



2026–2027 DIVAS SPONSORSHIP OPPORTUNITIES

Dear Future Partner,

It is our pleasure to present the **2026–2027 Divas Sponsorship Program** and invite you to become an official partner of one of the East Coast's fastest-growing drag entertainment productions.

For more than five years, **The Divas** has produced high-quality live entertainment experiences that celebrate artistry, diversity, and community while working alongside some of the biggest names in LGBTQIA+ entertainment, including contestants and winners from *RuPaul's Drag Race*, nationally recognized performers, digital creators, and influential personalities.

During the 2026–2027 season, The Divas will produce **more than 100 live events, touring productions, specialty experiences, and digital media projects** throughout the East Coast. Each event attracts an average audience of **200+ guests**, with many of our headline performances drawing significantly larger crowds. Our audience primarily consists of LGBTQIA+ individuals and allies between the ages of **23 and 60**, representing an engaged community with strong purchasing power and exceptional brand loyalty.

In addition to our live events, our sponsors receive exposure through an expanding network of digital content, including YouTube productions, social media campaigns, podcast appearances, promotional videos, and collaborations with nationally recognized entertainers.

With thousands of guests attending our productions each year and thousands of digital impressions generated across our platforms, The Divas provides a unique opportunity for your business to connect with an enthusiastic and highly engaged audience.



What It Means To Work With The Divas Brand

- 100+ live productions, events, and media projects annually
- 10,000+ engaged email subscribers & 500 Loyalty Program Subscribers
- Partnerships with internationally recognized LGBTQIA+ entertainers
- Full-service media production creating year-round exposure through live events, film, television, web series, podcasts, and digital content, photo shoots and more.

YEARLY SILVER PARTNER — \$1,500

Become an official sponsor across the 2026–2027 season.

Benefits include:

- Recognition as an Official Divas Sponsor
 - Logo placement on event marketing materials
 - Recognition on our website and select social media promotions
 - Inclusion in select press releases
 - Inclusion in promotional email campaigns reaching more than **10,000 subscribers**
 - VIP admission to Divas Shows and Events
 - Sponsor recognition during select live events and series recordings such as Dine-In Divas or Manhattan Madness
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YEARLY GOLD PARTNER — \$5,000

Expand your brand's visibility through premium digital and live event marketing.

Benefits include everything in the Silver Package, plus:

- Featured logo placement across event marketing materials
- Promotional posts across Divas social media platforms
- Website logo with direct link to your business
- Featured mentions within YouTube productions
- Premium vendor or expo space at select events
- Branding opportunities on Divas staff apparel and merchandise
- HD video promotions featuring your logo and product placement
- Special celebrity and guest performer shout-outs
- Product placement opportunities during select productions
- Sales opportunities through participating venues and bars

YEARLY PLATINUM PARTNER — \$8,500

Our premier partnership level provides year-round brand integration across nearly every aspect of The Divas experience.

Benefits include everything in the Gold Package, plus:

- Exclusive on-stage banner or Step & Repeat branding at major events
- Advertising in event programs, newsletters, billboards, and traditional marketing campaigns
- Premium signage throughout events
- Premium vendor or activation space
- Company logo featured across all promotional materials, tickets, digital assets, website, and social platforms
- Complimentary tickets throughout the season
- Professional photo and video shoots featuring your brand
- Brand integration within the **DINE-IN DIVAS: WIDE OPEN** podcast
- Podcast interviews or sponsored guest appearances
- Five Divas serving as official Brand Ambassadors across major social media platforms
- HD promotional videos featuring your products and services
- Celebrity endorsements and promotional shout-outs
- Product placement and sales opportunities at participating venues throughout the season
- Priority consideration for custom marketing campaigns and collaborative promotions

A Growing Entertainment & Media Brand

The Divas has become one of the East Coast's fastest growing drag entertainment productions by delivering high quality live experiences and partnering with some of the biggest names in queer entertainment.

Most recently, international sensation Kween Kong joined The Divas for a successful three-city tour. We have also proudly featured renowned *RuPaul's Drag Race* stars including Silky Nutmeg Ganache and Krystal Versace, with additional nationally recognized performers joining our productions each season.

Beyond live events, we are a full-service media production company dedicated to amplifying queer voices through original content. Our work includes feature films, television, web series, podcasts, digital campaigns, live productions, and social media content, allowing our sponsors to receive exposure far beyond the stage.

With more than 50 planned productions and events during the 2026–2027 season, an email audience of 10,000+ subscribers, and thousands of attendees across the East Coast, partnering with The Divas means aligning your brand with an entertainment company that is continuing to grow its reach, influence, and impact.

Together, We Empower Queer Voices

We believe sponsorship is about more than brand exposure, it is an investment in a vibrant, inclusive community and the future of queer entertainment. Every partner who joins The Divas helps create opportunities for LGBTQIA+ artists, storytellers, and performers to share their talents, amplify their voices, and inspire audiences across the East Coast.

As a sponsor, you become part of our mission to celebrate authenticity and build spaces where everyone feels seen. Together, we create experiences that connect communities and leave a lasting impact both on and off the stage.

Our experienced marketing and production team is committed to developing customized sponsorship opportunities and creative collaborations that align with your brand while creating meaningful value for our audiences and our partners.

To learn more about The Divas, explore our pitch deck, or view additional promotional materials, please visit:

DePirosDivas.com/divasoutline

We look forward to discussing how we can work together during our exciting 2026–2027 season.

Sincerely,

A handwritten signature in black ink that reads "Michael A. DePiro". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Michael A. DePiro

CEO & Founder

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