

WEDDINGS WITH
PRIDE
MAGAZINE | ONLINE | EVENTS
Featuring Virginia's Equality-Minded Wedding Professionals



Spend Valentine's Weekend at the Beach and Plan Your Dream Beach Wedding!

COASTAL VIRGINIA GAY WEDDING SHOWCASE

FEBRUARY 11, 2017 • SHERATON VIRGINIA BEACH OCEANFRONT • VIRGINIA BEACH

The Coastal Virginia Gay Wedding Showcase is a sophisticated and intimate LGBTQ event designed to connect the discriminating couple with wedding professionals who enthusiastically support marriage equality. This unique event is designed to build lasting relationships between Hampton Roads wedding companies and our couples. Our three signature events offer multiple opportunities for couples and vendors to connect, establish rapport, and do business.



VENUE TOURS • SATURDAY, FEBRUARY 11, 9 AM UNTIL 1 PM

We kick things off on Saturday morning with the most unique element of the weekend: our chauffeured wedding venue tours. With a maximum of six participating venues in Norfolk and in Virginia Beach, the tour will deliver preregistered couples to you at an appointed time. Enrollment is on a first-come, first served basis.

BENEFITS:

We know how difficult it is for wedding venues to convey their unique brand on the floor of a wedding show. Here's your chance to show and tell on site. Showcase your venue in any way that sells it: bring in your preferred vendors, create a mock reception, or serve food and drink. It's entirely up to you.



THE WEDDING SHOWCASE • SATURDAY, FEBRUARY 11, 1 PM - 4 PM

Saturday afternoon, our wedding pros will meet our couples at the Wedding Showcase. Located in the Sheraton Virginia Beach Oceanfront, the Showcase is designed in true reception style as an intimate, open event. No pipe and drape or endless rows of vendors. Instead, we'll bring together the area's top wedding professionals in a free-flowing, casual environment.

BENEFITS:

To give your message extra impact, we limit the number of vendors in any one product or service category to six. We also offer a private appointment room for couples and vendors to meet and discuss details.



PRIVATE AFTER PARTY • SATURDAY, FEBRUARY 11, 7 PM UNTIL

On Saturday night, join us for our rousing private After Party. Couples and vendors alike are invited to let down their hair, relax, and celebrate with lots of food, drink, music, dancing, and door prizes.

BENEFITS:

This is where the relationships are sealed. You're invited to attend the After Party and socialize in a relaxed setting with couples you have met during the weekend. The Party is your third opportunity to spend time with them, get to know them, and close the deal.



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THE 2ND ANNUAL
COASTAL VIRGINIA GAY WEDDING SHOWCASE
SPONSORSHIP & EXHIBITOR OPPORTUNITIES

SHOWCASE SPONSOR: \$1000

- Double exhibit space in the Wedding Showcase
- If a venue, includes a spot on the self-guided venue tour
- Sponsorship recognition and listing on our web site for one year
- Full page color ad in Weddings with Pride Coastal Virginia Magazine
- Sponsorship recognition in event media relations, advertising, and direct marketing efforts
- Four All Access Couple's Passes (admission to all events)

VENUE TOUR: \$600

- 30-45 minutes with our couples at your venue.
- Single exhibit space at the Wedding Showcase
- Two All Access Couple's Passes (admission to all events)

EXPO EXHIBITOR: \$400

- Single exhibit space at the Wedding Expo
- Two All Access Couple's Passes (admission to all events)

All investment levels also include:

- Complimentary table and linen for your exhibit space
- An invitation to contribute an item to our Couple's Gift Bag
- A business listing in Weddings with Pride Coastal Virginia Magazine
- Admission to the Saturday night After Party
- A database of registered couples following the event
- A business listing with lead generation form on WeddingswithPrideVA.com for one year
- Access to the private appointment room at the Wedding Showcase
- Invitation to attend our Vendor Blender and Training Session in January 2017

NON-EXHIBITOR MARKETING OPPORTUNITIES

COUPLES GIFT BAG INSERT: \$150

A product, service offer or gift certificate placed in our Gift Bag given to all couples.

Contact us for registration materials. Limit of 5 vendors in any one category.

WEDDINGSWITHPRIDEVA.COM ONLINE MARKETING

Equality-minded wedding vendors can reach the Virginia LGBT weddings market online. Our site is growing rapidly and will soon be the #1 source of information for same-sex couples planning a Virginia wedding, from the DC area to Hampton Roads.

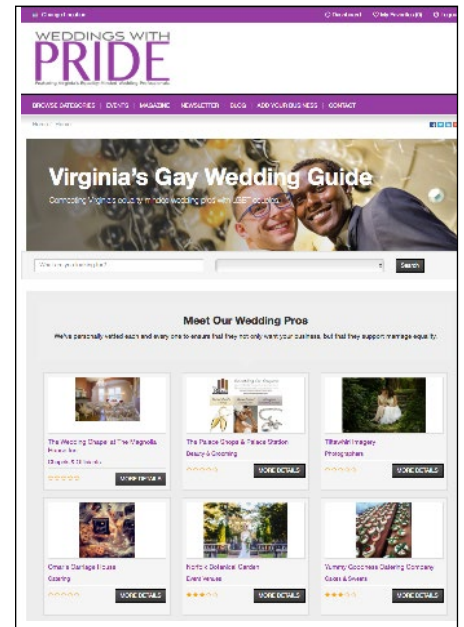
Here's how we highlight your business:

- **CREATE YOUR ONLINE BUSINESS PROFILE**

By listing your business on WeddingswithPrideVA.com, you create content oriented towards the LGBTQ community and manage your listing with 24/7 access. Upload photos, videos, documents, and more.

