

Community Marketing, Inc.



Thomas Roth, President
Community Marketing, Inc.
September 7, 2007



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Thank you.

Many partners joined together to make Gay Days & Nights Las Vegas 2007 a success. We all agree that it could not have even been possible without the Ace level partnership of Cirque du Soleil.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Today's Agenda

Summary of 2004 Gay Market Research for LVCVA

- Online Survey
- Focus Groups
- Recommendations
- “Gay Days & Nights Las Vegas” Concept
- 2007 Project Overview
- Visitor Profile Study from 2007 Event
- Marketing plan and co-op budget
- Brainstorming for 2008 Activities



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

CMI Gay Market Research + Development Lab®

Surveys • Focus Groups • Strategic Planning
Marketing Plan Development, Implementation and Management
Since 1992

Community Marketing, Inc.
Lesbian Market Research + Development Lab®
Rivendell
Lesbian Consumer Index™ Report 2007
Presenting the most comprehensive and demographically representative lesbian consumer study in history, with over 10,000 lesbian American survey participants.
Establishing baselines.
Exploring motivations, preferences and sensitivities.
Anticipating trends.

Community Marketing, Inc.
Gay Market Research + Development Lab®
Rivendell
Gay Consumer Index™ Report 2007-8
Presenting the most comprehensive and demographically representative gay male consumer study in history, with over 12,000 gay American survey participants.
Establishing baselines.
Exploring motivations, preferences and sensitivities.
Anticipating trends.

Community Marketing, Inc. Gay Market Research + Development Lab®
Online Travel Purchasing Habits of Lesbians and Gay Men
Custom Survey Report for Travelocity
March 2007
Thomas E. Roth, MBA, CMC
President

Philadelphia
Las Vegas
Provincetown
Dallas
Tempe
Fort Lauderdale
Canada
Switzerland
RSVP
Travelocity
and many more...



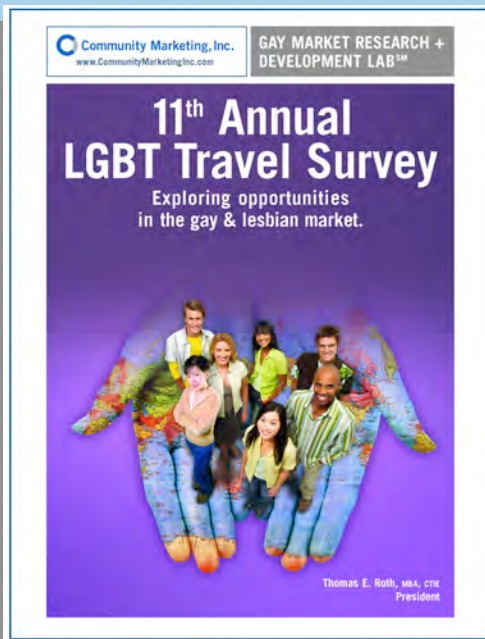
Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

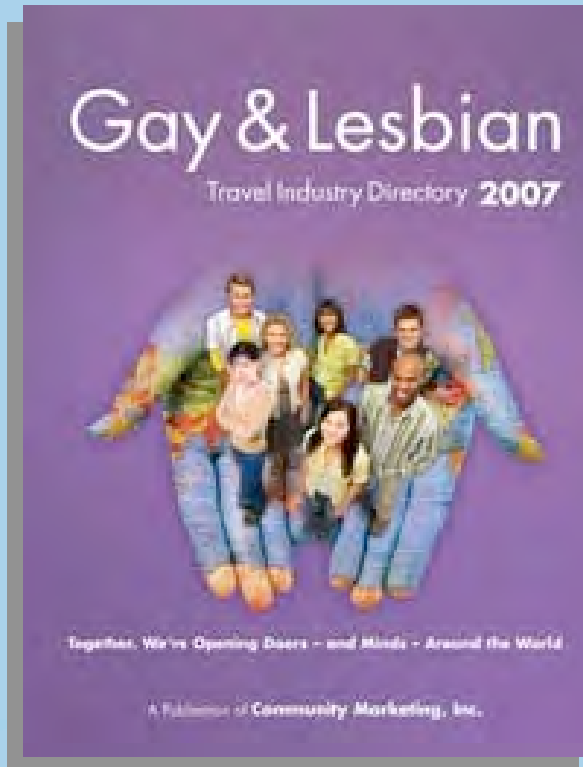
Introducing “Michael”



- ➔ Based on the survey, we have created our “average” gay travel consumer
- ➔ We call him “Michael,” the most common name among survey participants.
- ➔ Michael ...
 - Is 45 years old
 - Lives with his partner (“David,” the second most common name) for average of 8 years
 - Has no children
 - Household income of US \$110,000
 - Takes 3 vacations per year, plus two trips to see family/friends and one business trip.
 - Spent US \$6,000+ on travel in past year.



Print Media: Travel Trade



CMI's Annual Gay & Lesbian Travel Industry Directory

Reach Gay and Gay-Friendly

- *Travel Agents*
- *Tour Operators*
- *Meeting Planners*
- *Journalists*



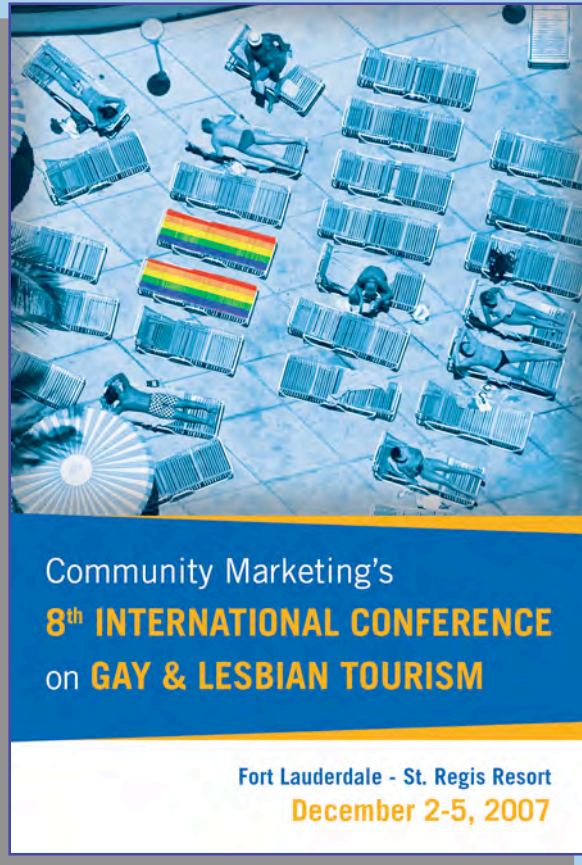
 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Education & Networking



**Community Marketing's
8th International Conference on
Gay & Lesbian Tourism**

**Dec 2-5, 2007
St. Regis Hotel
Fort Lauderdale, FL**

Premiere meeting of industry leaders

**Custom, on-site
workshops also available**



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Join the LGBT Travel Industry's Membership Organization



www.IGLTA.org

IGLTA International Gay and Lesbian Travel Association Join Today!

[About Us](#) [NewsLetter](#) [Calendar](#) [Members](#) [Specials](#) [By Laws](#) [Board](#)

Quick Search

Search through our many IGLTA businesses from around the world!

Search By Category
Choose One

Search By Business Name
Go!

Search By City
Go!

Search By State/Province
Go! [state abbreviations](#)

Search By Country

Become an IGLTA Member Today and receive

Search Results

There are 12 listings found.
Click on the **Company Name** to see more details.

Company	Business Type	Clientele
Australia		
Rainbow Travel EXPO Gold Coast Mail Centre, QLD - Australia 61-7-5592-4266	Event Planner	Exclusively G/L
Belgium		
Red & Blue / Independent Concerts Antwerp, - Belgium 32-49-510-4996	Event Planner	Exclusively G/L
Canada		
Robert Bell Toronto, ONT - Canada 647-280-1407	Event Planner	Exclusively G/L
France		
Rainbow Attitude Paris, - France 33-1-44-76-95-37	Event Planner	Straight Friendly
Italy		
SIT Events In & Out Rome, RM - Italy 39-06-68133619	Event Planner	Gay Friendly



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Las Vegas Gay Market Research

Part 1: National Survey



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:
Gay Days & Nights
Las Vegas™

CMI's LGBT Travel Profile

⇒ Top destinations vary, depending on demographic

Gay & lesbian American destination ranking based on visits in the past year...

Top 7 US leisure destinations	Top 7 US business	Top 7 international	Top 7 Canadian cities	Top 7 European cities
New York City	New York City	Canada	Vancouver	London
Las Vegas	Los Angeles	Mexico	Montréal	Paris
San Francisco	Washington DC	United Kingdom	Toronto	Rome
Los Angeles-West Hollywood	Chicago	France	Victoria	Amsterdam
Palm Springs	San Francisco	Italy	Québec City	Barcelona
Fort Lauderdale	Phoenix	Germany	Whistler	Florence
Chicago	San Diego/Dallas (tie)	Netherlands	Calgary/Halifax (tie)	Venice/Berlin (tie)



 Community Marketing, Inc.

