

Promoting Newport, RI as a welcoming destination for LGBTQ+ community



Friends in the Newport-area hospitality industry:

Here at NewportOUT, we work to promote our beautiful seaside city as a travel destination to the LGBTQ+ community. We strive to make Newport as open, inviting, and accessible as possible for LGBTQ+ visitors and locals. We believe this is an important mission, and that there is more work to do. We invite you to partner with us on this.

Advertising to the LGBTQ+ visitor and local community

LOVE IS LOVE

TRAVEL
COMMUNITY
LGBTQ+
DIVERSITY
EVENTS

NEWPORTOUT.COM

NPTOUT

NEWPORTOUT.COM

Newport Out Advertising Rates 2022



THE TEAM

Daniel and Seano are a gay couple living in Newport, Rhode Island with a passion to share the beauty of our community. As members of the LGBTQ+ rainbow we understand the challenges our community can face sometimes and that's why we love the work we do with Newport Out--building a welcoming community and increasing visibility and awareness of LGBTQ+ issues.

NEWPORT OUT

At NewportOUT, we aim to make Newport, Rhode Island and the surrounding area (in Newport and Bristol counties) an open and inviting place for travelers who identify under the LGBTQ+ umbrella. From couples looking to tie the knot in an incredible seaside town, to LGBTQ+ families looking to vacation, to regional and international tourists looking to hit the New England hotspots, we want all of these people to feel welcome in Newport and have access to resources on the best experiences to include in their visit. We want to be on their radars because as locals we believe that Newport is an incredible destination for gay, lesbian, trans, queer people, their families, and allies.

NEWPORT PRIDE

Newport Pride is the sibling 501c3 non-profit to Newport Out. Dani and Sean are part of the founding team of that organization and server on the board. Read on for more on Newport Pride and our mission. Find more info at the end of this deck.



	Banner Ad Homepage	Info Ad - Homepage	Banner Ad - Category Page	Info Ad - Category Page	Newsletter Ads	Social Media Posts
Gold Sponsorship \$2,500 USD					6	6
Super Host \$1,500 USD	--				3	3
Greeting Squad \$750 USD	--	--			2	2
Welcome Mat \$300 USD	--	--	--		1	1

All ads run for 12-months. Small businesses (5-people or less) get 50% off pricing of any package

By sponsoring NewportOUT, you are helping to create Newport as more welcoming and inclusive. Thank you for your support of our work and mission.

Our audience is highly engaged, looking to NewportOUT for insight on how to best experience Newport as an LGBTQ+ person.

- More than doubled growth in our audience between our launch year in 2018 & 2019

Your sponsorship gets amplified through our work. In the past year, we've been featured in:

- Passport Magazine (leading U.S. LGBTQ+ travel magazine)
- Options Magazine (RI-based LGBTQ+ magazine)
- Boston Spirit Magazine (Boston LGBTQ+ magazine)
- Newport This Week / Newport Daily News Influencer blogs / social media posts.



STATS OF OUR WORK

10K+ Followers

Including: Instagram, Facebook, Newsletter

1.7 K website visitors

Each month

Google Analytics



People visit NewportOut.com from all over the world, with a concentration in the NE US



Social Media Promotion:

We regularly re-post social media content of ALL of our sponsors regardless of sponsorship level on their events, experiences, and brands on a regular basis. Additional individual posts from the NewportOUT accounts and inclusion in our newsletter (sent 1-3 times per month) are included in the sponsor packages.

Ads sizes specifications

Banner Ad
Image size:
3500 x 1600
pixels

Email and web banner: 728x90 px

Side bar
graphic size:
530 x 730
pixels

Info Ad
Image size:
500 x 500
pixels



Banner ads appear at the top of NewportOut.com and the main category pages (*Things to Do, Accommodations, Food & Drink*, etc). They are the largest and most visible ads on the site. Each banner includes a headline and sub-headline over the image:

Email and web banner ads will be used for our Newsletter and some web pages

Info ads appear on the pages of NewportOut.com (*Home Page, Things to Do, Accommodations, Food & Drink, Shopping*, etc.) and can be either an info ad (text block up to 50 words + 1 image) OR a sidebar graphic (1 image w/ embedded text)

Don't have graphic design capability in house? We can help with that! For an additional fee Newport Out can create your ads for you. Ask us for more info.

Thanks to our year-round sponsors

- Gold Sponsors -



- Super Host -



- Welcome Mat -



Sponsors

NEWPORT PRIDE 2022

PRIDE WEEKEND

FRI • SAT • SUN

JUNE

24 • 25 • 26

[NEWPORTOUT.COM/newportpride](https://newportout.com/newportpride)



@nptout



@newportout

Newport Pride Sponsorship Rates 2022

Newport Pride Weekend Sponsor Types



****Reach out to design your own custom sponsorship for Pride Month****

Pride All Year Sponsor
\$ 25,000

Recognition at Pride events throughout the year, logo on all printed and web materials including on tee-shirt, booth at Pride Festival + 10 tix to night time event + 5 tix to weekend sail cruise

Pride Month Sponsor
\$ 15,000

Recognition at all Pride month events, logo on all printed and web materials including on tee-shirt, booth at Pride Festival + 10 tix to night time event

Pride Event Sponsor
\$ 5,000

Custom created with sponsor and includes recognition at one of the pride month events, logo on print and web event materials and tee-shirt, booth at Pride Festival

Pride Supporters
\$ 1,000

Logo on Pride website and tee-shirt, optional booth at Pride Festival



@nptout



Newport Out

**Please contact Daniel Cano at (401) 248-1190 or
info@newportout.com to design your custom sponsorship package
Newportout.com/newportpride**