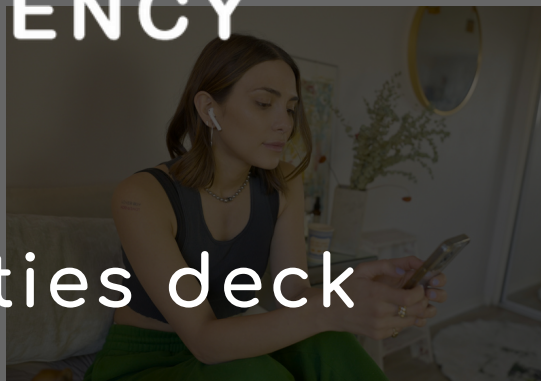
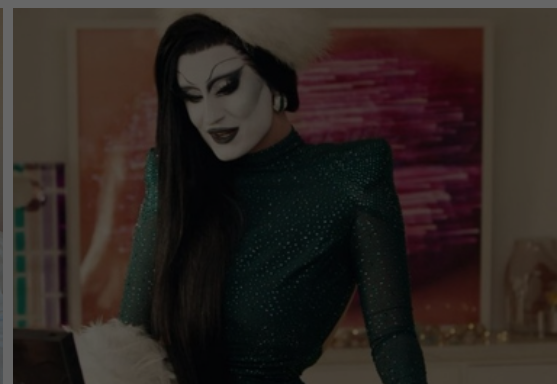
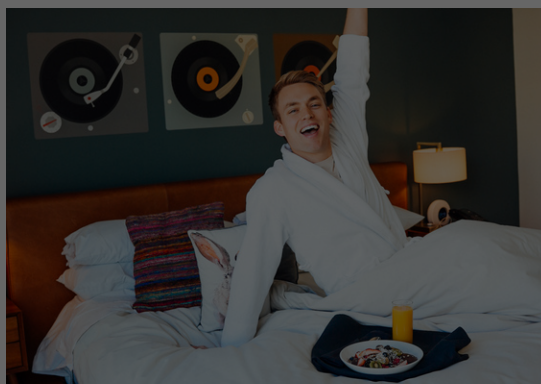


GAYBORS AGENCY



capabilities deck





campaign & creative services

As a creative agency and event production company, we are innovative thinkers, storytellers and GBFs (gay best friends).

We are the destination for everything LGBTQ+ which makes us experts when executing campaign development, messaging, casting, content, creative briefs, media buys, events and marketing strategies not just during Pride but all year long.

We leverage our own experiences of being members of the LGBTQ+ community and our culturally diverse rosters to help position campaigns and events to reach LGBTQ+ consumers.





creators roster

Gaybors are tastemakers, trendsetters and are the driving force behind introducing and selling products and services to the gayborhood.

Their content is authentic, engaging and is from a valuable perspective which makes them trusted members of the LGBTQ+ community while they move forward visibility.

FASHION ROSTER

Click creator photo for analytics



ASHLEY & MALORI
LIFESTYLE · FASHION

41K



BARRY BRANDON
FASHION · ENTERTAINMENT

154.7K 64K.2K



CHRISTIAN BENDEK
FASHION · TRAVEL

152.4K 31.2K



JUAN
FASHION & LIFESTYLE

285.2K 159.1K



LIFESTYLE + FITNESS

Contact

KYRA GREEN

Hey! I'm originally from Love Island, the reality TV dating show, and have gained over a million followers. I do lifestyle, fashion, workouts, skincare, healthcare and also live a vegan lifestyle.