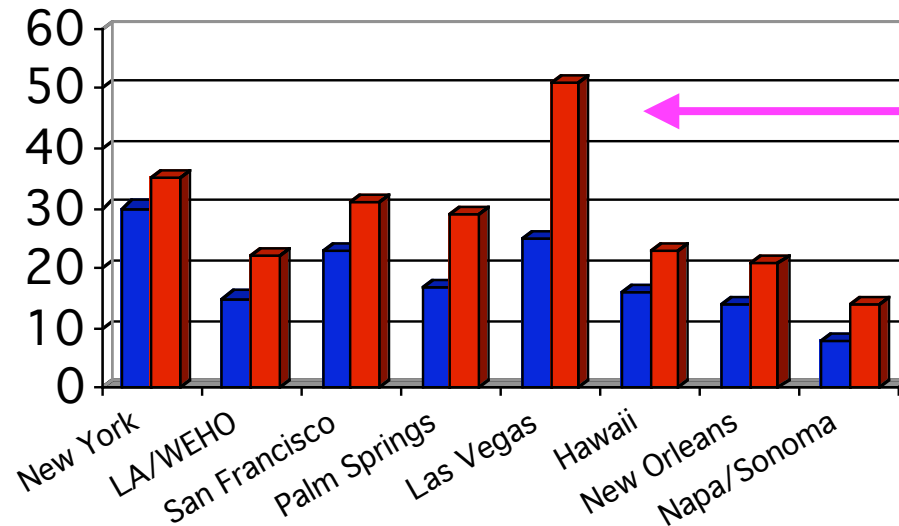
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Las Vegas Cross-Tab

Future Planning: USA



50% of respondents who vacationed in Las Vegas in the past year plan to return to Las Vegas in the next year. The strong parallel between Las Vegas and Palm Springs shows that desert destinations are attractive to gay and lesbian vacationers, and this should be considered in positioning.



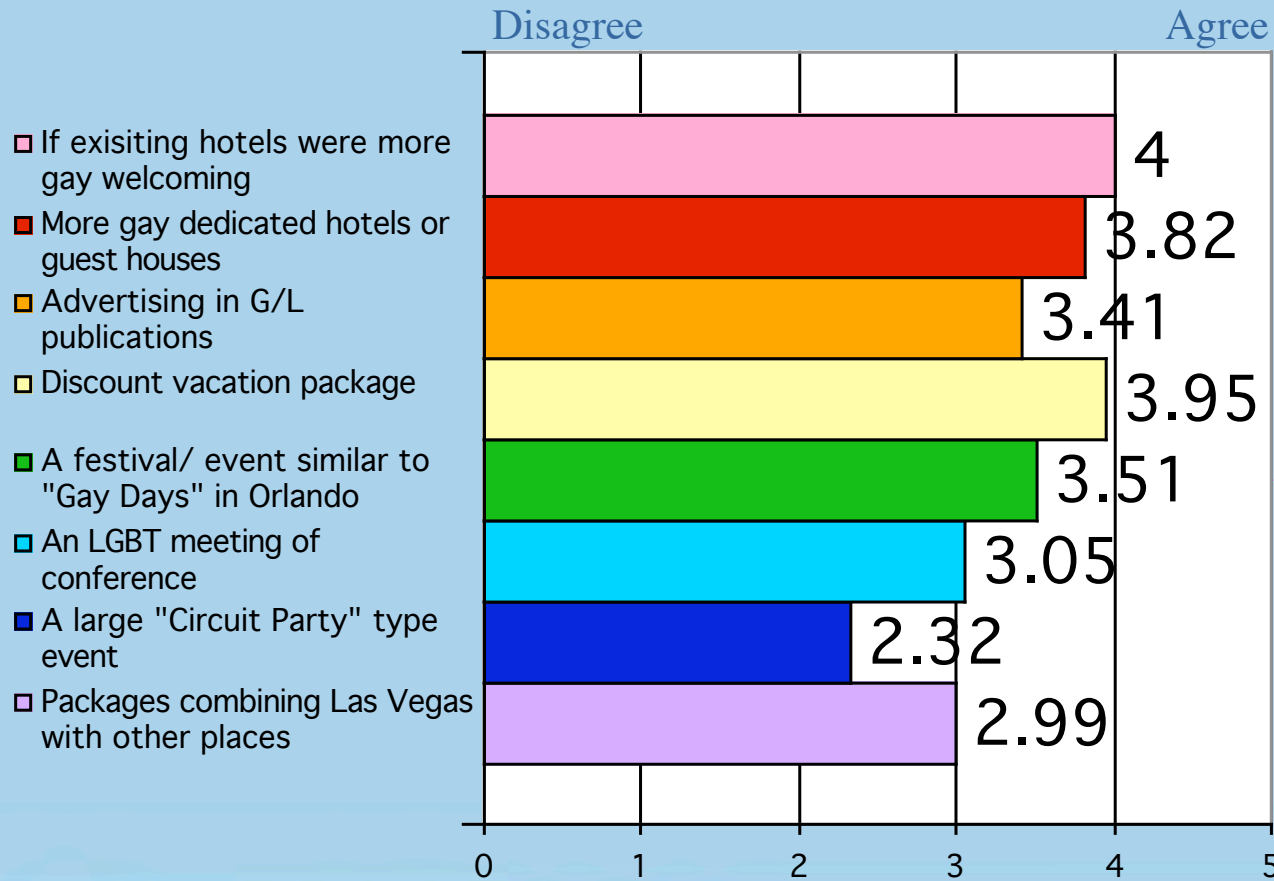
 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Would influence you to travel to Las Vegas



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
 Visit www.CommunityMarketingInc.com
 © Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
 Las Vegas™**

Las Vegas Gay Market Research

Part 2: Focus Groups



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:
Gay Days & Nights
Las Vegas™

Focus Groups

- ➔ Gay and lesbian Las Vegas focus groups were held in San Francisco, Los Angeles and New York City.
- ➔ Three sessions took place in each city.



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Key Focus Group Insights

Las Vegas' gay appeal

- a) Las Vegas is a gay-popular vacation destination, but clearly not for the same reasons as most other gay-popular destinations. Most other gay destinations have the advantage of a “gay infrastructure” of bars, clubs, bookstores, accommodations, etc. and/or a gay neighborhood. Las Vegas is the largest US city without a distinct gay community.
- b) The local “gay scene” was not of interest to many. However, Las Vegas offers world-class gaming and entertainment, an exciting built environment and nearby recreational activities like no other destination, and that is enough of a draw if communicated properly to gay travelers.
- c) Gays and lesbians have many of the same mainstream interests that bring others to Las Vegas, but they also seek gay community, particularly if considering a longer stay.
- d) Beyond attracting LGBT meetings, explore the formation of a gay cultural festival such as “Gay Days Las Vegas”



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992

Visit www.CommunityMarketingInc.com

© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

gay days & nights las vegas™



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

The screenshot shows the Travelocity website interface. At the top, the Travelocity logo is on the left, and 'Customer Care | My Stuff' is on the right. A navigation menu includes 'Home', 'Flights', 'Hotels', 'Cars/Rail', 'Vacation Packages', 'Cruises', 'Last Minute Packages', and 'Activities'. Below this is a secondary menu with 'Travel Info Center', 'Flight Status', 'Destination Guides', 'Travelocity Business', and 'About Travelocity'.

The main content area is divided into two columns. The left column contains a search form titled 'Find Me The Best Priced Trip!'. It has radio buttons for 'Hotel' (selected) and 'Flight+Hotel'. The form includes dropdown menus for 'Country: United States', 'City: Las Vegas', and 'State/Province: NV'. It also has date pickers for 'Check-in: June 27' and 'Check-out: June 29', and a 'Guests: 1' selector. A 'Search Now' button is at the bottom of the form. Below the form is a button that says 'Search Gay-Friendly Hotels' and a logo for 'gay days & nights las vegas'.

The right column features a promotional banner with the text '24/7/365 Activities Offers and Fun!' and a photo of a group of people. Below the banner, there are three paragraphs of text:

Starting this July, gay-welcoming businesses and community organizations will host **Gay Days & Nights Las Vegas**, a year-round campaign for LGBT visitors from around the world featuring activities and entertainment around the clock.

Presenting sponsor *Cirque du Soleil* will feature special events throughout the kickoff week of July 4-8 to showcase its five Vegas productions. Attendees of Gay Days & Nights Las Vegas will have an opportunity to see any or all of the shows combined with invitation-only special events planned for each night.

Additional activities and events include a hosted reception at the Liberace Museum, a T-Dance at Blue Moon Resort, and a Lucky Saturday Night 07-07-07 dance party at Krave. By day, Shop Las Vegas rolls out the pink carpet for the best shopping west of London, while Thanks Babs The Day Tripper offers special excursions and desert discovery adventures. Travelocity.com/gaylasvegas is the primary destination for booking your Gay Days & Nights Las Vegas getaway. Whether you plan to come for a week, or just a weekend, there's no shortage of things to do in Las Vegas.

For more information about Gay Days & Nights Las Vegas:
Website: www.GayDaysAndNights.com



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

24/7/365: Gay Days & Nights Las Vegas!

http://www.gaydaysandnights.com/

HOME

Activities and Offers July 4-8, 2007

Monthly Local Events Calendar by QVegas

Destination Resources

Community Resources

Media Resources

Partner with Gay Days & Nights Las Vegas

Join Our Mailing List for Special Offers

Contact Community Marketing, Inc.

BOOK YOUR TRIP!

Presenting Ace Partner
CIRQUE DU SOLEIL

King Partner
travelocity

Media Sponsors
instinct ENVY here!

24/7/365 Activities, Offers and Fun!

gay days & nights Las Vegas™

JOIN OUR MAILING LIST FOR SPECIAL OFFERS!