- **GET EXTRA VISIBILITY WHEN YOU NEED IT**

We also offer affordable add-on features, such as top of category placement, homepage feature banners, and more. Add these extra visibility features on as you need them for as long as you need them--all from your listing's dashboard.



Premium Business Profile (annual)	Premium Business Profile (monthly)	Basic Business Profile (annual)	Basic Business Profile (monthly)
\$240 for a 366 day listing	\$30 for a 30 day listing.	\$150 for a 366 day listing	\$20 for a 30 day listing.
Our highest visibility package. Save \$120 off the monthly rate.	Our most popular package	Save \$70 off the monthly rate.	Our budget option
<ul style="list-style-type: none"> ✓ Featured Listing ✓ HTML Listing Content ✓ Visitor Counter ✓ Top of Category ✓ Google Map 	<ul style="list-style-type: none"> ✓ Featured Listing ✓ HTML Listing Content ✓ Visitor Counter ✓ Top of Category ✓ Google Map 	<ul style="list-style-type: none"> ✗ Featured Listing ✓ HTML Listing Content ✓ Visitor Counter ✗ Top of Category ✓ Google Map 	<ul style="list-style-type: none"> ✗ Featured Listing ✓ HTML Listing Content ✗ Visitor Counter ✓ Top of Category ✓ Google Map

- **GET PUBLISHED ON OUR BLOG**

We also invite you to submit your same-sex wedding stories to your blog. We'll publish the couple's story and link to your web site as well as all other vendors involved!

- **DELIVER YOUR MESSAGE TO OUR COUPLES' INBOX**

We maintain a database of opt-in email subscribers--LGBT couples who have asked us to send them information they can use as they plan their wedding. We can create an exclusive email for them with your message. We also offer banner advertising in our regular email newsletter sent to the same subscribers twice monthly. Ask about details and rates.

THE COMPANY

Weddings with Pride™ is a subsidiary of Influence Marketing Solutions, LLC, a gay-owned wedding event planning and publishing company that has been connecting wedding professionals and couples planning weddings in Virginia, North Carolina, and South Carolina since 2002.

Influence Marketing Solutions, LLC was founded in Norfolk, VA, by Eric Hause, a veteran marketing, sales, event planning, and promotion veteran with 30 years' experience. He served as the Outer Banks Wedding Association's first marketing and branding agent, produced their wedding expo, and published their magazine, *Outer Banks Bride*.

Since then, he has expanded Influence's portfolio of wedding magazines, web sites, and expos to Myrtle Beach SC, Wilmington NC, Emerald Isle NC and the DelMarVa Eastern Shore. Weddings with Pride™ is the company's latest wedding product and addresses the unique needs of the Virginia and North Carolina LGBTQ community.

THE MARKET

Although same-sex marriage is now legal, LGBTQ couples continue to face challenges when planning their wedding. Stories of wedding vendors refusing to work with same-sex couples are often in the news--and unfortunately may be for some time to come. A 2014 survey of 900 same-sex couples revealed their continuing desire to work with wedding vendors who not only service LGBTQ weddings, but wholly support marriage equality. And they want to know that they will be treated with respect and professionalism. Among the findings:

- 76% of same-sex couples feel it is important to work with gay owned and operated or LGBTQ-friendly businesses when planning their wedding.
- 85% found it very or somewhat important to hire businesses with LGBTQ inclusive language.
- 81% found it very or somewhat important to hire businesses with LGBTQ inclusive photos.
- 82% found it very or somewhat important to hire businesses who have specifically been trained about or have prior experience with LGBTQ weddings.

This is where Weddings with Pride™ comes in. We carefully vet each and every wedding professional we represent to ensure that they:

- have no moral or religious objection to same-sex unions
- are willing to work with same-sex couples seeking to create new wedding traditions
- support marriage equality
- ideally have practical experience with same-sex weddings

THE MARKETING

We reach the LGBTQ community by combining traditional advertising avenues with a grass roots approach:

- We are sponsors of and exhibitors at Pride celebrations throughout NC and VA.
- We utilize social media and traditional search engine advertising targeted to the LGBTQ community.
- We produce wedding planning workshops and training sessions for LGBTQ couples and wedding professionals.
- We employ local radio and print promotion to generate event attendance.
- We arrange reciprocal web links with local LGBTQ-friendly wedding vendors.
- We list our events with wedding and LGBTQ event calendars in major feeder markets.
- We distribute press releases and feature stories to regional and national LGBTQ-focused publications.