Rates

Instagram: Static Photo: \$5,000
Instagram: Carousel (three photos): \$3,500
Instagram: Reel: \$5,000
Instagram Story (three frames) with sticker tag: \$2,000
TikTok: \$5,000

[Kyra's Gaybor Deck](#)

SOCIAL REACH

434K Followers

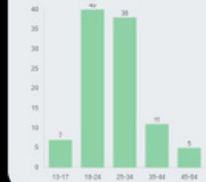
577.5K Followers

20.1K Followers

AUDIENCE BY GENDER



AUDIENCE BY AGE



TOP COUNTRIES

- United States: 57%
- Canada: 7%
- India: 7%
- Turkey: 5%
- United Kingdom: 4%

AUDIENCE INTERESTS

Friends, Family & Relationships, Toys, Children & Baby, Clothes, Shoes, Handbags & Accessories, Restaurants, Food & Grocery, Camera & Photography, Television & Film, Travel, Tourism & Aviation

ENGAGEMENT RATE

63.09%

TOP CITIES

- New York City 3%
- Los Angeles 3%
- Istanbul 1%
- Toronto 1%
- Chicago 1%

TOP POSTS



TOP REELS



SPONSORSHIPS



[LEARN MORE](#)



pride planning & production

For the LGBTQ+ community, Pride is an important time to come together with our chosen family to create visibility, mobilize around important issues facing the gayborhood and celebrate living our truth.

Pride is a tent pole activation that sends the message you are a dedicated friend and ally to the LGBTQ+ community. We know the power of storytelling and go beyond rainbow washing to leverage Pride to create authentic and engaging content and campaigns.

Our team of Pride experts are here every step of the campaign from development, casting and to production ensuring you reach your target audience, build loyalty and that you send the message you are showing up and out for Pride!





casting call center

Agencies and brands have the opportunity to register a paid collaboration and/or gifting while businesses and properties can register for a Stay listing.

Once you register you'll receive a casting sheet introducing the gaybors who express interest and their profile which includes their rates, analytics and content.

Looking for a gay creator who is a yoga instructor, who creates content around sustainable living and lives in Los Angeles? We've got you!!

GAYBORS AGENCY

HOME ABOUT SERVICES JOIN GAYBORS MARKET

CASTING SHEET: TARGET

We invite you to meet the gaybors who have expressed interested in the **CASTING CALL: TARGET (DECEMBER)**

Name	Status	What is your primary platform?
Elizabeth 11/	Pending	Instagram
Amix/	Pending	Instagram
André/	Pending	Instagram
Al/	Pending	TikTok
Dennyl/	Pending	Instagram
Ant/	Pending	Instagram
10	Pending	Instagram
11	Pending	Instagram

THE CAMPAIGN

Target is partnering with gaybors for their December campaigns which includes:

- Aesthetic Gifts Under \$20:** Gifting can be stressful and expensive if you have a lot of people on your list. So let's highlight Opalhouse's monogram collection, an assortment of affordable tumblers, mugs, journals, throws and candles, between \$5-\$15! Gaybors to show the many colorways and options (Scents, Letters) to satisfy all the names on their list. (A,B,C,D...)
- Gifts For The Serum Obsessed:** Historically, specific serums trend during specific seasons. However, Trendalytics indicates accelerated growth Nov-Dec across all serums: Niacinamide, Bakuchiol, Hyaluronic Acid, Vitamin C, Azelaic Acid, Retinol, and Resveratrol. We predict there will be great investment in an extensive skin routine, focused on brightening. Gaybors to

[LEARN MORE](#)

