



ADVERTISING & MARKETING DECK



THE MARKET

Who Are We?

We are part of a demographic that has over **\$280 billion*** in purchasing power.

***See data cited on last card**

ACCORDING TO A 2019 STUDY BY THE WILLIAMS INSTITUTE AT UCLA:

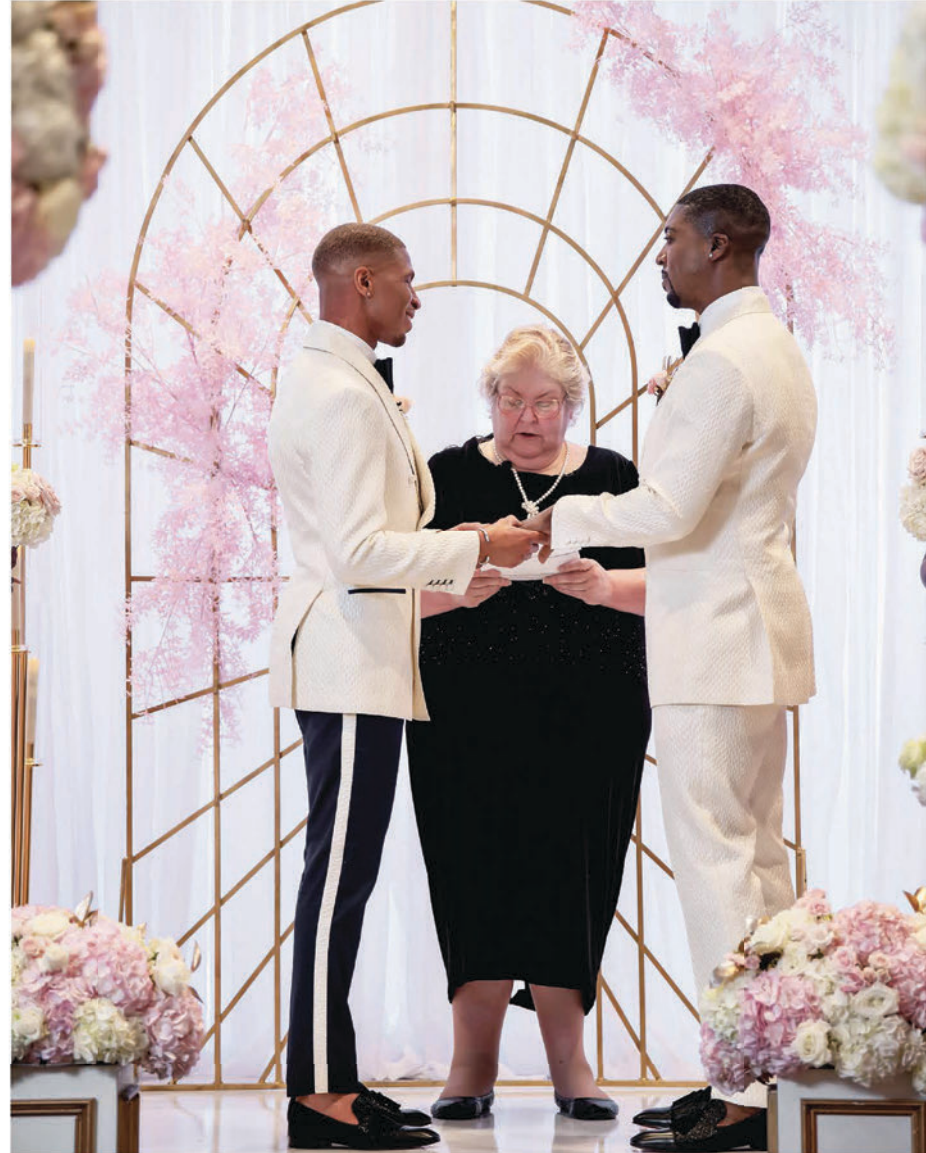
- **4.5% of the U.S. population (15 million) identify as LGBTQIA+.**
- **42% male & 58% female**
- **29% (4.5 million) individuals or families with children**
- **11.2 million earn more than \$25K/Year.**

Based on a \$25K/Year baseline assumption of 10% of disposable income of those in the top 75 percentile, BGW estimates the annual economic power of the U.S. LGBTQIA population to be:

- \$28 billion in disposable income
- \$280 billion in total purchasing power

How Do WE SPEND? LOYALLY!

