



BLATINO
CASIS

Steven Williams
PHOTOGRAPHY

SPONSORSHIP GUIDE 2022

PHOTOGRAPHY BY
STEVEN WILLIAMS

BLATINO OASIS

In 2006, Blatino Oasis™ creator, community organizer and event producer, Joe Hawkins, took a trip to the legendary Hollywood desert oasis getaway of Palm Springs, California, for the first time, after learning the city had elected California's first Gay and African American Mayor. During his stay, he was amazed by the majestic beauty, peace, tranquility and gay affirming atmosphere of the city.

In 2007, Mr. Hawkins decided to invite men of color from around the world, to experience Palm Springs' natural beauty, gay friendly, fun yet relaxing environment.

14 years later, not only has Blatino Oasis™ grown to become the largest gay men of color event in Palm Springs history, it is currently the largest annual vacation retreat for gay men of color in California, attracting men from around the world and was recognized as such by the Mayor of Palm Springs at our 2011-2012 events.

We invite businesses to be a part of our landmark 14th annual event by becoming a sponsor of Blatino Oasis™ 2022



ABOUT THE FOUNDER



Joe w/ Palm Springs mayor Robert Moon

Joe Hawkins is a noted California based community organizer, LGBTQ advocate, non-profit executive, event producer, and social entrepreneur.

Joe first came to national prominence as one of the first out black gay men to appear as a guest on the iconic Oprah Winfrey Show during the early 90's, defending his right to parent his son as an out gay man. Among his many accomplishments, Mr. Hawkins is a co-founder and former co-chair of Oakland Pride and was voted Grand Marshall of both the San Francisco and Oakland Pride Parades. He is a founding organizer of the East Bay AIDS Walk and created California's largest and longest running Black LGBTQ Film Festival. He created and produced California's longest running LGBTQ Hip-Hop event that lasted 25 years. He also produces California's largest and the longest running gay/bisexual men of color getaway held annually in Palm Springs, California. In 2017, Joe co-founded and is the CEO of the Oakland LGBTQ Community Center, Oakland's first all inclusive, intergenerational LGBTQ service center. A military veteran,

Joe's service to the community has been recognized with numerous awards, including proclamations from 5 mayors of 3 cities and 3 governors in the state of California. His work with youth technology training programs was recognized by the White House and featured on Good Morning America and in numerous publications including USA Today and the Wall Street Journal. In 2014, the City of Oakland presented Joe with the Mayor's Proclamation, naming a day in his honor and in 2017, the Northern California chapter of the ACLU honored him with the Grover Dye award, their highest award for community activism. In 2018, his vision for LGBTQ wellness programming resulted in the LGBTQ center receiving the American Psychological Association's Presidential Citation Award. And in 2019, Joe was named by Business Equality Magazine as one of the Top 50 over 50 LGBTQ Legacy Leaders in honor of the 50th anniversary of Stonewall.

SPONSORSHIP OPPORTUNITIES

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GRAPHIC EDIT: CLEMENTE & HAWKINS

Your sponsorship of the 14th Annual Blatino Oasis, APRIL 28 - MAY 1, 2022, in Palm Springs, California, will provide exposure for your product or service to our largely untapped market and will also show your support for the gay men of color community and the LGBT community at-large. Depending on your level of sponsorship, we will include your company banner in our email blasts, on our website and at our events. Our website averages over one hundred thousand visitors per month between January and May, as the event nears.



OPPORTUNITIES INCLUDE

- PRESENTING SPONSOR
- WELCOME PARTY SPONSOR
- POOL PARTY SPONSOR
- COMMUNITY SERVICE AWARDS AND WHITE PARTY
- BRUNCH SPONSOR
- GIFT BAG SPONSOR
- MEDIA SPONSORS
- PROMOTIONAL PARTNERSHIP SPONSOR
- PLATINUM, GOLD, SILVER & IN-KIND LEVELS AVAILABLE

ATTENDEE DEMOGRAPHICS

GRAPHIC EDIT: CLEMENTE & HAWKINS



ATTENDEES PER EVENT
(DAILY AVERAGE OVER 4-DAY SPAN)

500 - 1,000



AVERAGE SPENT PER PERSON
(ACCOMMODATIONS & TRAVEL EXPENSES INCLUDED)

\$1,500



AVERAGE AGE
21-45
YEARS OF AGE



80% AFRICAN AMERICAN

ETHNICITY

15% LATINO

5%

OTHER
(CAUCASION, ASIAN, ETC)

99% MALES **1%** FEMALES

Most participants at Blatino Oasis are from major metropolitan areas such as Los Angeles, San Diego, San Francisco, Oakland, Atlanta, , Washington, D.C., Miami, Dallas, Houston, New York, and Chicago. Approximately 30% of participants reside in the Palm Springs and Inland Empire areas of Southern California.