Click Here To Book On Travelocity

WELCOME TABLE AND REGISTRATION: Please come by and register for Gay Days & Nights Las Vegas. Welcome tables will be stationed at the entry door of *Cirque du Soleil*, on each of their featured event nights (see daily schedule for details). No show tickets are required to access the welcome tables. Pick up your **WELCOME BAG**, get the latest event schedule, and book local tours and shows. Take our survey for a free Gay Days & Nights Las Vegas t-shirt while supplies last, and a chance to win *fabulous* prizes!

Gay Days & Nights Las Vegas Campaign to Celebrate 7-7-07
Special offers, promotions planned for LGBT visitors throughout the year.
Kicks off with 24/7 fun and activities from July 4 – 8, 2007

007: 15:24:00 Days, Hours & Minutes 'till 7-7-07!

Gay-welcoming businesses and community organizations will host Gay Days & Nights Las Vegas, a year-round welcoming campaign for LGBT visitors from around the world. The promotion launches in July with 24/7 activities and entertainment.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**


Gay Days & Nights Las Vegas 2007 Marketing

From: GayDays & Nights Las Vegas **To:** tom@communitymarketinginc.com
Subject: GayDays & Nights Las Vegas Events Updates

You redirected this message on 6/19/07.

This TAG Approved Newsletter sponsored by Gay Days and Nights Las Vegas

Having trouble viewing this message? Click [here](#) to view online version.




E-MAIL TO A FRIEND

It's only a little over two weeks 'till the Gay Days & Nights kick-off, July 4-8, 2007. Be sure to [update your profile](#) to stay up to date on Gay Days & Nights Las Vegas, and participate in our contests.

Click [here](#) to download a PDF of the full schedule of activities, and click [here](#) to visit the Gay Days & Nights website.

We encourage you to forward this newsletter to your friends (use the "E-Mail to a Friend" link above) so that they can stay informed on the great activities, events and offers that we have in store. We'll see you in Vegas!

Don't miss the FRENCH KISS PARTY of Gay Days & Nights Las Vegas!
Pool Parties and T dances on Sunday Afternoon!
Orque du Soleil Rolls Out Rainbow Carpet



Don't miss the FRENCH KISS PARTY of Gay Days & Nights Las Vegas!



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

outlook
magazine
Monday, June 25, 2007

Marketpoint
Realty LLC
602-252-3600
Register | Login

CONTENT ::

- in this issue
- what's new
- about us
- subscribe
- contact us

What's New

Bruce Vilanch: Visibility Is Key to Gaining Civil Rights for Gays
Bruce Vilanch, mastermind behind the Oscar's night laughs, calls his quarter-century as one of Hollywood's most hilarious staples largely luck. The star says the industry's love for eccentricity has allowed him to be outrageously "out" and still succeed. In this interview, Vilanch says the real heroes this Pride Season are those who are out in industries where it's not so acceptable!

'Mainstreaming' of LGBT Community Concerns Marga Gomez
Though Hollywood's representation of gays is improving, Marga Gomez feels we still have a long way to go. Notes the lesbian comic, "We've only scratched the surface."
While Gomez – whose one-woman show *Los Big Names* won raves along both coasts – is happy more performers are coming out, watering-down the LGBT community concerns her. In this interview, the star of big-budget flick *Sphere* with Sharon Stone and Queen Latifah says "radical thinking is missing from mainstream gay representation in the arts."

Gay Days & Nights Las Vegas™ Campaign Kicks off with 24/7 fun and activities on July 4
LAS VEGAS – Gay-welcoming businesses and community organizations will host Gay Days & Nights Las Vegas, a year-round welcoming campaign for LGBT visitors from around the world. The promotion launches in July with 24/7 activities and entertainment.

Current Issue

alancumming
gay travel | london
video and 3 | entertainment
men's volleyball
designer | dogs

ALAN CUMMING

Politically Speaking -
The First Inaugural
of President Barack
Obama

Puppet Master John
Tartaglia returns to
Broadway

Gayborhoods Work
Well. What About
Eco-Hoods?

Tania Katan - I CAN!



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

curve
THE BEST-SELLING LESBIAN MAGAZINE

24/7/365 Activities, Offers and Fun! **gay days & nights Las Vegas**

Subscribe Shop Advertise Commerce Personals Travel Stories Community Dvds

What's New

Fostering Love
With over half a million children in the foster care system, why are some so intent on keeping LGBT potential parents away? ...[more](#)

Calling All Bay Area Babes
Musicians, artists, poets and speakers from across the globe team up to celebrate female empowerment at the Second Annual Bay Area GIRL FeST 2007. The five-day fete starts at the San Francisco LGBT Center Thurs., July 19 and ends with an outdoor concert in Dolores Park Sun., July 22. ...[more](#)

Queer Queens of Comedy
These queer comedy divas made us laugh 'til our sides split. ...[more](#)

Our Favorite CSI Star
Jorja Fox (known to many as Sara Sidle) is more than just a pretty face. The sexiest geek on prime time stops being so serious for a moment and indulges us with an interview on all things girlie.

Pride Time
Our favorite month is here at long last! From

email updates

Subscribe Unsubscribe

So how are you spending Pride this year?
 Attending a political event or rally



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

WELCOME To Fabulous GAY LAS VEGAS NEVADA
www.GayLasVegas.com

“Unite as Many. Celebrate as One.”
THE SECOND ANNUAL HRC GALA DINNER LAS VEGAS, NEVADA

HOME | ADVERTISE | CONTACT US | BUSINESS DIRECTORY

ACCOMMODATIONS
Bed & Breakfast, Boutique, Resorts and Hotels

NIGHTLIFE
Browse Bars and Nightlife in and around Las Vegas

DINING
Simple to elegant, we've got what your looking for.

TOURS/SIGHTSEEING
Tour and sightseeing opportunities in Vegas.

ACTIVITIES/RECREATION
See what awaits you! Explore what this great city has to offer

ATTRACTIONS
Find places to have fun, indoors and out.

ENTERTAINMENT
Shows and reviews not to be missed.

REAL ESTATE
Work with a professional real estate agent to find your Las Vegas home

BUSINESS DIRECTORY
An A-Z listing of Las Vegas' gay-friendly businesses

RESOURCES
A toolbox of useful contact

GayLasVegas.com recommended by Frank Marino, star of *La Cage*

UPCOMING EVENTS
Las Vegas Pride Parade

The new GayLasVegas.com site is here! But more is to come so keep checking back.

For Advertising Information Contact
Jim McNulty
McNulty & Associates, Inc.
Phone: (702) 882-2766

Our Sponsors
Blue Moon Resort Las Vegas
KRAVE
SIN CITY SOCIALS.com
NGRA
“Unite as Many. Celebrate as One.”
TIGER STUDIOS
Web Site Design



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing



Gays Days and Nights Las Vegas

July 4th - 8th, 2007

Gay Days Las Vegas is coming! VegasSource.com is proud to participate in *Gay Days & Nights Las Vegas July 2007*. **This is a DO NOT MISS EVENT!** Come and have an awesome time in Sin City during **Gay Days & Nights Las Vegas**

SPECIAL EVENT NEWS:

VegasSource.com in conjunction with Las Vegas Wedding Connections is making plans for a mass Las Vegas gay and lesbian wedding event to take place during Gay Days and Nights Las Vegas, July 4th - 8th, 2007. If you would be interested in taking part in this first of it's kind event for Las Vegas gay weddings, please email us your interests and we will let you know the costs and information as soon as it's available.

[Sign up for the Las Vegas Gay Days and Nights Wedding Event here.](#)



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:


**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

SinCityQSocals - Your Premier Gay Social Network

http://sincityqsocals.com/

Want more info?







Soaked Sundays ~ Backyard Pool Club

Well it's summertime baby and what better way than to join all of your friends at SinCityQSocals for the newest event to get you out of a funk. Things get wet this weekend at a pool near you.

We set out to do this event at a local hotel that seems to be having issues with perceptions about our demographic, so we changed the location of our event. While we were forced to seek out a new venue at the last minute, our event began to change from our initial concept and the changes were too drastic for our members. We ended up in a setting that was more receptive to our group, but our group was not as receptive as we would have liked. After listening to you, our members, we believe we have a solution that will suit our group with a huge response.

We are taking a week off, but after that please join us each Sunday there after at a different member's pool. We have some of the most exotic pools available to us courtesy of our members who won't say "NO" to a good time. Find our next



 **Community Marketing, Inc.**


Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:


**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

QVegas is the top source of information on the Las Vegas gay, lesbian, bisexual and transgender community.



The Gay & Lesbian Voice Since 1978



CLICK HERE
TO DOWNLOAD
QVEGAS IN
AN EASY-TO-READ
PDF FORMAT.


Everything Gay in Las Vegas!

GAY LAS VEGAS


- Personals
- Nightlife Guide
- Dining Guide
- Shopping Guide
- Hotel Guide
- Horoscopes
- Event Calendar
- Businesses

Advertisers/Affiliates

\$99 ASK FOR
QVEGAS
RATE
800-582-2228



24/7/365 Activities, Offers and Fun!