Since marriage equality became the law of the land, organizations like The Knot, have conducted studies to monitor LGBTQIA+ spending habits.



IN A 2017 STUDY PUBLISHED BY THE KNOT, IT FOUND:

Men spent, on average:

\$18,000 on Weddings

\$2,200 on Rings

Women spent, on average:

\$17,300 on Weddings

\$3,200 on Rings

91% of males and 92% of females were more likely to book vendors who cater to the LGBTQIA+ community.



IS YOUR BUSINESS LGBTQIA+ FRIENDLY?

If you are not marketing to us,
we don't think you are!

Through this groundbreaking opportunity, BGW can connect you to our LGBTQIA+ community and promote your products, services, and business as LGBTQIA+ Friendly.

BGW ANSWERED THE CALL, WILL YOU?

A subsidiary of Broughton Media Group, LLC, BGW was created in 2018 to address the planning, organization, and representational challenges faced by a growing number of LGBTQIA+ couples of color who decided to get married.



TROUBLING QUOTES

"They kept calling me a bride, I let it go at first, but seven months into the planning process, it became annoying" - B. Brown

"None of the documents we signed said, 'Bride & Bride,' I just thought, how unprofessional it was to give us an unedited template." -J. Thomas

"I couldn't find a classy venue that would allow us to have a husband and husband wedding reception." -D Harper

"I arrived early to an appointment with a planner, and overheard him say that he's meeting with two 'wanna-be dudes' to plan their lesbian wedding."
-M. Hill



OUR FOCUS

BGW is a safe virtual-space focused solely on LGBTQIA+ weddings, engagements, life events, media content development, and providing exclusive vendor listings to support our community.

BGW is the ideal platform for your business, brand, products, and services to reach this loyal, wealthy, and influential demographic.





BGW, A PLATFORM FOR CHANGE

BGW is developing an interactive platform for our community to find businesses, products, and services that cater to them. As a participating business, you will be able to engage our community through:

- The BGW Website www.BlackGayWeddings.com
- The LGBTQIA+ Friendly Directory www.LGBTQBizList.com
- BGW Fierce Weddings Videos on www.TheBGW.tv

COMING SOON!

- BGW VidCasts & PodCasts - Interviews With the Experts
- The BGW Magazine & Wedding Book
- Co-Branded BGW SWAG Boxes

All of these initiatives are explained in more detail on the BGW Website.



Featured Weddings Weddings

Elisha & Morgan

Featured Weddings Weddings

Tahir & Amon

Featured Weddings Weddings

Jemal & Kinte



Featured Weddings



Featured Weddings Weddings

Tahir & Amon

A "Fabulous!!!" celebration of love at the famed Waldorf in Atlanta. To...

