



DEAR
BLACK
GAY
MEN

DEAR BLACK GAY MEN

SPONSORSHIP DECK

WHO WE ARE

Dear Black Gay Men is a nationally recognized media organization that creates content and events to highlight the Black gay experience. DBGGM curates unique opportunities for Black gay men to share authentically, express boldly and understand each other deeply.

PAST PARTNERS



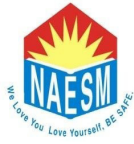
HORNET



HUMAN RIGHTS CAMPAIGN



HIV VACCINE TRIALS NETWORK



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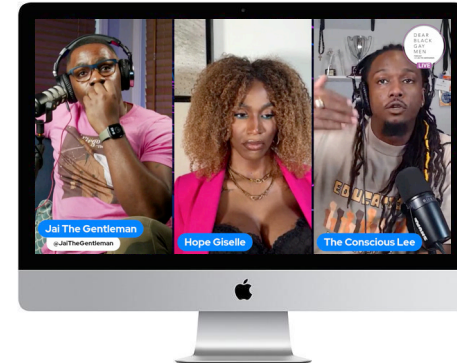
PODCAST
with JAI THE GENTLEMAN

RAISE BRAND AWARENESS

Reach a highly engaged audience of Black gay men in the United States. Our community boasts strong brand loyalty and buying power. Dear Black Gay Men provides a trusted space for us to connect with content that resonates with our unique experiences.

REAL-TIME ENGAGEMENT

Our live streams foster an incredibly interactive community. Black gay viewers actively participate through chats, polls, and Q&A sessions, creating a high-energy environment perfect for promoting your brand in a real-time, engaging way.



159 161 165K

MULTI-PLATFORM VISIBILITY

The most captivating moments of our livestreams are transformed into bite-sized reels for Instagram, Facebook, TikTok, and YouTube Shorts creating opportunities to leverage the excitement of live content while maximizing brand visibility and engagement.

**"Every conversation on
Dear Black Gay Men is an
opportunity for all of us to see
ourselves differently--better,
higher, and more dope."**

-JAI



"This show popped in my YT randomly...and I'm damn happy it did!! Smart, down to earth, real conversation. I'm in love!!"

@AntoinneBarnes
on YouTube



Image from *My Story Living with HIV*
Dear Black Gay Men Podcast, Season 3 Episode 11



ABOUT DBGM

Dear Black Gay Men Podcast is a media brand that hosts its weekly podcast on YouTube and all other podcasting platforms and live, in-person events across the country.

DBGM events include live podcasts, social mixers, and parties all centering Black gay men and their shared experiences.





3.1M
IMPRESSIONS

*Statistics provided by YouTube.
Reflect metrics from
January 1 -
June 30, 2024*

256
ATTENDEES

*In-person attendees at
Dear Black Gay Men
events in 2024*

263
AVG. WEEKLY
LIVE AUDIENCE

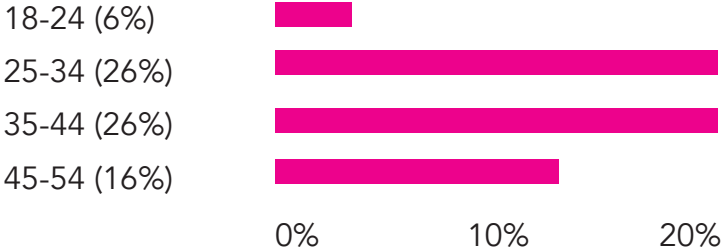
*Real-time live stream
viewers on YouTube,
Facebook &
Instagram*

AUDIENCE

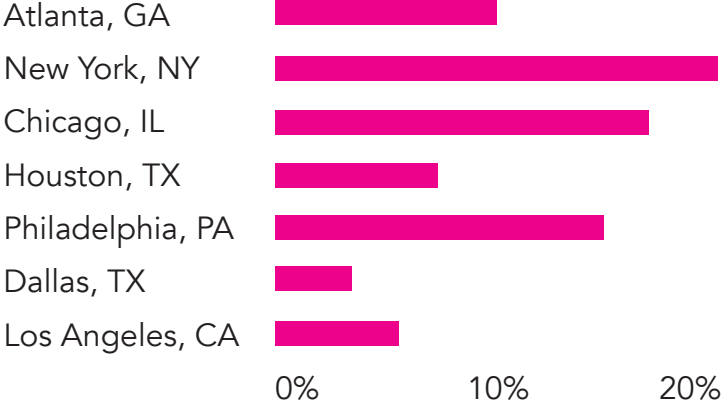
GENDER


- ♂ 94% Male-identified
- ♀ 5% Female-identified
- 1% Trans/Gender non-conforming/Prefer not to say

AGE



TOP CITIES





"I took my
first HIV test because
of [Dear Black Gay
Men] podcast."

- *Dwayne from Texas*

Image from *Is HIV a Crime?*
Dear Black Gay Men Podcast, Season 3 Episode 5



SEASON 4 PILLARS

LOVE

Celebrate Black gay culture's journey to happiness by sharing the struggles and triumphs of dating in 2024.

LIFE

Enhance your well-being with stories and events focused on the health and wellness of Black gay men.

VIBES

Take a break, press pause, and recharge with your regularly scheduled Thursday night pregame to the turn up.

DEAR BLACK GAY MEN PODCAST

Written, produced and hosted by Jai The Gentleman, the podcast started as and remains our weekly reminder of how dope it is to be Black gay men who love Black gay men.

Streamed Thursdays; 8 p.m. Eastern

SEASON 4

September 19 *Season Premiere*

September 26

October 3

October 10 *DBGM Podcast observing National Coming Out Day*

October 17

October 24

October 31

November 7

November 14

November 21

December 1 *DBGM Season 4 Finale observing World AIDS Day*



SPONSORSHIP OPPORTUNITIES

PARTNER TIER*

3 EPISODE SPONSORSHIPS Collaborate with Dear Black Gay Men Production Team on the content, guest(s), and creative direction of the show for the entire hour.

10 COMMERCIAL PLACEMENTS :30-commercials. One placement per episode.

10 BRANDED COLLABORATION POSTS >:60-clips from *Dear Black Gay Men Podcast* published on TikTok, Instagram with collaboration, Facebook as reels, and YouTube as shorts.

3 ORIGINAL REELS >:60 reel/short produced with a clear call-to-action, directing audience to your website or brand.

PROMINENT BRAND PLACEMENT on LinkedInBio clickable to your website or brand, and Facebook & YouTube cover art.

\$20,950

BESTIE TIER

2 EPISODE SPONSORSHIPS

6 :30-COMMERCIAL PLACEMENTS per season

6 BRANDED COLLABORATION POSTS per season

\$10,640

FRIEND TIER

1 EPISODE SPONSORSHIP

3 :30-COMMERCIAL PLACEMENTS per season

\$4322.5

A LA CARTE

EPISODE SPONSORSHIPS**
\$3500

:30 COMMERCIALS**
\$350

BRANDED COLLABORATION POSTS**
\$350

ORIGINAL REELS**
PRICING BASED ON SCOPE

PROMINENT BRAND PLACEMENT**
PRICING BASED ON SCOPE

NOTES

*Only one available per season

**Subject to availability. Tiered sponsorship takes scheduling priority.

CONTACT

**For inquiries on rates, closing dates,
specs, and production schedules,
please contact**

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VERS Communications, LLC
rachi@dearblackgaymen.com