**gay days & nights
Las Vegas™**

Special *Cirque du Soleil* hosted
receptions and tours,
plus lots of other events
and activities, July 4-8

JUNE 2007

QVEGAS MAGAZINE


- About QVegas
- Event Photos
- Become a QVIP
- Download Issues
- Subscriptions
- Distribution
- Back Issues
- Advertising

Advertisers/Affiliates

CRUSH
so crush.com

**Epic
Vegas
Production**

**A NEW
BEGINNING**





 **Community Marketing, Inc.**

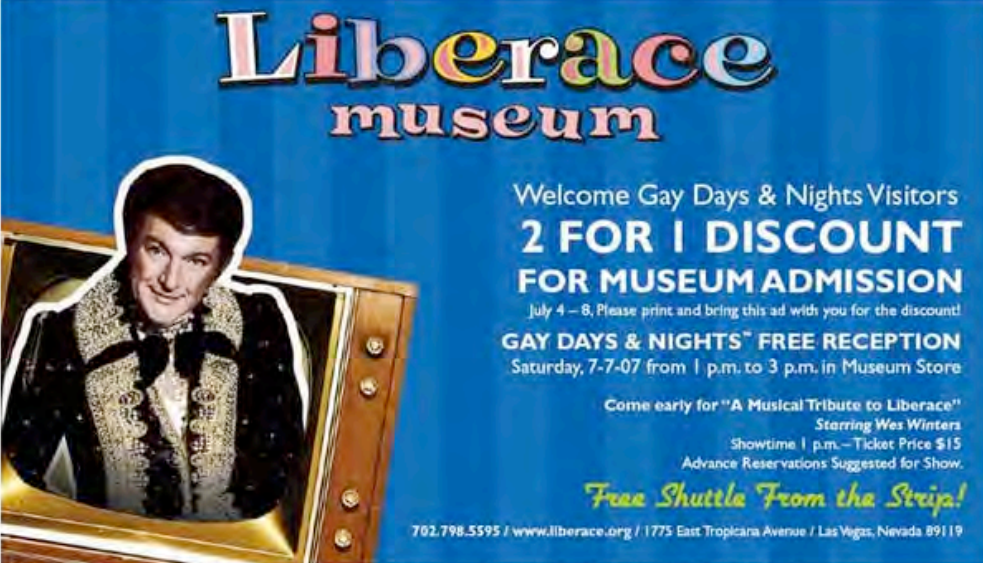
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

From: GayDays & Nights Las Vegas To: tom@communitymarketinginc.com
Subject: Two for One Liberace Museum Admission



Liberace
museum

Welcome Gay Days & Nights Visitors
2 FOR 1 DISCOUNT
FOR MUSEUM ADMISSION
July 4 - 8, Please print and bring this ad with you for the discount!

GAY DAYS & NIGHTS™ FREE RECEPTION
Saturday, 7-7-07 from 1 p.m. to 3 p.m. in Museum Store

Come early for "A Musical Tribute to Liberace"
Starring Wes Winters
Showtime 1 p.m. - Ticket Price \$15
Advance Reservations Suggested for Show.

Free Shuttle From the Strip!

702.798.5595 / www.liberace.org / 1775 East Tropicana Avenue / Las Vegas, Nevada 89119

Gay Days & Nights Las Vegas is a co-op promotion by Community Marketing, Inc.
Proudly Gay-Owned & -Operated, founded 1992.

Gay Days & Nights Las Vegas is a Trademark of Community Marketing, Inc.
©2007 All rights reserved.

Gay Days & Nights Las Vegas is co-sponsored by here!,
Instinct, Curve, QVegas, Envy Man and gaylasvegas.com.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

From: SNAP1@cox.net To: tom@CommunityMarketingInc.com
Subject: French Kiss Party for Gay Days & Nights

Don't miss the FRENCH KISS PARTY of Gay Days & Nights Las Vegas!



Don't miss the
FRENCH KISS PARTY
of Gay Days & Nights
Las Vegas™!

Be part of the inaugural festivities! Check out the soon-to-be notorious FRENCH KISS Party at Risqué Nightclub on Thursday from 10:00pm to Midnight. Do not miss this.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing



Alexis Park Resort, Betty's Outrageous Adventures, and "Thanks Babs" The Day Tripper present



**an Out-rage-ously FREE
Women's Pool Party!**
July 8th Noon - 4pm
ALEXIS PARK RESORT 375 E. HARMON RD.



Food & beverages will be available for purchase in the hotel



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

Presented by **CIRQUE DU SOLEIL** Sponsored by **travelocity**

Be in Las Vegas on **7-7-07**
for once-in-a-lifetime events and fun!
See website for details

gay days & nights las vegas™

24/7/365 Activities, Offers and Fun!
Special Cirque du Soleil hosted receptions and tours,
plus lots of other events and activities, July 4-8.

Every day and every night, throughout the year, Gay Days & Nights Las Vegas
is a galaxy of gay-welcoming hotels, entertainment, gaming, culture,
dining, area adventures and local LGBT venues & events.

Media Sponsors: **Envy**, **instinct**, **QVEGAS**, **here!**, **curve**

Brought to you by:
Cirque du Soleil, Travelocity.com/gaytravel,
Liberace Museum, Kriive,
Blue Moon Resort, Thanks Babs Tours, SinCitySocials

www.GayDaysAndNights.com

A co-op promotion of Community Marketing, Inc. Proudly Gay Owned and Operated. Founded in 1992. www.CommunityMarketing.com
Gay Days & Nights Las Vegas is a trademark of Community Marketing, Inc. All rights reserved.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

Las Vegas Business Press :: Section Two : Attracting a diverse crowd http://www.lvbusinesspress.com/articles/2007/07/20/section_two/q...

BUSINESS PRESS

Friday, July 20, 2007 Home | News | Opinion | Classifieds | Search | Contact Us

3 for 3
Save 3 Links with only 150MP

- News
- News Update
- Business Wire
- Press Releases
- Economy
- Section Two
- Opinion
- Legal Center
- Classifieds
- Executive Calendar
- Networking
- Subscribe
- Archives
- Contact Us
- Links
- Media Kit
- Home

SPONSORED LINKS

Attracting a diverse crowd

Aggressive marketing draws the gay and lesbian community to Sin City

BY SARA CURETON

Las Vegas has something for everyone.

Casinos roll out the lucky red carpet for Chinese New Year. And this year city leaders experimented with the NBA All-Star Game. Both events, which happened simultaneously, are perfect examples of how the local tourism industry tries to lure niche markets here -- Asian high rollers during Chinese New Year and basketball enthusiasts during the All-Star Game. The more diverse, the better.

A less-talked about, but nonetheless lucrative niche that more and more marketers are trying to tap into is the gay and lesbian crowd. From July 4-8, multiple activities took place around the 1st Annual Gay Days and Nights Las Vegas. Originating in Orlando, Fla. as a simple designated day to recognize the gay community, the event has grown to attract more than 135,000 participants internationally.

A study conducted by Community Marketing Inc., a San Francisco-based gay and lesbian market research company, revealed that gay and lesbian travelers contributed a whopping \$55 billion to the U.S. travel market annually. That is 10 percent of the entire domestic travel industry.

"We've taken the Gay Days concept and customized it for Las Vegas," said key event organizer Thomas Roth, president of Community Marketing. "Gay days in July just sounds too hot."

Also, we wanted to emphasize that this city comes to life at night." The first-of-its-kind



STEVE FRISSE

Steve Frisse is a Las Vegas author and radio show host who recently published "Gay Vegas: A Guide to the Other Side of Sin City."

1 of 3

7/25/07 12:48 PM



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
 Visit www.CommunityMarketingInc.com
 © Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
 Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

IN BUSINESS Las Vegas

BizClick - Sign up now!

FREE desktop delivery of local business news.



IN BUSINESS Las Vegas

June 29 - July 5

Gay Days: July 7 isn't just for couples getting married and gamblers hoping for that little extra burst of luck in Las Vegas.

It's also the centerpiece of Gay Days and Nights Las Vegas, a campaign by gay-friendly businesses to embrace the LGBT (that's Lesbian, Gay, Bisexual, Transgender) market.

Activities run July 4-8 with special meet-and-greet events planned by the various Cirque du Soleil casts. Organizers say Cirque shows are one of the top reasons gay travelers come to Las Vegas.

Special events are planned July 4 at Treasure Island's "Mystere" show, July 5 at Bellagio's "O," July 6 at New York-New York's "Zumanity," July 7 at MGM Grand's "Ka" and July 8 at The Mirage's "Love."

Additional information is available at www.gaydaysandnights.com.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992

Visit www.CommunityMarketingInc.com

© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing

**Welcome to
Las Vegas!**

**Events Updates:
www.
GayDaysAndNights
.com**



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights Las Vegas 2007 Marketing



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007

July 3-8 Event
Visitor Profile Study
N=316



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992

Visit www.CommunityMarketingInc.com

© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

State	# of Respondents
Nevada	86
California	58
Florida	24
New York	15
Texas	15
Oregon	7
Arizona	6
New Jersey	6
Massachusetts	6
Utah	5
Washington	5
Minnesota	5

69% (217) of respondents traveled to Las Vegas specifically to attend Gay Days & Nights Las Vegas.