READ MORE



Featured Weddings Weddings

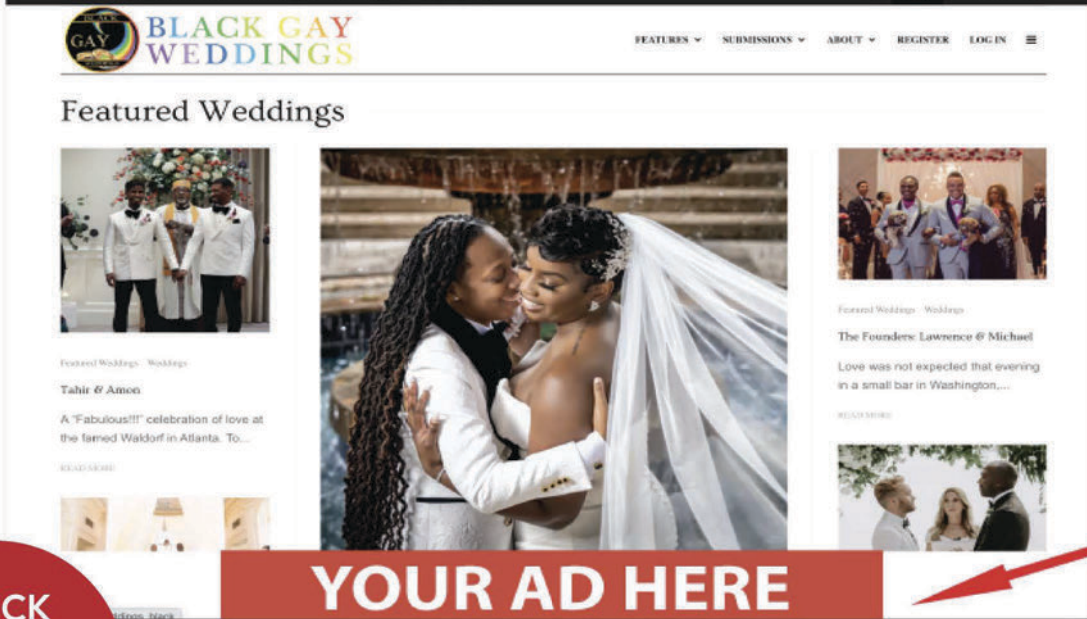
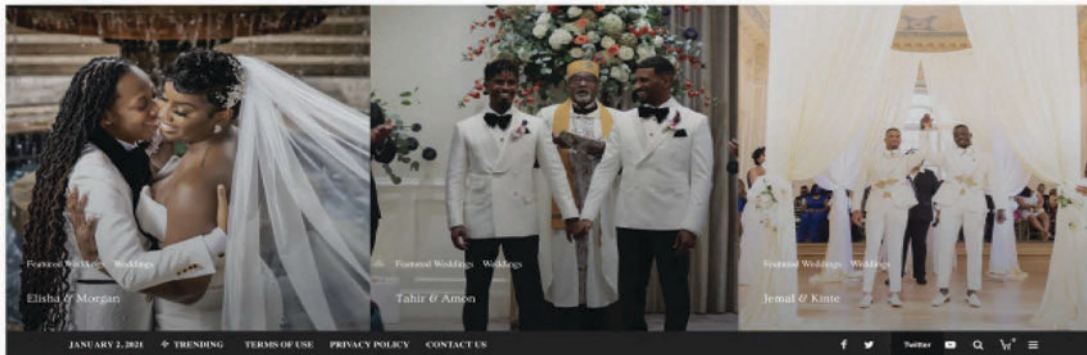
The Founders: Lawrence & Michael

Love was not expected that evening in a small bar in Washington,...

READ MORE



Black Gay Weddings officially launched its website in October of 2020 to showcase the love of gay, lesbian, transgender, bisexual, and queer couples of color and create an on line community where every declaration of love is celebrated, regardless of gender or color.



YOUR AD HERE

Site-wide Prime Ad

\$750.00/week

\$2,250.00/4 weeks

\$4,500.00/8 weeks

This is a PRIME PLACEMENT AD, and it appears on every page of the website, except the Homepage of the LGBTQBizList.

You may submit artwork 730w x 90h
Provide the URL to redirect visitors when clicked

Email ad_sales@blackgayweddings.com for assistance.

