



# OUT COAST

*Gay Florida Travel*

**DIGITAL MAGAZINE AND TRAVEL BLOG  
MARKETING FLORIDA  
AS AN LGBTQ-INCLUSIVE DESTINATION TO  
VISIT.CELEBRATE.LIVE.**

**OUTCOAST.COM - YOUR ONE-STOP RESOURCE**

- LGBTQ BUSINESS DIRECTORY
- TRAVEL TIPS
- EXPERT CONTENT
- EVENT CALENDAR
- PRIDE GUIDE
- YOUTUBE CHANNEL
- NEWSLETTER
- NON-PROFIT SUPPORT
- VIP DISCOUNTS
- CONCIERGE SERVICE

**OUTCOAST.COM**

**FOLLOW US ON SOCIAL MEDIA**

   @OUTCASTFL

# WHO WE ARE

OutCoast.com was originally created as resource for LGBTQ people visiting and living along Florida's Gulf Coast. With the release of our new statewide website, OutCoast.com will become the go-to resource for all of Florida's LGBTQ visitors and locals.

The new website will include 8 Regional pages featuring LGBTQ-focused travel guides for each region, a Wedding Guide, LGBTQ event calendar, a Pride Guide, thousands of resources, Florida LGBTQ news updates, and so much more!

## 8 REGIONS

TAMPA BAY

THE KEYS

SPACE COAST

PARADISE COAST

FIRST COAST

PANDHANDLE

CENTRAL FLORIDA

SOUTH FLORIDA



# OUR NETWORK

## COMMUNITY PARTNERS

We collaborate with dozens of organizations throughout Florida, included but not limited to:

- Florida's Regional CVBs
- LGBTQ Non-Profit Organizations
- LGBTQ Chambers of Commerce
- Global LGBTQ Travel Organizations
- LGBTQ Travel Influencers



## SPONSORS

We partner with with dozens of businesses and corporations throughout Florida, with a top interest with those in the travel and real estate industries.

- Hotels, Resorts, and B&Bs
- Adventures and Activities
- Restaurants
- Realtors
- Retailers



# WEBPAGE STATISTICS

Until recently, we have been an LGBTQ gulf coast travel magazine. With the launch of our new site and our recent partnership with BKN Creative to manage our social marketing reach, we anticipate that these numbers will increase ten-fold within the year.

**115%** PAGE VISITOR GROWTH  
**7K-10K** VISITORS PER MONTH

## SOCIAL STATISTICS

**7,000** SOCIAL FOLLOWERS

**40,000** SOCIAL REACH

**10,000** NEWSLETTER SUBSCRIBERS

## NOTE:

We actively share social posts and campaigns on over 100 LGBTQ FB group pages, so our reach is far beyond our website and OutCoast business page.



# ACCOLADES

## AS SEEN IN



## AWARDS

Nominated for Project No Labels' Leader of the Pack Award (2020).

Nominated for Project No Labels' Pride Visibility Award (2020).

Nominated for a Watermark WAVE Award as Top Website (2020).

Elected to Tampa Bay Diversity Chamber Board as Marketing and PR Lead (2018)

Nominated by the Tampa Bay LGBTQ Chamber as Business of the Year (2017)

Bayard Rustin Award Winner for Courage and Compassion (2016)

# ABOUT THE PUBLISHER

Rachel Covello is an award-winning speaker, writer, and diversity consultant. She was the Founder of the Chester County LGBT Equality Alliance, a Pennsylvania nonprofit organization, and Publisher of OUTCOAST, an online Gay Florida Travel magazine marketing the sunshine state as an LGBTQ-inclusive destination to VISIT, CELEBRATE, and LIVE. Rachel is also an avid event photographer and has captured photos for LGBT organizations around the world, including the IGLTA, NGLCC, NLGJA, and Out & Equal. Rachel lives in St Petersburg with her wife, two dogs, cat, five chickens and giant goldfish.



To hire Rachel to speak, write or review your restaurant or travel destination, please email [rachel@outcoast.com](mailto:rachel@outcoast.com).

