENCE.

03

IMMERSION

ONCE INSIDE, YOUR BRAND SURROUNDS THEM: DIGITAL SCREENS, LOUNGES, SAMPLING STATIONS, CONTESTS, AND MORE.

04

TAKE HOME

DURABLE WRISTBANDS, VIP PASSES, AND SPONSOR BRANDED REWARDS TRAVEL HOME WITH ATTENDEES, ENSURING YOUR BRAND LIVES ON BEYOND THE EVENT.

05

FOLLOW UP

EXCLUSIVE GEOFENCED RETARGETING DELIVERS SPONSOR MESSAGING DIRECTLY TO VERIFIED ATTENDEES FOR WEEKS AND MONTHS AFTER THE EVENT.

A CLOSED LOOP JOURNEY: EXPOSURE, ENGAGEMENT, RECALL, LOYALTY.

YOUR GOALS. YOUR BENEFITS. YOUR WAY.

EVERY SPONSOR IS DIFFERENT. SOME NEED DATA CAPTURE. OTHERS WANT PRESTIGE. OTHERS WANT TACTILE, PHYSICAL BRANDING. A SINGLE FIRED SPONSORSHIP PACKAGE DOES NOT DELIVER ROI.

PLATINUM

100 credits

\$50,000+

GOLD

50 credits

\$25,000+

SILVER

25 credits

\$12,500+

BRONZE

10 credits

\$5,000+

ONE CREDIT IS \$500 OF MARKETING VALUE. SPONSORS CHOOSE FROM A MENU OF BENEFITS, ALLOCATING CREDITS TO THE OPPORTUNITIES THAT BEST ALIGN WITH THEIR GOALS. PREMIUM OPPORTUNITIES ARE RESERVED FOR HIGHER TIERS TO PROTECT EXCLUSIVITY, SO SPONSORS ARE NEVER STUCK PAYING FOR BENEFITS THEY DON'T VALUE.

HOW THE VALUES ARE SET

VENUE PLACEMENTS ARE BENCHMARKED AGAINST OUTDOOR MEDIA CPMS, DIGITAL CHANNELS AGAINST CPM AND CPU NORMS, AND FESTIVAL PLACEMENTS AGAINST AUDIENCE TIERS AND TIME IN MARKET. WRISTBANDS ARE PRICED FROM COST PLUS EXCLUSIVITY. BUNDLES LAND BELOW THE SUM OF THEIR PARTS.

BASELINE VISIBILITY FOR EVERY SPONSOR

EVERY SPONSOR, REGARDLESS OF TIER, RECEIVES LOGO PLACEMENT IN THE FOOTER OF ALL OFFICIAL LTBW MEDIA: NEWSLETTERS, WEBSITES, PRINTED COLLATERAL, AND SIGNAGE. AN RBK PRODUCTIONS TEAM MEMBER WILL HELP YOU CHOOSE THE BEST PACKAGE FOR YOUR UNIQUE NEEDS.

MENU OF BENEFITS

ARRIVAL & FIRST IMPRESSIONS

COBRANDED WRISTBANDS

10 cr

\$5,000

65,000+ DURABLE PLASTIC/FABRIC WRISTBANDS. CANNOT BE REMOVED WITHOUT SCISSORS, ENSURING THEY END UP IN ATTENDEES' HOMES. *EAGLE VALUE ADD.*

FESTIVAL BARRICADE COVERS

8 cr

\$4,000

HIGH TRAFFIC ENTRY AND EXIT BRANDING.

EAGLE VENUE BARRICADE COVERS

10 cr

\$5,000

FRONT AND REAR BRANDING FOR A MONTH AT EAGLE WJM. *EAGLE VALUE ADD.*



IMMERSIVE EXPERIENCE

VIP LOUNGE & HOSPITALITY SUITE

20 cr

\$10,000

BRANDED LOUNGE WITH SOFAS, UPHOLSTERED FURNITURE, SHADE STRUCTURE, AND VIP BAR. INCLUDES NAMING RIGHTS FOR ONE EVENT.

VENUE DIGITAL SCREENS

8 cr

\$4,000

13 PLACEMENTS LOOPING SPONSOR CREATIVE. *EAGLE VALUE ADD.*

BATHROOM MIRROR & LOCKER DECALS

5 cr

\$2,500

HIGH DWELL PLACEMENTS. *EAGLE VALUE ADD.*

BLADE FLAGS & FESTIVAL BANNERS

7 cr

\$3,500

VERTICAL SIGNAGE AT ENTRANCES.

INTERACTIVE PHOTO ACTIVATION

10 cr

\$5,000

BRANDED PHOTO BOOTH WITH INSTANT SHARING.

MENU OF BENEFITS

2 OF 3 · COMMUNICATIONS & TAKE HOME

DIRECT COMMUNICATIONS

DEDICATED EMAIL BLAST

10 cr

\$5,000

EXCLUSIVE CREATIVE SUPPLIED BY THE SPONSOR. SENT AT YOUR CHOSEN DAY/TIME TO 20,000+ SUBSCRIBERS.

DEDICATED SOCIAL POST

8 cr

\$4,000

EXCLUSIVE ON BOTH FACEBOOK + INSTAGRAM, SCHEDULED AT SPONSOR'S DISCRETION.

WEB AD PLACEMENT

6 cr

\$3,000

BANNER ADS ON LTBW + EAGLE LWM WEBSITES.