- ✓ Prime Placement
- ✓ 100% Visibility On All Pages*
- ✓ Up To 10 Rotational Ads Available



All Pricing Subject To Change

* Ad Does Not Appear on The LGBTQBizList Homepage

CLICK
HERE
TO BUY
AD

Decor, Design & Styled Shoots

Inspirational Sessions



Search

BGW SOCIAL MEDIA SUBSCRIBERS



16,386

Fans



37,872

Followers



10,000

Followers



556

Subscribers

GET ON THE LIST ...THE LGBTQBIZLIST



**YOUR
AD HERE**

Site-wide Side Ad

\$250.00/week

\$750.00/4 weeks

\$1,500.00/8 weeks

This is a Site-Wide Side Bar AD, and it appears on every page of the website, except the Homepage of the LGBTQBizList.

You may submit artwork 300w x 2500h
Provide the URL to redirect visitors when clicked

Email ad_sales@blackgayweddings.com for assistance.

- ✓ Prime Placement
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CLICK
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* Ad Does Not Appear on The LGBTQBizList Homepage



Featured Wedding: Weddings [»](#) [»](#) [»](#)
Elisha & Morgan







A Magical Fairytale Wedding in Boca Raton.


It was as though Walt Disney himself had created a place of wonder and majesty for Elisha and Morgan's fantasy wedding that was nothing less than MAGICAL! Some of the images seem as though they were taken from a storybook, indeed, from a story we are about to share. But I warn you that you'll forget all about Cinderella, Snow White, and Sleeping Beauty if you keep reading. Because these two stunningly beautiful women had a wedding day that would make princesses jealous and princes envious. Many of you may just be asking your spouses for a "Wedding Day Do-Over."

Elisha & Morgan's whirlwind romance started long before that magical day at the Addison in Boca Raton, Florida, where they pronounced their eternal love before family and friends. High School is where this love story truly began to take shape. Even though they ran with different crowds, Morgan, with the "Band Geeks," and Elisha with the "Cool Kids," that wouldn't stop their worlds from colliding years later. As captain of the dance team, Morgan somehow managed to dance her way onto Elisha's radar and score, into her heart. Even beyond graduation, Cupid wouldn't allow these high school acquaintances to stray too far from a love that was meant to be.

BGW SOCIAL MEDIA SUBSCRIBERS

 16,388 Fans	 37,872 Followers
 10,000 Followers	 556 Subscribers

**GET ON THE LIST - THE
LGBTQBIZLIST**



YOUR
AD HERE

**CLICK
HERE
TO BUY
AD**



Associated Vendor Ad

**A One-Time Fee of
\$150.00
Per Featured Article**

This is a an Ad exclusively for vendors who were involved in creating the experience for the featured couple. Your ad will be linked to the URL you designate as a re-direct. It will appear just above the site-wide side bar ads.

You may submit artwork 300w x 250h

Email ad_sales@blackgayweddings.com for assistance.

-  **Prime Placement**
-  **100% Visibility On Featured Couple Pages***
-  **Rotational Ads For All Vendors Available**



* Ad Does Not Appear on The LGBTQBizList Homepage

LGBTQBIZLIST | Our Community's Global LGBTQ+ Friendly Business Directory

Businesses ▾ Category ▾

RESTAURANTS TRAVEL SHOPPING HOTELS & LODGING BARS & CLUBS SPECIAL EVENTS

Whether you're a new business just starting out or already established, the LGBTQBizList can put your business brand in front of a growing community of loyal LGBTQIA+ consumers eager to do business with "LGBTQIA+ Friendly" businesses.



**CLICK HERE TO
GET LISTED!**

PREMIUM DIRECTORY LISTINGS

SPECIAL LIFETIME PRICING

Founding Vendor – PHASE 1:

\$250.00/Year

If purchased before 3/30/21

Available to the general public 3/31/21

Founding Vendor – PHASE 2:

\$350.00/Year

If purchased 3/31/21 - 6/30/21

Available to the general public 7/1/21

Founding Vendor – PHASE 3:

\$450.00/Year

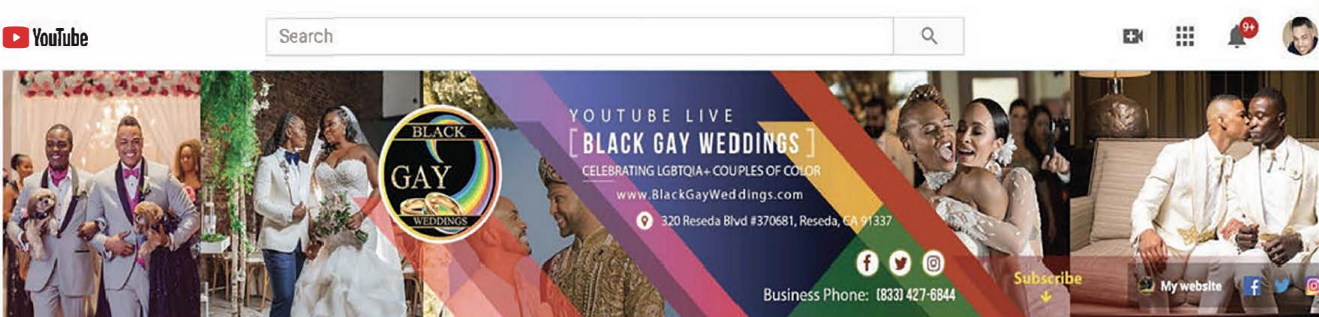
If purchased 7/2/21 - 9/30/21

Available to the general public 10/1/21

Annual Savings For Life of Listing+...

Get a 20% Founding Vendor Discount off all BGW Ads, Expos, Seminars & Training Fees purchased on the BGW website (Merchandise Not Included).

PLEASE NOTE: With the exception of several vendors for example purposes, all listings are hidden from general public until 3/31/21.





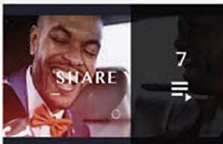

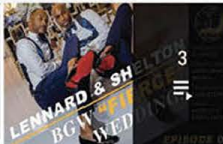
Black Gay Weddings TV

559 subscribers






SUBSCRIBED

- HOME
- VIDEOS
- PLAYLISTS
- CHANNELS
- DISCUSSION
- ABOUT

Created playlists

 8 VIEW FULL PLAYLIST	 2 VIEW FULL PLAYLIST	 7 VIEW FULL PLAYLIST	 3 VIEW FULL PLAYLIST	 3 VIEW FULL PLAYLIST
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Uploads

 0:44 41 views · 1 month ago	 17:15 107 views · 2 months ago	 29:26 234 views · 2 months ago	 1:36:46 398 views · Streamed 2 months ago	 0:36 68 views · 2 months ago
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www.TheBGW.tv

The Black Gay Weddings YouTube Channel, or The BGW TV Channel, is the video space for all things Black Gay Weddings. Featuring BGW Fierce Wedding Highlights, Celebrity Interviews, DIY Tips, and Advice from Industry Experts, BGW TV is the channel to watch.

Productions schedules are being developed, which provides an excellent opportunity for businesses to sponsor BGW Fierce Episodes and other video segments.

CLICK HERE FOR MORE INFO

SOCIAL MEDIA PRICING

Instagram Story Post	\$375.00
Instagram Story Re-Post	\$187.50
Instagram Feed Photo Post	\$187.50
Instagram Feed Photo Re-Post	\$93.75
Instagram Feed Video Post	\$325.00
Instagram Feed Video Re-Post	\$162.50

CLICK
HERE
TO BUY
AD

All Pricing Subject To Change





Lawrence & Michael Broughton

Co-Founders of Black Gay Weddings

Citations:

Kastanis, A., Gates, G. J., & Strieker, M. (2019, January). LGBT Populations. Retrieved May 31, 2020, from https://www.lgbtmap.org/equality-maps/lgbt_populations

Jacobson, I. (2018, November 9). Top Trends and Stats From Our 2017 LGBTQ Weddings Study. Retrieved May 31, 2020, from <https://www.the Knot.com/content/lgbtq-weddings-study-2017>



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