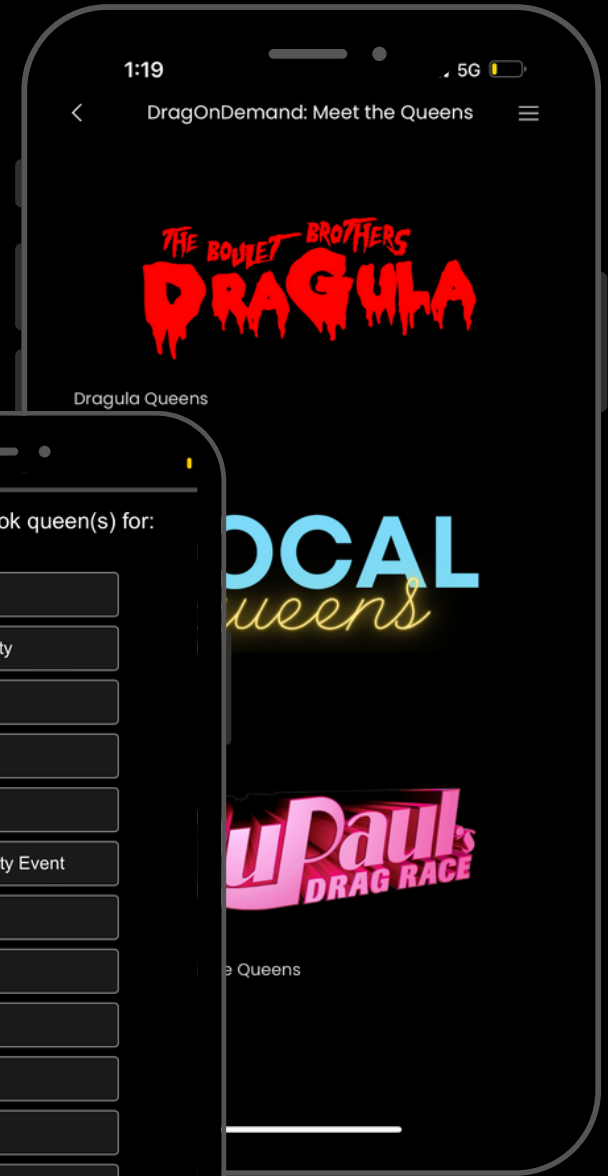


drag in demand

Drag in Demand is the destination for everything drag! Businesses, colleges, universities and private events have the opportunity to submit a campaign and/or event and book local and fan favorite drag performers from Dragula and RuPaul's Drag Race. The drag performers presents a show that has attendees saying shantoy, you stay!

Drag in Demand events can add bar services, bounce houses, DJ's, a ticket portal along with staging and lighting services, which are available in select markets.

Submit your campaign or event to receive a list of available drag performers and their booking rates. We provide an event checklist of requirements and handle all the details including the negotiations, contracts and payments among other discussed campaign or event responsibilities.



[LEARN MORE](#)



campus entertainment

Gaybors Agency proudly represents fan favorite LGBTQ+ talent including creators, drag performers and artists who are entertaining, educating and inspiring college and university students with drag performances, lectures, panels, spoken word, musicians and experiential events not just during Pride but all year.

We handle all the details including the negotiations, contracts and payments among other discussed event responsibilities.

BALLROOM
WITH DASHAUN WESLEY



panel
BOSS



COUNTRY ARTIST

Kameron Ross



THE GAYBORHOOD
PANEL



BALLOON GUY

ART INSTALLATION & LECTURE



TRANSFORM

with eureka o'hara and friends



[LEARN MORE](#)



media planning & buying

We believe in making the most of content while reaching as many LGBTQ+ consumers as possible.

Our strategic media-buying program leverages gaybors content on apps, digital, editorial and streaming platforms. When our team develops the campaign strategy we can suggest ways to repurpose the content to reach even more LGBTQ+ consumers ensuring you maximize the spend.





sponsor opportunities

We offer exciting opportunities to reach valuable LGBTQ+ audiences and their allies through meaningful integration and visibility through experiential events produced by Gaybors Productions such as SERVE.

The sponsor opportunities share the message the sponsor is showing up and showing out with intention and integrity while sending the message they are a friend and ally to the gayborhood.



[LEARN MORE](#)



gaybors app

The Gaybors app is proud to be the destination for LGBTQ+ entertainment, shopping, travel and Pride!

The Gaybors app includes:

- Coupon Queens introduces LGBTQ+ friendly or owned brands who are offering exclusive benefits and/or discounts.
- Pride Guides provides opportunities to show up and show out throughout Pride with chosen family in the gayborhood.
- Destination Guides introduce LGBTQ+ friendly or owned businesses along with Stay Experiences which introduce the opportunity for gaybors to trade an experience (such as a bike tour or brunch) for authentic and engaging content.
- Gaybors Entertainment Network introduces LGBTQ+ artists, podcasts and YouTube channels.