**OUTCOAST.COM**  
**INFO@OUTCOAST.COM**  
**2076 PINELLAS POINT DR S**  
**ST PETERSBURG, FL 33712**  
**(484) 447-0089**

# SPONSORSHIP OPPORTUNITIES

**ALL SPONSORS RECEIVE FREE MEMBERSHIP TO GEMSTONE MASTERMIND.**

## *Directory Listing • \$250 per Year*

- STANDARD DIRECTORY LISTING

## *Advetorial Package • \$1,000 per Year*

- STANDARD DIRECTORY LISTING
- ADVERTORIAL HIGHLIGHT VIA CONTENT BANNER AD, CONTENT REFERENCE, OR FULL STORY (DETERMINED BY PUBLISHER)
- SOCIAL MEDIA SHARE OF ARTICLE
- NEWSLETTER SHARE OF ARTICLE

## *Equality Sponsor • \$3,000 per Year*

- LOGO ON HOMEPAGE AND IN ARTICLES (3RD TIER)
- 4 ADVERTORIAL HIGHLIGHTS PER YEAR VIA CONTENT BANNER AD, CONTENT REFERENCE, OR FULL STORY (DETERMINED BY PUBLISHER)
- SOCIAL MEDIA SHARE OF ARTICLES AND BRAND
- NEWSLETTER SHARE OF ARTICLES
- DIRECTORY FEATURED LISTING (3RD TIER)
- TIER 3 BANNER PLACEMENT FOR 1 YEAR
- LOGO IN SPONSOR SECTION OF NEWSLETTERS (3RD TIER)

## *Pride Sponsor • \$6,000 per Year*

- LOGO ON HOMEPAGE AND IN ARTICLES (2ND TIER)
- 6 ADVERTORIAL HIGHLIGHTS PER YEAR VIA CONTENT BANNER AD, CONTENT REFERENCE, OR FULL STORY (DETERMINED BY PUBLISHER)
- SOCIAL MEDIA SHARE OF ARTICLES WITH TARGETED SHARING ON DOZENS OF GROUP PAGES
- NEWSLETTER SHARE OF ARTICLES
- DIRECTORY FEATURED LISTING (2ND TIER)
- TIER 2 BANNER PLACEMENT FOR 1 YEAR
- FEATURE VIDEO ON OUTCAST YOUTUBE CHANNEL
- LOGO IN SPONSOR SECTION OF NEWSLETTERS (2ND TIER)
- SPONSOR OF 1 YOUTUBE VIDEO - OR FEATURED IN YOUTUBE VIDEO IF APPROPRIATE TO CONTENT
- INTERACT WITH AND SHARE CONTENT FROM YOUR BUSINESS SOCIAL PAGES

## *Rainbow Sponsor • \$12,000 per Year*

- LOGO ON HOMEPAGE AND IN ARTICLES (1ST TIER)
- 12 ADVERTORIAL HIGHLIGHTS PER YEAR VIA CONTENT BANNER AD, CONTENT REFERENCE, OR FULL STORY (DETERMINED BY PUBLISHER)
- SOCIAL MEDIA SHARE OF ARTICLES WITH TARGETED SHARING ON GROUP PAGES
- NEWSLETTER SHARE OF ARTICLES (TOP PLACEMENT)
- PERSONAL INVITE TO 5,000 FB FRIENDS TO INVITE THEM TO LIKE YOUR BUSINESS PAGE.
- DIRECTORY FEATURED LISTING (1ST/TOP TIER)
- TIER 1 BANNER PLACEMENT FOR 1 YEAR
- LOGO IN SPONSOR SECTION OF NEWSLETTERS (1ST TIER)
- SPONSOR OF 2 YOUTUBE VIDEOS - OR FEATURED IN YOUTUBE VIDEO IF APPROPRIATE TO CONTENT
- INTERACT WITH AND SHARE CONTENT FROM YOUR BUSINESS SOCIAL PAGES
- LEAD REFERRAL PRIORITY
- GENERAL LGBTQ MARKETING COACHING

**MONTHLY PAYMENT OPTIONS AVAILABLE\*. 10% OFF FOR SPONSORSHIPS PAID IN FULL.**

**\*MONTHLY PAYMENT NOT AVAILABLE FOR DIRECTORY LISTING OR ADVERTORIAL**