SPONSORSHIP VISIBILITY

BLATINO OASIS™ events offer multiple options for your company's logo placement, product distribution, and brand-identity for your organization. We can offer a truly amazing opportunity to saturate our market and share in this wonderful setting. Some of the highlights of our sponsorship packages include:

ENTERTAINMENT OPPORTUNITIES

Blatino Oasis™ events provides opportunities for your product name & marketing message to gain multiple exposures in formats such as dance parties, VIP dining events, and special awards ceremonies.

PROMOTION & MEDIA

Blatino Oasis™ works in conjunction with national and regional media outlets to promote the event in Northern and Southern California, and via social media services. In addition, Blatino Oasis™ distributes print flyers (10,000), posters (1,000) and sends e-mail campaign blasts (18,000 weekly) to promote Blatino Oasis™ in California as well as selected cities in the U.S.A.

PROGRAM RECOGNITION

Advertisers participating at various sponsorship levels will also be promoted during Spring of 2022 included in the official printed event guide and our PDF version that is emailed to our extensive list in the months leading up to Blatino Oasis™ Weekend.



SPONSORSHIP RESULTS

MENU OF MARKETING OPPORTUNITIES

The menu of sponsorship opportunities includes a wide array of entertainment and events with plenty of on-site marketing opportunities. Sponsors are encouraged to propose additional opportunities, or to refine and customize any package to gain maximum exposure. We value your input and are willing to work to best accommodate your needs.



OUR PARTNERS CAN EXPECT:

- PRE & POST EVENT EXPOSURE ON ALL RELEVANT MARKETING AND SOCIAL MEDIA CHANNELS
- INCREASED TRAFFIC TO PARTNER DESTINATION SITES AND THE OFFICIAL BLATINO OASIS WEBSITE
- INCREASE OF VIEWS ON SOCIAL PROPERTIES
- INCREASE E-MAIL SUBSCRIBERS
- ACTIVE TWITTER, FACEBOOK & OTHER SOCIAL MEDIA CAMPAIGNS



PLATINUM PARTNERSHIP LEVEL

PLATINUM PRESENTING SPONSOR – \$25,000

Company name & logo will appear prominently in BLATINO OASIS 2022 events, marketing materials and event collateral. Your business will receive the following guaranteed recognition:

- Naming Rights for Blatino Oasis™ 2022
- Two Corporate banners displayed at all events – provided by company
- Inclusion in March 2022 Press Release.
- 6 VIP event passes (\$1,500 cash value)
- Logo placement on all Blatino Oasis™ collateral materials.
- Logo & website included on Blatino Oasis™ 2022 neck lanyards worn by attendees.
- Product sampling placement/palm card in all Blatino Oasis™ 2022 gift bags.
- Banner Placement in email blasts to over 18,000 list members (PG).
- Banner Placement on website on FAQ, Event, Event Intro, and sponsor pages on our website which receives over a million curious visitors in the final three months leading up to the event.
- Promo on all social networking sites and event pages to include Facebook, Twitter and Instagram.

GOLD/SILVER PARTNERSHIP LEVEL

GOLD SPONSOR – \$10,000

Company name and logo will appear prominently in Blatino Oasis™ events, marketing materials and event collateral. Your business will receive the following recognition:

- Company banner at pool party and welcome reception
- VIP passes 4 each (\$1000 cash value)
- Banner placement in email blast for 2022
- Product sampling placement in all Blatino Oasis™ 2022 gift bags.

SILVER SPONSOR – \$5,000

Your company will receive the following:

- One 2x4 banner @ pool party
- VIP Passes 2ea (\$500 cash value)
- Logo on event guide sponsor page (print and PDF) and website

IN-KIND SPONSORSHIP PROGRAM

Blatino Oasis™ gratefully accepts in-kind donations and provides sponsorship opportunities. The following program has been developed to meet the needs of our cash and in-kind sponsors.

In-kind donations include, but are not limited to:

- Printing and Copying
- Travel and accommodations
- Promotional support
- Gift bag items and gift certificates
- Prizes for competitions
- Print and electronic advertising banner space
- Banner printing
- Light and sound services
- Bus/Ground Transportation services



All in-kind donors must also participate in the sponsorship program through a minimum sponsorship value of \$1,500. In-kind donations are valued as follows: In-kind donations are valued at 50% of the retail value. This value is then available to the in-kind donor at that level of sponsorship. For example, an in-kind donation that is accepted with a retail value of \$10,000, will be valued at \$ 5,000. The in-kind donor will receive the sponsorship benefits at the \$5,000 level. Any amount valued above the 5k level will be negotiated on a case by case basis.