[LEARN MORE](#)



gaybors fund foundation

While we as the LGBTQ+ community have made tremendous strides, the pursuit for broader acceptance, kindness, and equality is far from over.

Individuals, communal spaces and organizations in the gayborhood continue to do life-changing and life-saving work for and with members of the LGBTQ+ community. While national organizations continue to thrive in awareness and fundraising, we know that impactful, community-based grassroots organizations are the heartbeat of the LGBTQ+ community. These smaller organizations, nominated by gaybors, often struggle to compete for substantial working capital, grants and program contributions in turn impacting their ability to keep their doors open. Gaybors Fund Foundation is here to help bridge the gap.

For many brands their Pride campaign includes a percentage of sales or set donations to a LGBTQ+ nonprofit organization. We ask brands to consider making the Gaybors Fund Foundation a part of their Pride campaign contribution and join us in making a meaningful difference.

[LEARN MORE](#)





factuality pride

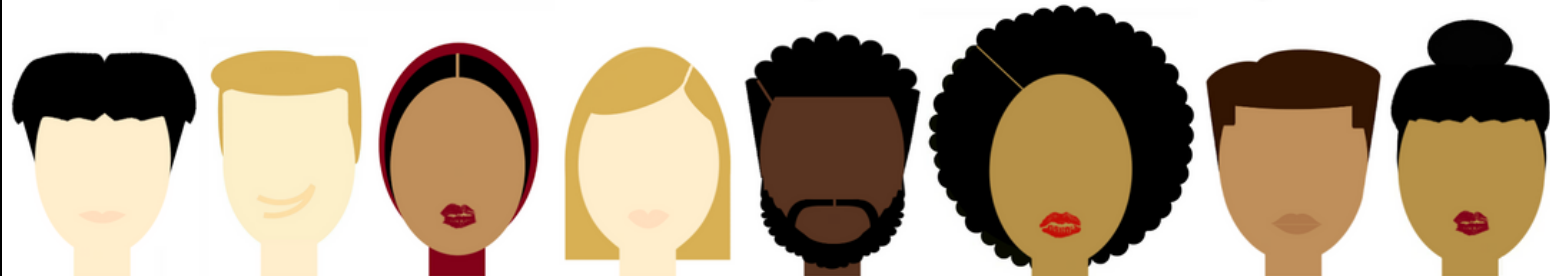
Factuality Pride goes beyond traditional educational approaches, offering a dynamic and immersive experience that delves into the fact based limitations impacting gaybors in the LGBTQ+ community. This facilitated dialogue, crash course, and interactive experience equips program attendees with a nuanced understanding of the intersecting factors that compound inequality, fostering empathy and promoting a more profound awareness of the diverse experiences within the LGBTQ+ spectrum. By addressing these structural challenges head-on, Factuality Pride aims to be a catalyst for transformative changes in LGBTQ+ education and awareness.

Factuality Pride evokes empathy, increases social competence, & enhances self-awareness. How will structural inequality impact Harry, Rich, Zara, Kat, Carter, Laila, Jamie, Sofia and YOU?

[LEARN MORE](#)