 **Community Marketing, Inc.**

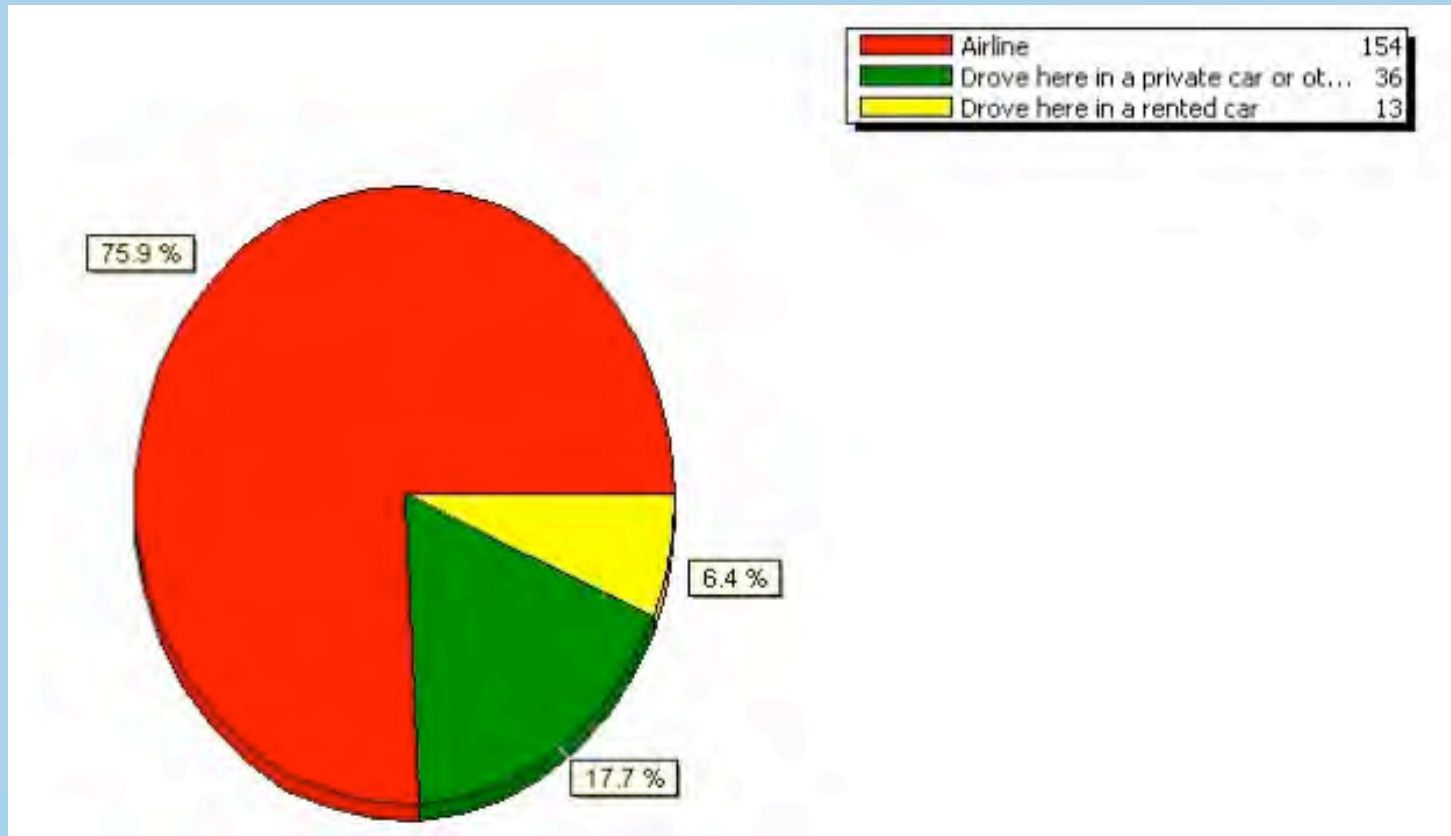
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

How did you get to Las Vegas?



 **Community Marketing, Inc.**

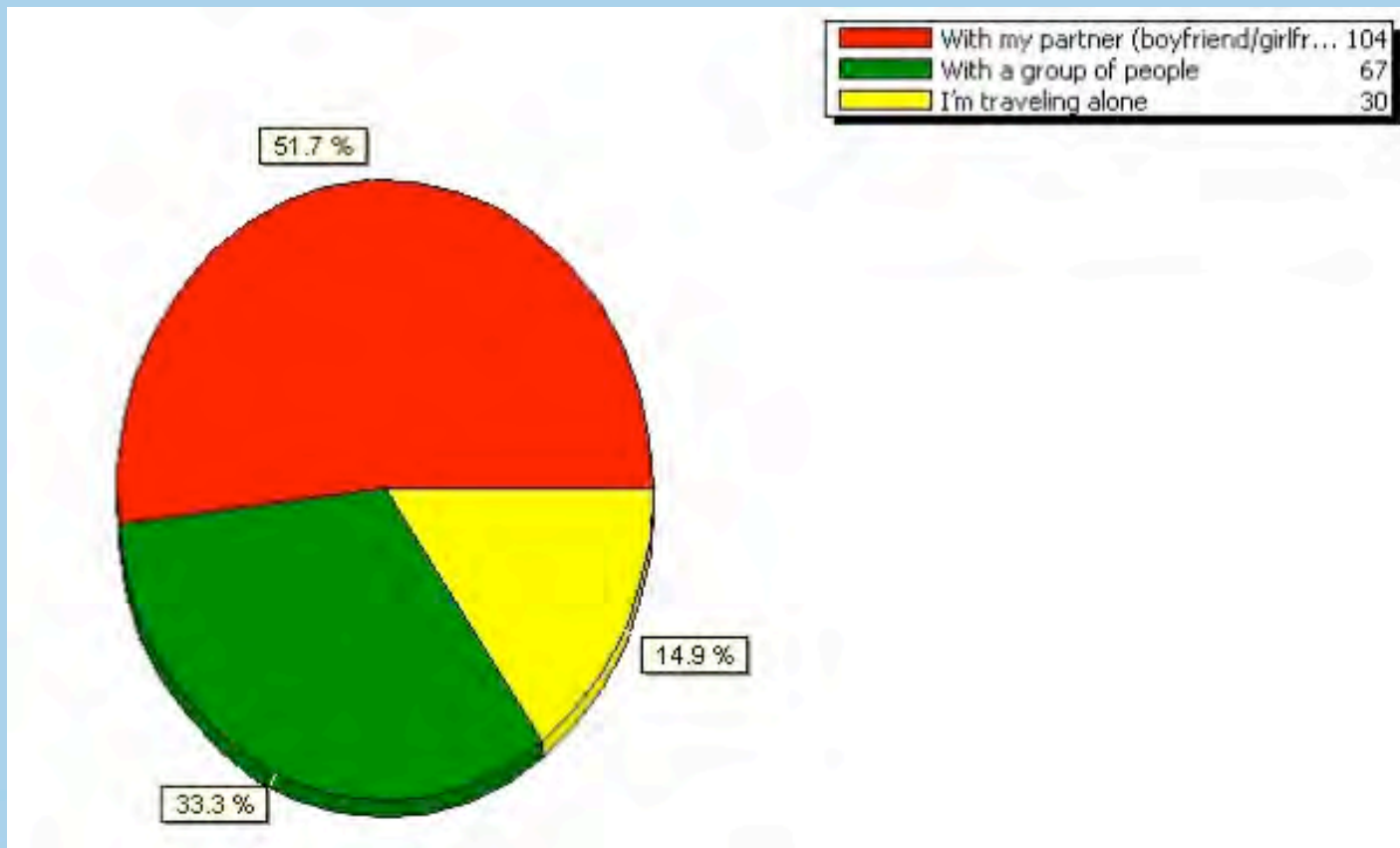
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

Who is visiting Las Vegas with you?



 **Community Marketing, Inc.**

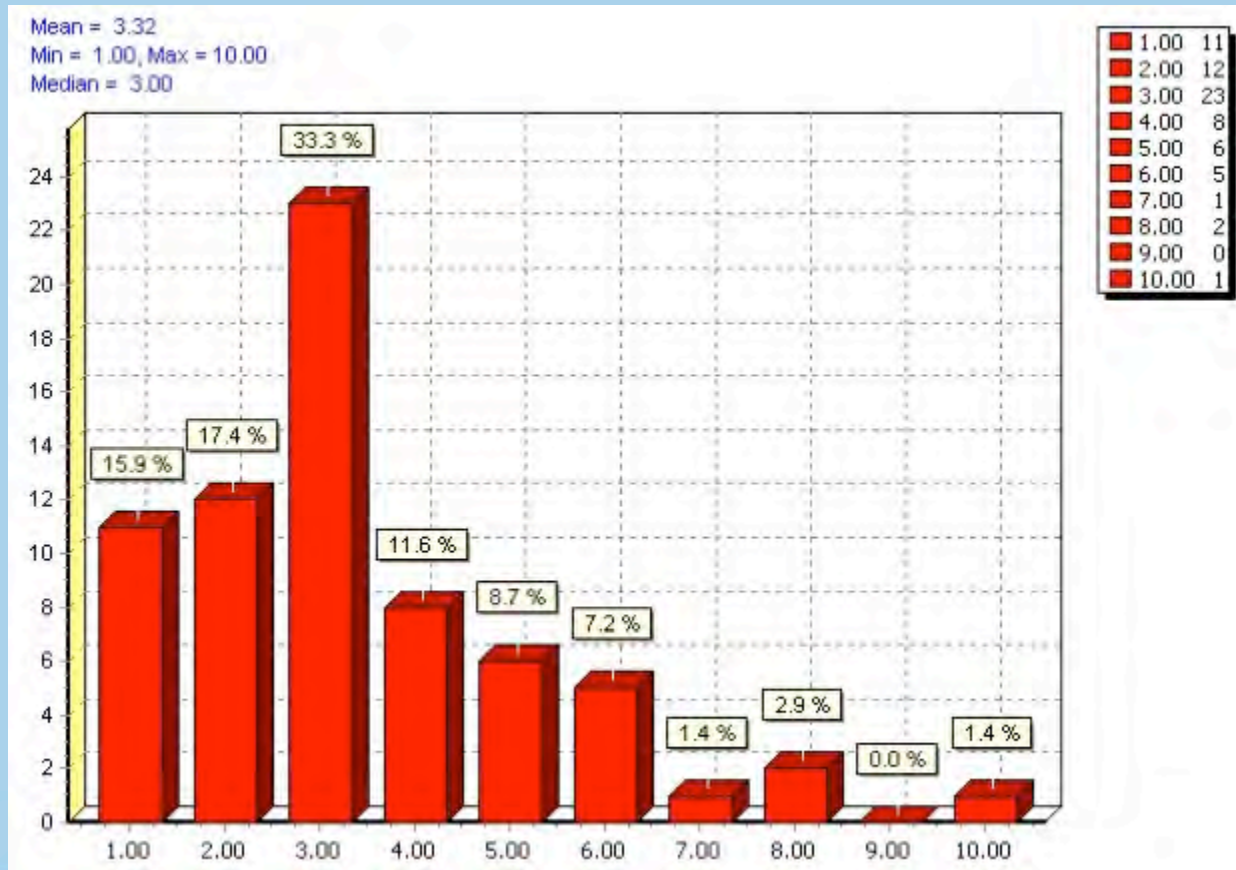
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

How many in your group?