FEATURED NEWSLETTER PLACEMENT

4 cr

\$2,000

SHARED LOGO + COPY PLACEMENT.

TAKE HOME & HOSPITALITY

VIP PASSES

6 cr

\$3,000

EXCLUSIVE ACCESS FOR CLIENTS, INFLUENCERS, AND STAFF.

REWARDS PROGRAM COUPON

5 cr

\$2,500

SPONSOR BRANDED REWARD DISTRIBUTED VIA EAGLE REWARDS. *EAGLE VALUE ADD.*

ACTIVATIONS

PRODUCT SAMPLING / DEMO PODS

6 cr

\$3,000

BRANDED TASTING STATIONS IN HIGH TRAFFIC AREAS.

CONTEST OR RAFFLE ACTIVATION

7 cr

\$3,500

SPONSOR BRANDED CONTEST WITH OPT IN CAPTURE.

MENU OF BENEFITS

EXTENDED DIGITAL REACH

GEOFENCED RETARGETING

15 cr
\$7,500

VERIFIED ATTENDEE RETARGETING FOR 60 DAYS. 2 TO 3 AD IMPRESSIONS PER ATTENDEE PER MONTH.

FESTIVAL APP SPONSOR PAGE

12 cr
\$6,000

FULL PAGE HUB CONTROLLED BY THE SPONSOR WITH VIDEO, SURVEYS, COUPONS, AND SIGNUPS.



PREMIUM EXCLUSIVES

PRESENTING RIGHTS

30 cr
\$15,000

PLATINUM ONLY.

SIGNATURE EVENT NAMING RIGHTS

20 cr
\$10,000

PLATINUM ONLY.

ROOFTOP BILLBOARD

15 cr
\$7,500

LARGE BANNER ABOVE EAGLE LUM. *EAGLE VALUE ADD.*

CREDITS ARE THE ALLOCATION CURRENCY; DOLLAR FIGURES SHOW THE REAL WORLD MARKETING EQUIVALENCY OF EACH BENEFIT AT \$500 PER CREDIT. RATES CARRIED FROM THE 2026 CARD. AN RBK PRODUCTIONS TEAM MEMBER WILL CONFIRM CURRENT RATES.

EXAMPLE BUILDS

GOLD · 50 CREDITS · \$25,000

COBRANDED WRISTBANDS	10
DEDICATED EMAIL BLAST	10
FESTIVAL BARRICADES	8
FESTIVAL APP SPONSOR PAGE	12
VIP PASSES	6
DEDICATED SOCIAL POST	8

PLATINUM · 100 CREDITS · \$50,000

PRESENTING RIGHTS	30
VIP LOUNGE + NAMING RIGHTS	20
ROOFTOP BILLBOARD	15
GEOFENCED RETARGETING	15
EMAIL + SOCIAL	18
WEB ADS	6

ENTERTAINMENT & PARTNERS

SIX DAYS OF HEADLINE ENTERTAINMENT ACROSS POOL DECKS, THE BEACH, THE CABARET STAGE, AND BEAR VILLAGE. THE 2027 LINEUP IS BEING BOOKED NOW.

2027 HEADLINERS TO BE ANNOUNCED

SPONSORS CONFIRMED BEFORE THE LINEUP ANNOUNCEMENT ARE INCLUDED IN THE REVEAL CAMPAIGN ACROSS EMAIL, SMS, AND SOCIAL.



RETURNING PARTNERS



WE ARE PLEASED TO CONFIRM THE HOST HOTEL FOR 2027: THE GRAND RESORT & SPA, WHERE DAILY ACTIVITIES WILL TAKE PLACE THROUGHOUT THE WEEK. VENUE AND COMMUNITY PARTNERS INCLUDE GREY BOX THEATER, SOLSTICE GUEST HOUSE, EAGLE WILTON MANORS, THE PUB, ED LUGO RESORT, THE INN ON THE DRIVE, RICHARDSON PARK, BIRCH STATE PARK BEACH, AND THE CITY OF WILTON MANORS, WITH ADDITIONAL PARTNERS TO BE ANNOUNCED.



YOUR BRAND. OUR COMMUNITY. LASTING IMPACT.

LTBLW SPONSORSHIP IS MORE THAN A NAME ON A FLYER. IT IS A COMPREHENSIVE MARKETING JOURNEY THAT CONNECTS YOUR BRAND WITH ONE OF THE MOST LOYAL LGBTQ+ AUDIENCES IN THE U.S., BEFORE, DURING, AND LONG AFTER THE EVENT.

YOUR SPONSORSHIP NOT ONLY ELEVATES YOUR BRAND BUT ALSO CONTRIBUTES TO THE SUCCESS OF LAUDERDALE TROPICAL BEAR WEEK, FOSTERING A SENSE OF COMMUNITY AND BELONGING. PARTNER WITH US AND BE PART OF SOMETHING TRULY SPECIAL.

FOR SPONSORSHIP REQUESTS, PLEASE CONTACT

CHARLES KING

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LAUDERDALE TROPICAL BEAR WEEK IS PRODUCED BY RBK PRODUCTIONS, LLC IN SUPPORT OF RAINBOW SIDEKICK, INC, A FEDERALLY RECOGNIZED 501(C)3 ORGANIZATION SUPPORTING LOCAL, REGIONAL AND NATIONAL LGBTQ+ DESERVING ORGANIZATIONS WHO HELP MAKE OUR LIVES BETTER.