A CRASH COURSE ON STRUCTURAL INEQUALITY IN THE LGBTQ+ COMMUNITY



HARRY

RICH

ZARA

KAT

CARTER

LAILA

JAMIE

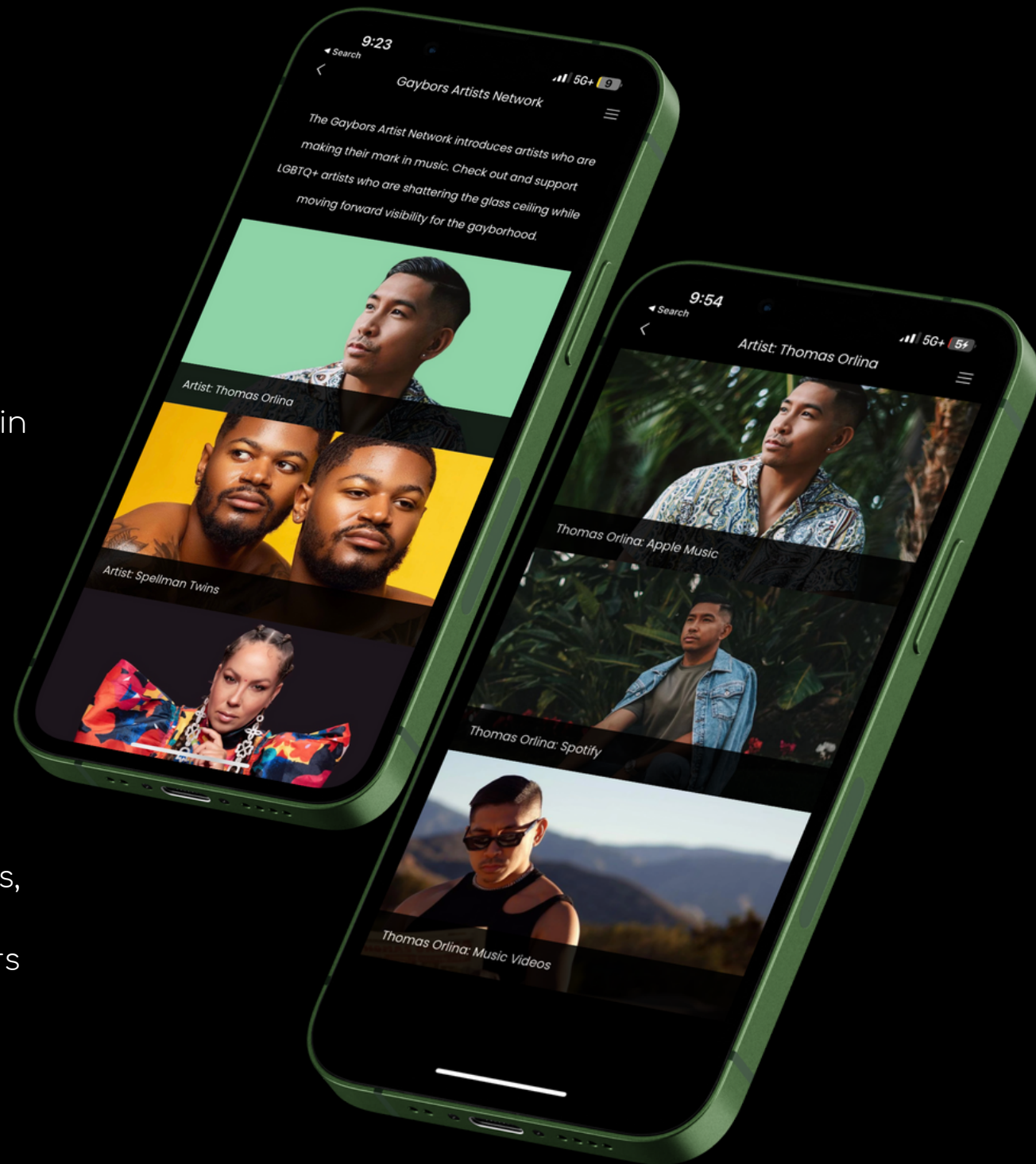
SOFIA



artists roster

Our roster of artists are making their mark in music, television and film. Our team takes the time to understand the event so we can suggest LGBTQ+ artists with loyal fans who are the best fit for the event and budget while handling negotiations, contracts, riders, marketing collateral and travel.

For events looking to create a safe space for LGBTQ+ attendees, we develop, design, produce and manage a Gaybors Space at your event which can include food, cocktails, entertainment, activities and/or gifting opportunities with approved brand partners who are looking to reach the LGBTQ+ community.