 **Community Marketing, Inc.**

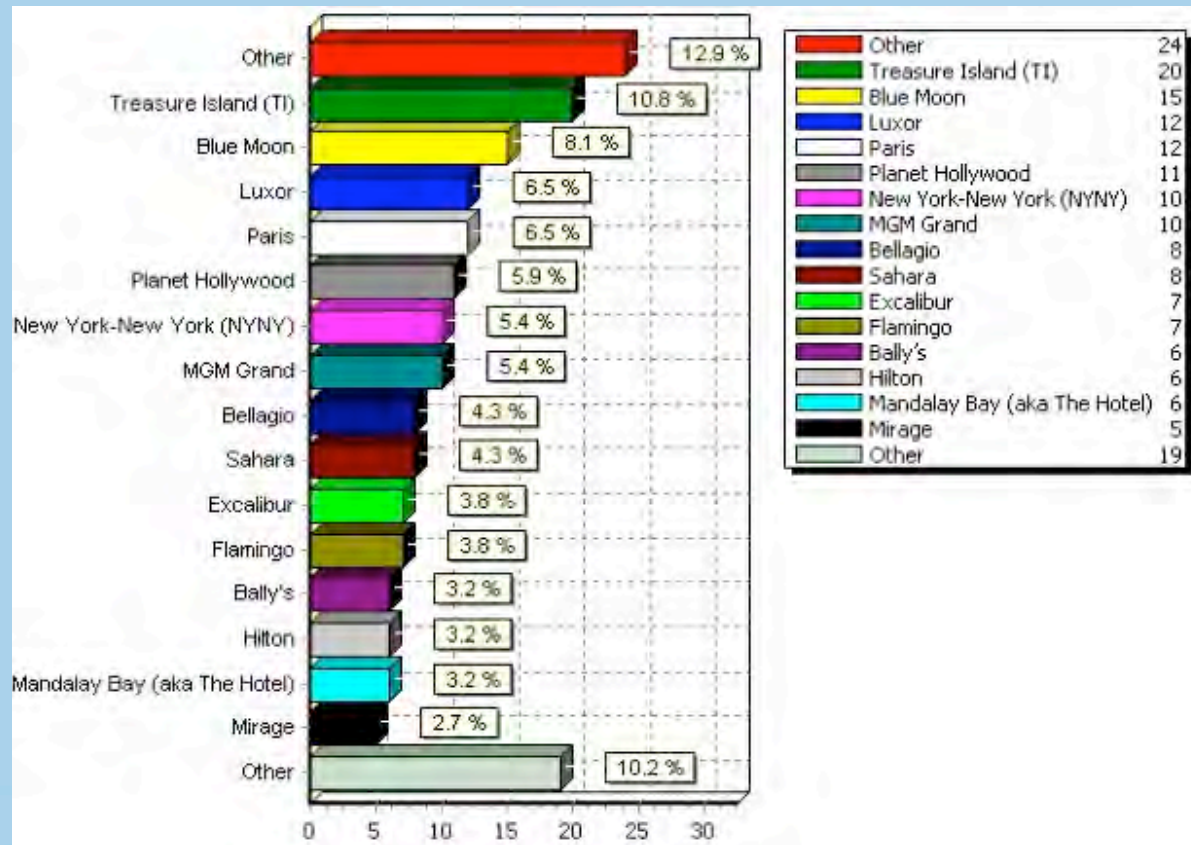
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

91.3% stayed in a hotel. Which hotel?



Community Marketing, Inc.

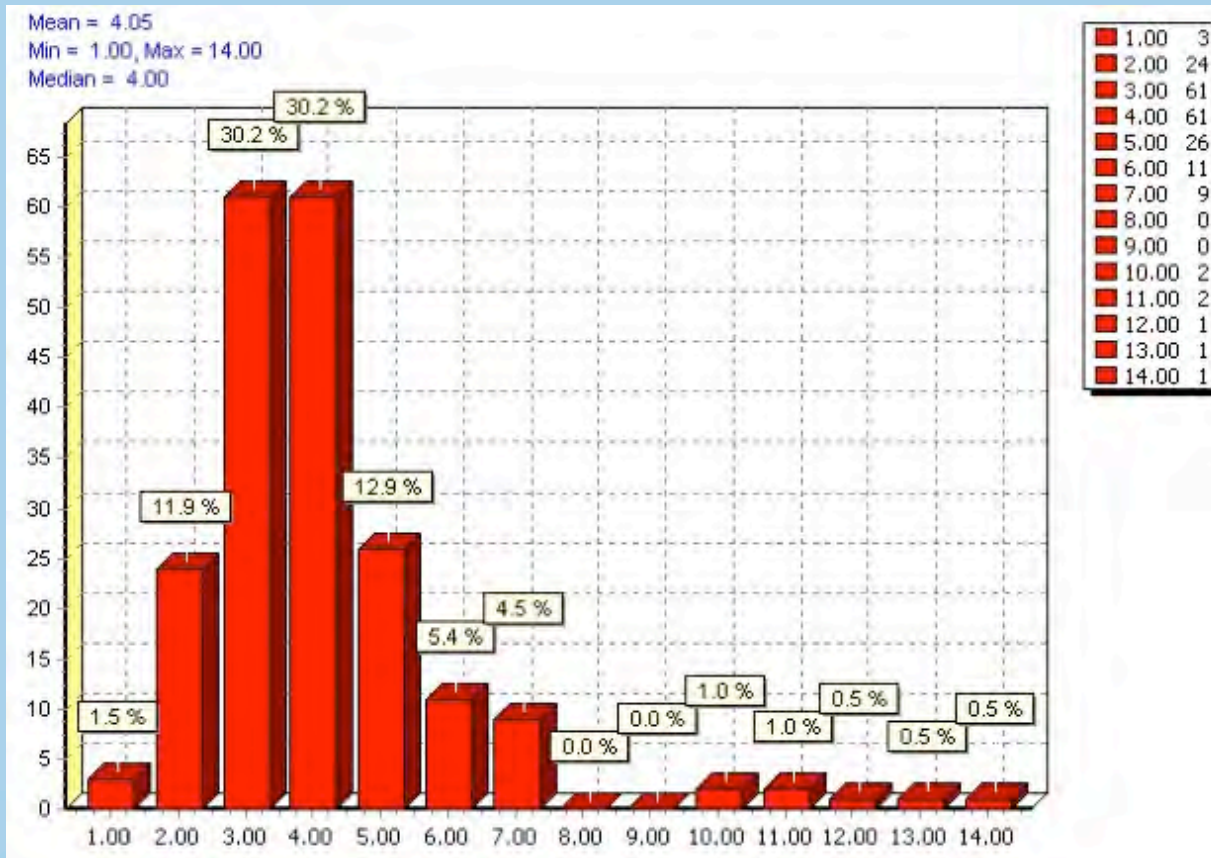
Connecting our Clients with the Gay & Lesbian Community Since 1992
 Visit www.CommunityMarketingInc.com
 © Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
 Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

How many nights did you stay?



Community Marketing, Inc.

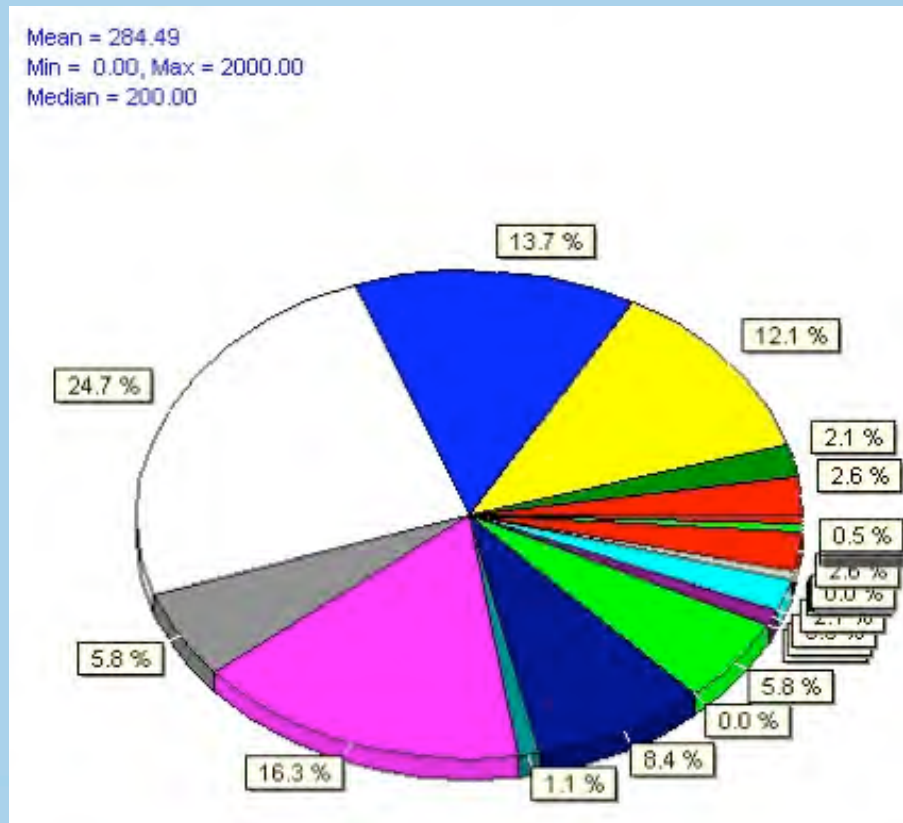
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

Spending per person/per day:



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

Additional highlights from the study:

1. The median visitor had been to Las Vegas three times in the last five years, not counting this trip.
2. 21% of visitors reported that this visit was their first trip to Las Vegas.
3. 27% had been there more than five times previously in the last five years.
4. About half of visitors (48%) said that the Gay Days & Nights Las Vegas promotion favorably influenced their decision to come to Las Vegas (the balance having already made plans before joining into Gay Days & Nights activities).