PAST EVENTS

SAT MAY 2ND
DAYTIME EVENT
12P-6PM

BLATINO OASIS
2016 OFFICIAL EVENT

FEATURING **KYLE GOFFNEY**
NUBAL APPAREL MODEL

HOSTED BY **PABLO HERNANDEZ**
ANDREW CHRISTIAN MODEL

Caliente
THE ULTIMATE EROTIC POOL PARTY!

CO-HOSTED BY **BRAUNZ WEST COAST**

CO-HOSTED BY **WESLEY EAST COAST**

SPECIAL EROTIC PERFORMANCES BY
POORN STAR - KRAVE - POORN STAR - BAMM BAMM
POORN STAR/EROTIC DANCER - ENVI - EROTIC DANCER - SUKI
AND MUCH MUCH MORE!

FEATURING DJ'S **GPAC & KONRAD**
SPINNING HIP HOP-LATIN
TOP 40 & HOUSE

CLOTHING OPTIONAL HOTEL
NUBAL APPAREL FASHION SHOW
ULTRA EROTIC NUDE PERFORMANCES
HOT BODY CONTEST - EROTIC PLAY AREA
SEXUAL HEALTH SVCS - FOOD, DRINKS & MORE!

ccbc AT THE CCBC CLOTHING OPTIONAL RESORT!
68300 GAY RESORT DRIVE @ MELROSE
CATHEDRAL CITY OFF EAST PALM CANYON DRIVE

SATURDAY MAY 7TH • 2PM-7PM
THE ULTIMATE POOL PARTY FOR MEN! • WEAR YOUR SEXIEST SWIMSUIT!

BLATINO OASIS

ALL NUDE PERFORMANCES BY
SWIM - DE ENDORE - ENVI
• MORE NUDE DANCERS TO!

TEAM CAPTAINS
TYNNE & KONNELL PABLO & DRAE

BLATINO EROTIC AWARDS HONOREES
POORN STAR - KRAVE - POORN STAR - BAMM BAMM
POORN STAR/EROTIC DANCER - ENVI - EROTIC DANCER - SUKI
AND MUCH MUCH MORE!

FEATURING
THE HOTTEST MODELS • 100+ ANNUAL NUBAL APPAREL FASHION SHOW
POORN STAR JOVONNE LAUNCHES DEEP CUSTOM SWIM WEAR
NUDE EROTIC PERFORMANCES • BLATINO EROTIC AWARDS • POORN-OLYMPICS
FUN, FOOD, DRINKS, VENDORS & SEXY MEN FROM AROUND THE WORLD

WITH THE BEST NUBAL HEATS BY DJ'S
GPAC & KONRAD PARKER

AT THE CCBC CLOTHING OPTIONAL RESORT
68300 GAY RESORT DRIVE @ MELROSE
IN CATHEDRAL CITY OFF EAST PALM CANYON DRIVE

ccbc

FRIDAY MAY 6TH • 2016
BLATINO OASIS

COMIN' TO TOWN TO SHUT IT DOWN!
FOX4
PERFORMING LIVE! FIRST EVER WEST COAST
GAY EVENT PERFORMANCE!

HOT SPOT KICK OFF
PARTY FEATURING...
THE ICON

COLOGNE LAUNCH PARTY FOR
JOVONNE!

DJ CHRIS (LOS ANGELES)
IN THE MIX IN HIP HOP, R&B, TOP 40, HOUSE & MORE!

DJ BEN (WEST HOLLYWOOD)

9E+ H&M+ E **ANIM**

*ASK ABOUT TESTING FOR TICKETS

VP OR WEEKEND PASSES GUARANTEE ENTRY
GET YOURS TODAY AT
BLATINO OASIS.COM

DOORS 9P - 3A • SHOWTIME APPROX 12-15AM! THIS EVENT WILL SELL OUT!
EARLY ARRIVAL SUGGESTED - RX AVAILABLE AT THE DOOR (CASH ONLY)

COPA ROOM 244 EAST AMADO RD. PALM SPRINGS, CA 92262

BLATINO OASIS PRESENTS
ANNUAL WHITE PARTY BRUNCH
SUNDAY MAY 3RD 2015
11AM-2PM

KINGS
SUPPORTING
KINGS

SPECIAL PERFORMANCE BY MUSIC ARTIST
STEVEN PLATER

SPECIAL PRESENTATION BY 2014 HONOREE
LAUR DARELL

2015 HONOREES

BLATINO OASIS
OFFICIAL EVENT

@ THE TROPICAL
330 E AMADO RD, PALM SPRINGS, CA 92262

CONTACT INFO

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facebook.com/BlatinoOasis

twitter.com/BlatinoOasis

instagram.com/joeluvscali/



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