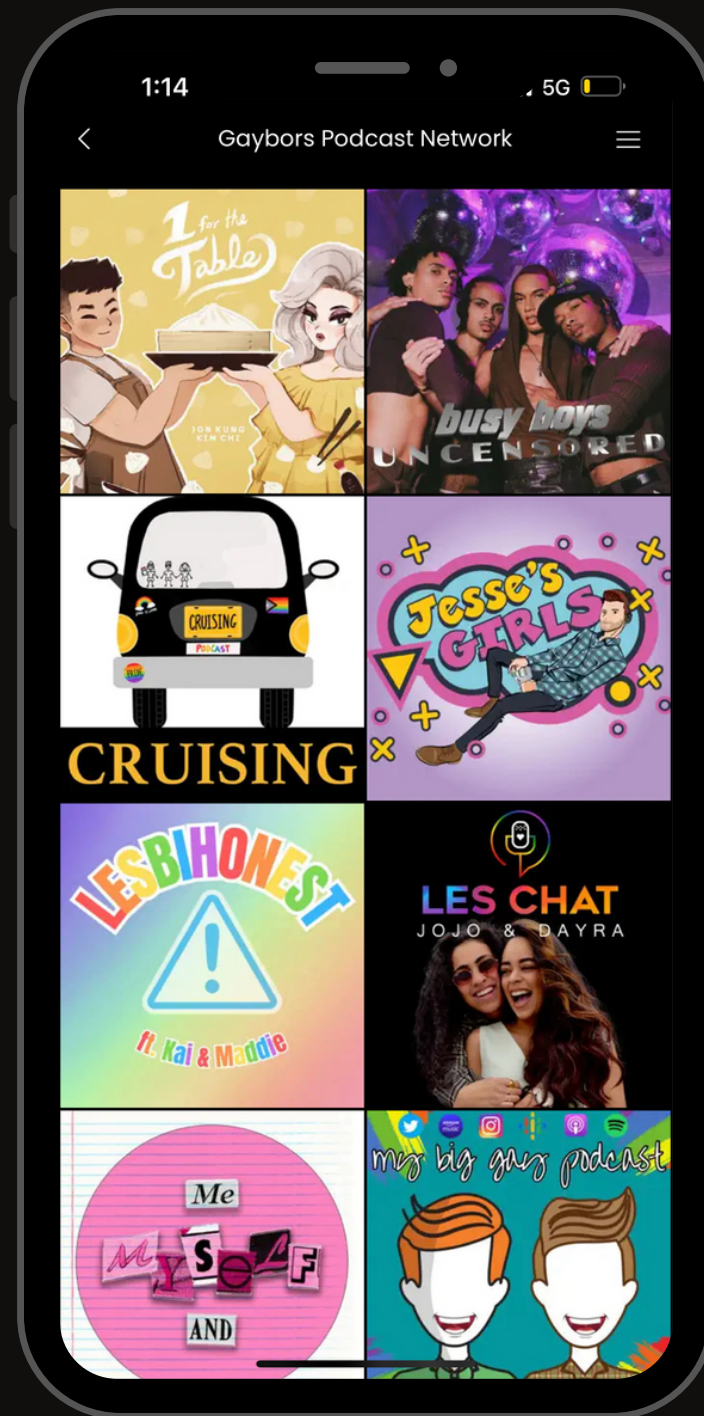
[LEARN MORE](#)



podcasts roster

Our roster of podcasts from LGBTQ+ hosts are having meaningful conversations with their LGBTQ+ listeners from a valuable perspective of living their truth as a member of the LGBTQ+ community.

We identify podcasts and hosts while providing creative services which includes developing authentic and engaging messaging and a call to action, all of which results in driving sales.