 **Community Marketing, Inc.**

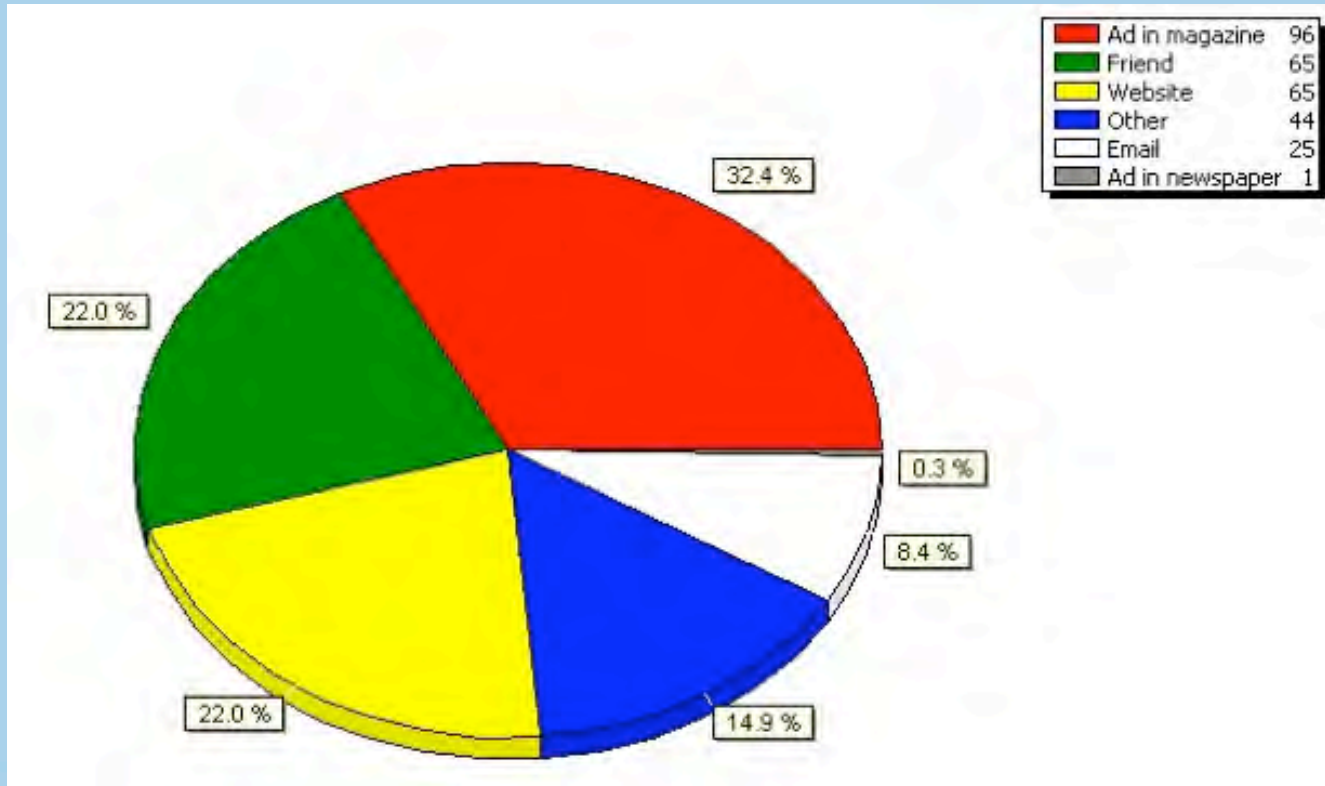
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

How did you first hear about Gay Days & Nights?



 **Community Marketing, Inc.**

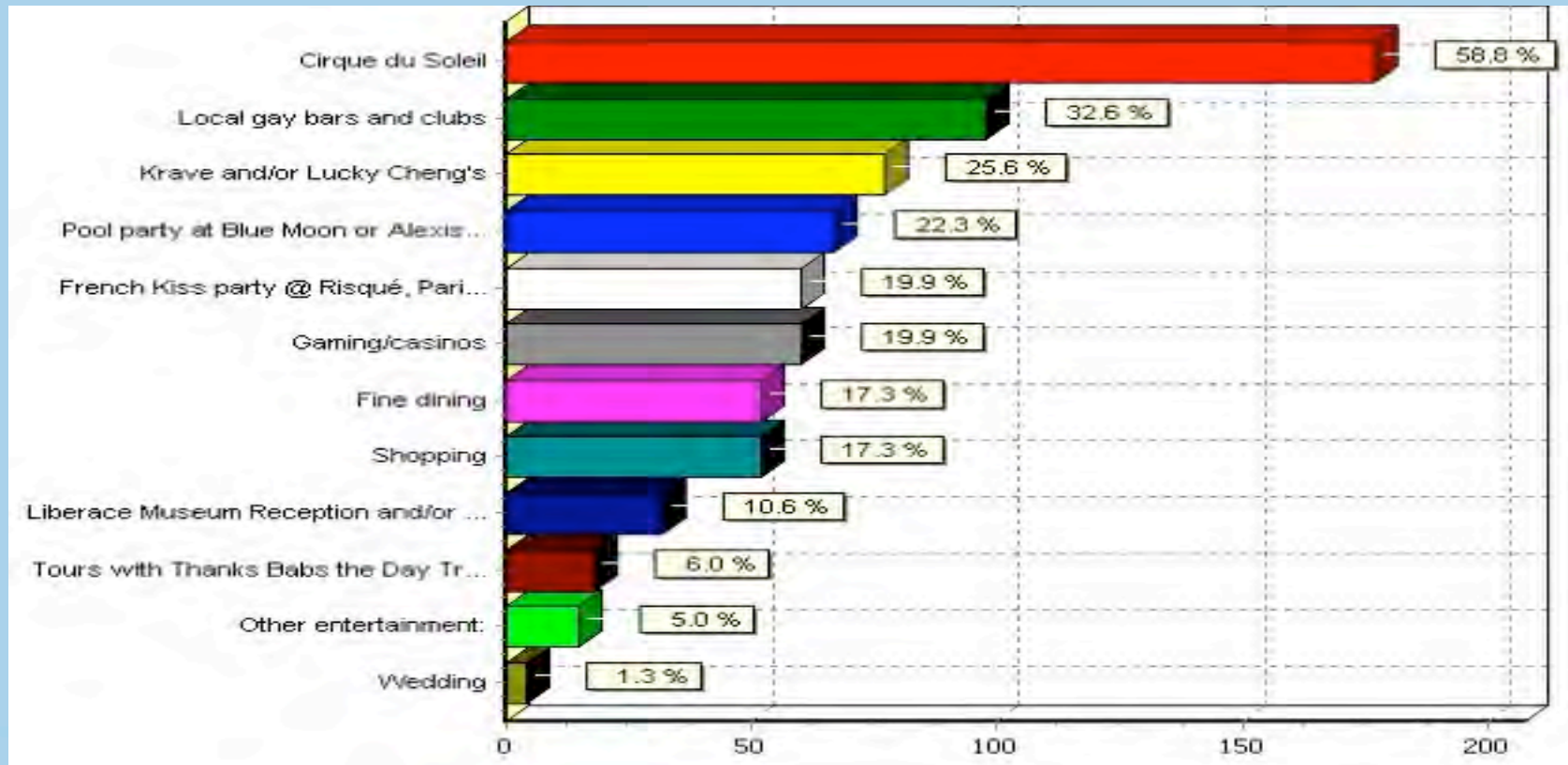
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

In which Gay Days & Nights activities did you participate?



