

PRESENTED BY: KINK DOWN SOUTH, LLC

**KINK
DOWN**



SOUTH

**WEEKEND
2024**

**JUNE 7TH - 9TH
ATLANTA, GA**

CONTACT

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WHO ARE WE?

Kink Down South is a community organizer based in Atlanta, dedicated to creating safe and inclusive spaces for LGBTQ+ people interested in kink and fetish.

Our events range from our Annual Spelling Bee(DSM) competition, queer theatre nights, bar takeovers and Kink Down South Weekend, the first kink street fair style event in the South!

We work with local venues to create safe and welcoming spaces for kinky folxs to connect. We also partner with other organizations and groups in the our community to promote diversity and inclusivity.

In 2023 we donated funds to support:



**LGBTQ+ ATLANTA
BOOTBLACKS**

ACLU



WHAT IS KINK DOWN SOUTH WEEKEND?

A southern kink street fair inspired by events like Folsom Street Fair, Off Sunset Festival, and Austin Kink Weekend. Kink Down South Weekend celebrates the exploration of the diverse kink and fetish communities. Last year, we turned Atlanta into a rendezvous of roaring risqué as Kink Down South rolled out its inaugural Street Fair weekend with a turnout of **over 700 kink enthusiasts**, 20 vendors, and 15 demos/classes! We return June 7th to 9th, 2024 bolder, bigger, and kinkier, anticipating **over 1,100 kinksters!**

Attendees enjoy **3 days of a fetish-filled weekend**, including DJ's from across the country, kink classes and discussion panels, and parties. Explore the vendor market offering an array of kinky products and services. Or enjoy a cigar on the smoking deck while you watch the crowds. Beyond the vendor market and classes, we'll be hosting several fetish theme parties during the weekend at local bars and clubs.

Whether you are an experienced kinkster or new to the scene, Kink Down South Weekend offers something for everyone.

Kink Down South Weekend is an inclusive event, welcoming people of all genders, sexual orientations, ethnic backgrounds, capability, faiths, and kinks.



SPONSORSHIP

Our audience of loyal LGBTQ+ kinksters and allies has exponentially grown since we started and is one of the most affluent demographics around. 79% of our audience travels at least within the United States to attend kink events and 36% of make at least \$100k annually*. (That's a lot of kink gear they can buy!) Expose your brand to hundreds of kinksters eager to find new gear, toys, services, and more!

Have an idea to create a custom engagement with attendees? Reach out and lets talk!

*Stats based on the 2022 Southeastern Kink Survey

PRESENTING SIR/MA'AM - \$5,500 (CATEGORY EXCLUSIVITY)

- Logo included on all printed marketing materials
- Logo included on the back of official KDS weekend shirts
- One 20'x 10' booth at the Street Fair
- Promotional material placed in clothes check bags for attendees
- Dedicated ad on sponsor screens throughout event
- Banners placed in at Street Fair and Opening Party (Sponsor responsible for providing banner)
- 8 complimentary wristbands
- Rectangular Digital Banner ad on KDS website for 1 year (Sponsor responsible for providing creative)
- One (1) dedicated email blast (Sponsor responsible for providing creative)

HARDCORE - \$1,650

- Logo included on all printed marketing materials
- Logo included on the back of official KDS weekend shirts
- One 10'x 10' booth at the Street Fair
- Promotional material placed in clothes check bags for attendees
- Square Digital Banner ad on KDS website for 1 year (Sponsor responsible for providing creative)
- Dedicated ad on sponsor screens
- 4 complimentary wristbands

DADDY - \$2,750

- Logo included on all printed marketing materials
- Logo included on the back of official KDS weekend shirts
- One 10'x 10' booth at the Street Fair
- Promotional material placed in clothes check bags for attendees
- Dedicated ad on sponsor screens throughout event
- Banners placed in at Street Fair and Opening Party (Sponsor responsible for providing banner)
- Rectangular Digital Banner ad on KDS website for 1 year (Sponsor responsible for providing creative)
- 4 complimentary wristbands

KINKY - \$600

- Logo placement at the bottom of event posters, banners, and fence wrapping
- Logo included on the back of official KDS weekend shirts
- Logo Inclusion on sponsor screens
- 2 complimentary wristbands

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