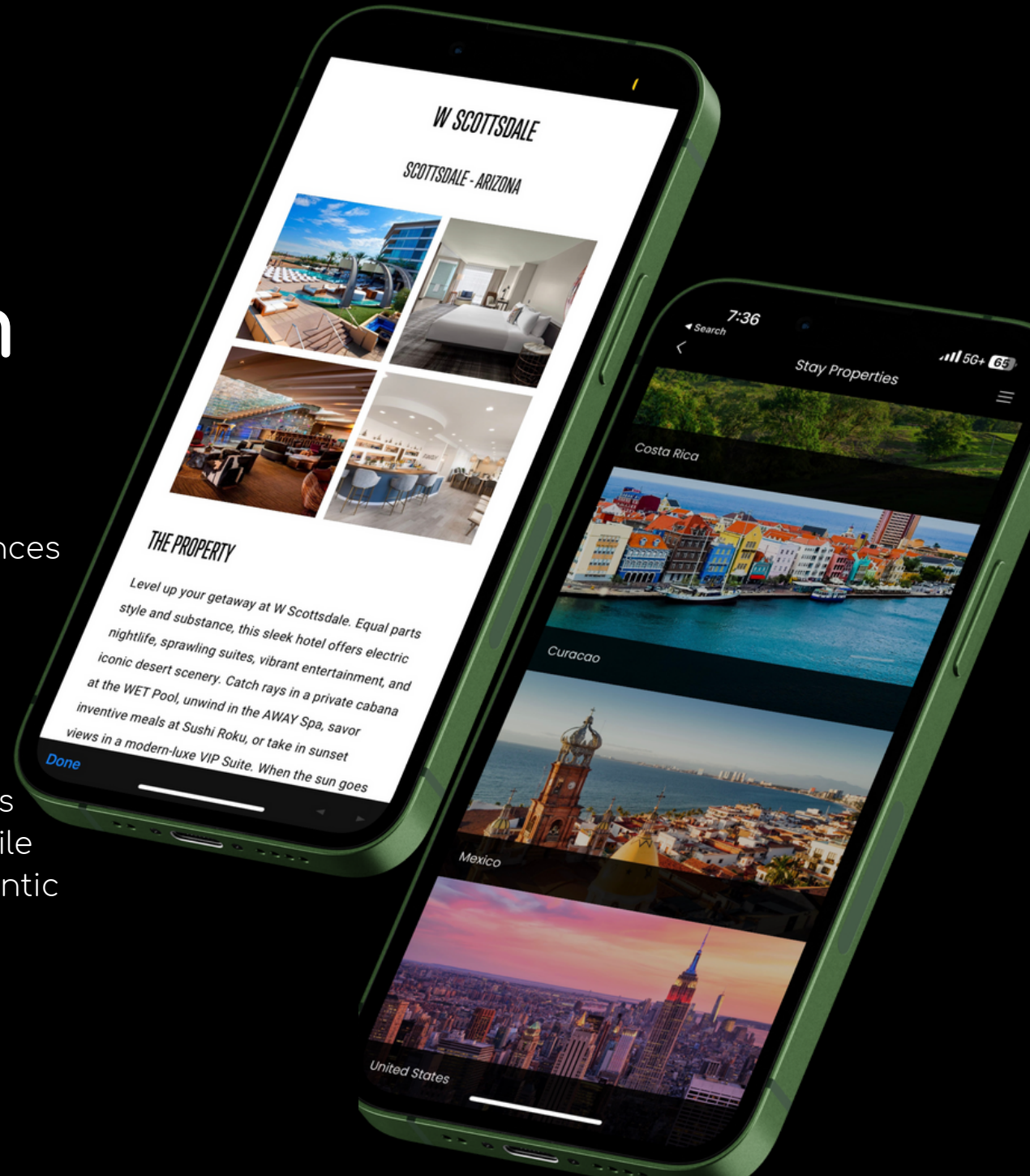
[LEARN MORE](#)



stay program

We know that members of the LGBTQ+ community look to gaybors and their experiences when booking travel. Stay, featured on the Gaybors app, is the destination for LGBTQ+ travel.

Stay is an exciting opportunity for LGBTQ+ travelers to learn about businesses, properties and destinations that are LGBTQ+ friendly while gaybors can express interest in trading authentic and engaging content for an experience at a local business or Stay at a property.





GET STARTED

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