 **Community Marketing, Inc.**

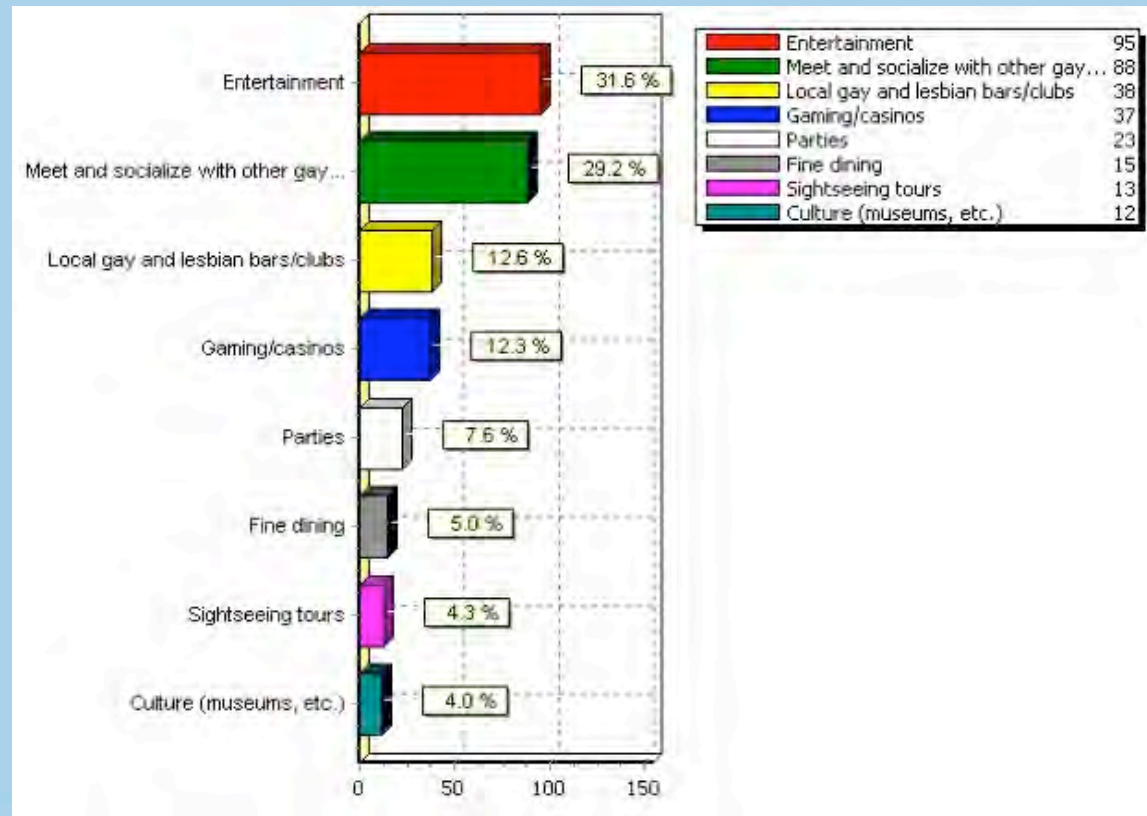
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

What was the main reason you came to Gay Days & Nights Las Vegas?



 **Community Marketing, Inc.**

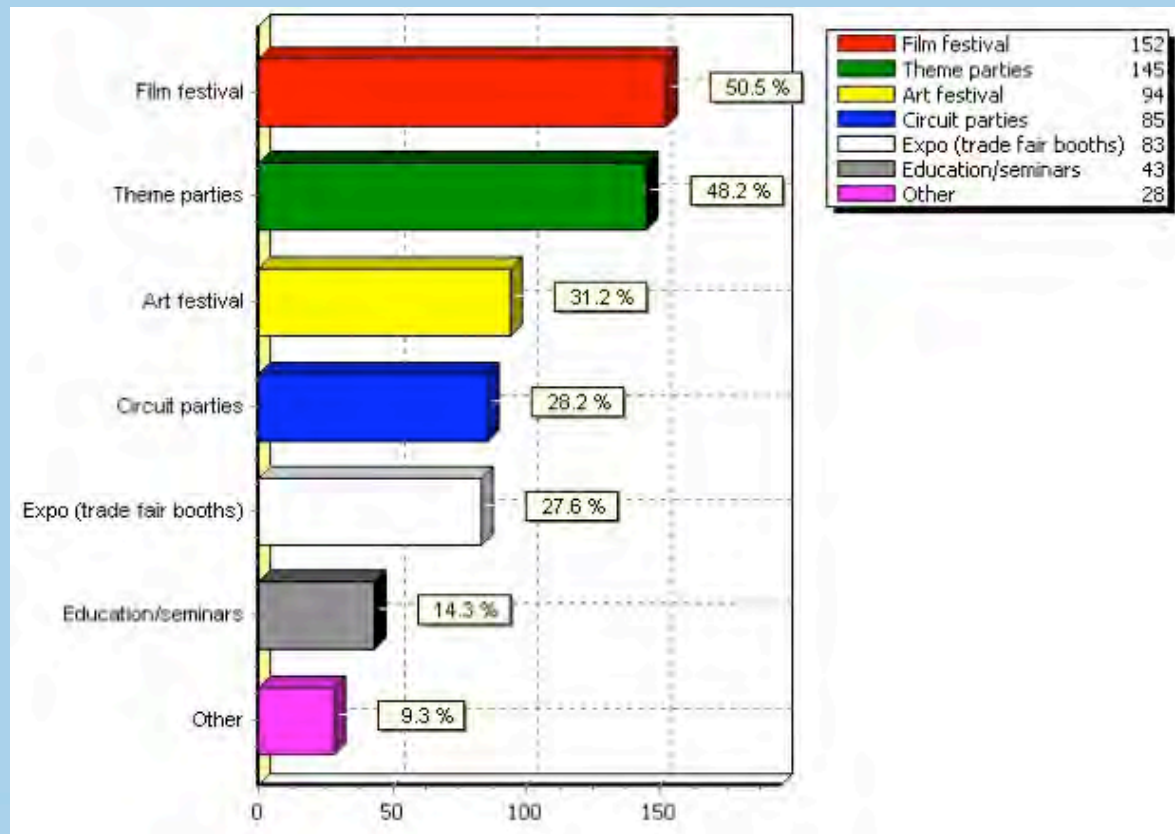
Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

Which events should be added for Gay Days & Nights 2008?



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

Gay Days & Nights 2007: Visitor Profile Study

When should Gay Days & Nights 2008 be held?

1. Even though extreme heat records were set during the 2007 event, 46% of respondents indicated they prefer to keep Gay Days & Nights on a time period spanning the July 4th holiday.
2. 26% suggested it be moved to Autumn, the second most popular response.

Verdict: keep it as-is.



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992

Visit www.CommunityMarketingInc.com

© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**



The Concept for 2008

- ➔ **Dates:** July 3-6, 2008 (and straddling the long Independence Day weekend thereafter).
- ➔ **Format:** Co-op marketing plan to include hotel, casino, entertainment and attraction partners.
- ➔ **Goals:**
 1. Exposure for Las Vegas as a welcoming, exciting and diverse international gay destination
 2. Bring business to Las Vegas in otherwise relatively slow season
 3. Share marketing investment in “co-op marketing plan” format to gain maximum exposure for each partner
 4. Fundraising and exposure for LV community non-profits



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**



08 Activities

➔ Activities under consideration include (but are not limited to) the following:

- ➔ Cirque du Soleil special events
- ➔ City Center Art First Friday
- ➔ Singles mixer/social
- ➔ Pool parties for men and women
- ➔ Local and regional day trips, plus pre/post options
- ➔ Fashion Show
- ➔ Gay Casino Nights: Rotates between 4 partner casinos; lessons available; fundraising opportunity
- ➔ Pastry Chef for a Day (bake your own brunch): JJ's Boulangerie, Paris
- ➔ Brunch Around (select from participating restaurants; tables for 10, open seating)
- ➔ Dine Around (select from participating restaurants; tables for 10, open seating)
- ➔ Gay Day at the Beach (beach activities, games, etc)
- ➔ Gay Night at the Beach (e.g. live concert at Lake Las Vegas)
- ➔ Gay Day at the Mall (e.g. Fashion Show Mall; participating shops donate to designated charity with purchase)



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**



The Marketing Plan

- ➔ Six-month marketing plan Jan-June 08 includes
 - ➔ Dedicated website
 - ➔ Regional, national and international internet marketing (banners, links and email broadcasts)
 - ➔ Search optimization
 - ➔ Direct mail and/or magazine
 - ➔ Major gay publication print ads
 - ➔ Regional gay newspaper print ads
 - ➔ Press trips
 - ➔ Tour/travel packaging (Travelocity, Mark, etc.)
 - ➔ Trade shows
 - ➔ Outreach to organizations (to bring meetings)
 - ➔ Pride events, etc.
 - ➔ Affiliation with Gay Days Anaheim, etc.



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**



The Marketing Plan

- ➔ **Six-month marketing plan funding**
 - ➔ Levels of Partnership correspond with level of related exposure in the campaign:
 - ➔ \$12k Jack Partner Level
 - ➔ \$24k Queen Partner Level
 - ➔ \$48k King Partner Level
 - ➔ \$75k Ace Presenting Partner Level
 - ➔ “Wild Card” Level benefits local non-profit organizations
- ➔ **Goal for 2008 campaign is \$300,000 co-op budget.**
- ➔ **Periodic reporting and update meetings**



 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**

THANK YOU

Thomas Roth

Community Marketing, Inc.

*Research, development, communications and marketing strategies
Serving the tourism and hospitality industries since 1992*

Tel +1 415/437-3800

tom@CommunityMarketingInc.com

www.CommunityMarketingInc.com

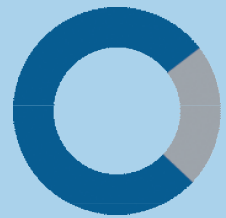


 **Community Marketing, Inc.**

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**



Community Marketing, Inc.

Permission to use content and data from this presentation is granted as long as credit and reference is given to Community Marketing, Inc.

**See copyright notice on footer below.
Thank you.**



Community Marketing, Inc.

Connecting our Clients with the Gay & Lesbian Community Since 1992
Visit www.CommunityMarketingInc.com
© Duplication by permission only.

Co-Op Marketing Plan 08:

**Gay Days & Nights
Las Vegas™**