



SEX DOWNSOUTH 24'
PARTNERSHIP OPPORTUNITIES

There is no other sex education conference like ours.

Located in Atlanta, GA, the ***Sex Down South Conference*** provides sexuality workshops taught by the best presenters, practitioners and facilitators from around the globe. Enthusiasts come to this enchanted space to learn, play, heal, grow and connect with their communities.

Our mission is to create a sex-positive space for people of all walks of life to come together, explore, connect, and share knowledge and skills. We aim to foster learning, inspiration, and wonder – and provoke conversations that matter. We envision a world that sex positive people of all walks of like come together to learn, love, and play. We hope that each individual who attends are conference generates positive sexual narratives for themselves and their community – free of guilt, shame, or stigma.

Our partnership philosophy centers meaningful interdependent interactions that go beyond traditional sponsorships. We believe in creating a symbiotic relationship with our partners, one that enables us to work together synergistically and tailor activations to fit their unique needs. By embracing this philosophy, we aim to provide unmatched value. We prioritize targeted goals and objectives, and strive to deliver innovative solutions for our partners challenges.

2024 THEME: RED LIGHT SPECIAL

CELEBRATING 10 YEARS OF EDUCATION, COMMUNITY AND PLEASURE.

Red Light Special is the culmination of a decade of our work supporting the embodiment of sexuality through learning and safer spaces. Our theme's origin began in port brothels from the Netherlands. Workers carried red lanterns to let sailors know they were available for pleasure. **TLC**, everyones beloved 90s girls group transformed sensuality and desire for women nearly 20 years ago. Their lyrics were a radical departure from previous generations when anxiety, hypocrisy and outrage surrounded female sexuality, which significantly continues to impact all people, regardless of gender. **Sex Down South** continues to challenge traditional stereotypes about gender, sexual expression and sex workers.

2024 HIGHLIGHTS:

3 IN PERSON EVENTS

- **FEB 24th** | Sex On The Beach | Miami, FL
- **JULY 15th** | Sex On Lean | Houston, TX
- **SEPT 5-7** | Sex Down South | Atlanta, GA

60+ Vendors with a variety of products and services to choose from

100 E-blasts

150+ Educational Workshops, Panels & Key Notes

500+ Social Posts, Stories & Lives

1000+ Invested & Enthusiastic Attendees

Sex Positive, clothing optional spaces

Healing Space and Emerald Sanctuary | Space to rest and connect with nature

On-Call Therapists to assist any attendees just in case they get activated

50+ Vendors with a variety of products and services to choose from

The Labyrinth | Our dungeon space complete with kink furniture and an Illuminarium to pique curiosity among attendees

Affinity Meet Ups to help people get acclimated and make new friends



MEET OUR AUDIENCE

Sex
**DOWN
SOUTH**
CONFERENCE

2024 Sponsorship
Opportunities

BY THE NUMBERS:

We utilize a multi-channel approach to our digital marketing campaigns, reaching a diverse audience and delivering engaging thought provoking, educational and entertaining content.



> 14,000
Impressions on our
main site in 2023



> 3,000
E-mail subscribers

65%
Average open rate
on e-blasts

5% Average
engagement rate



3.9k



13.8k

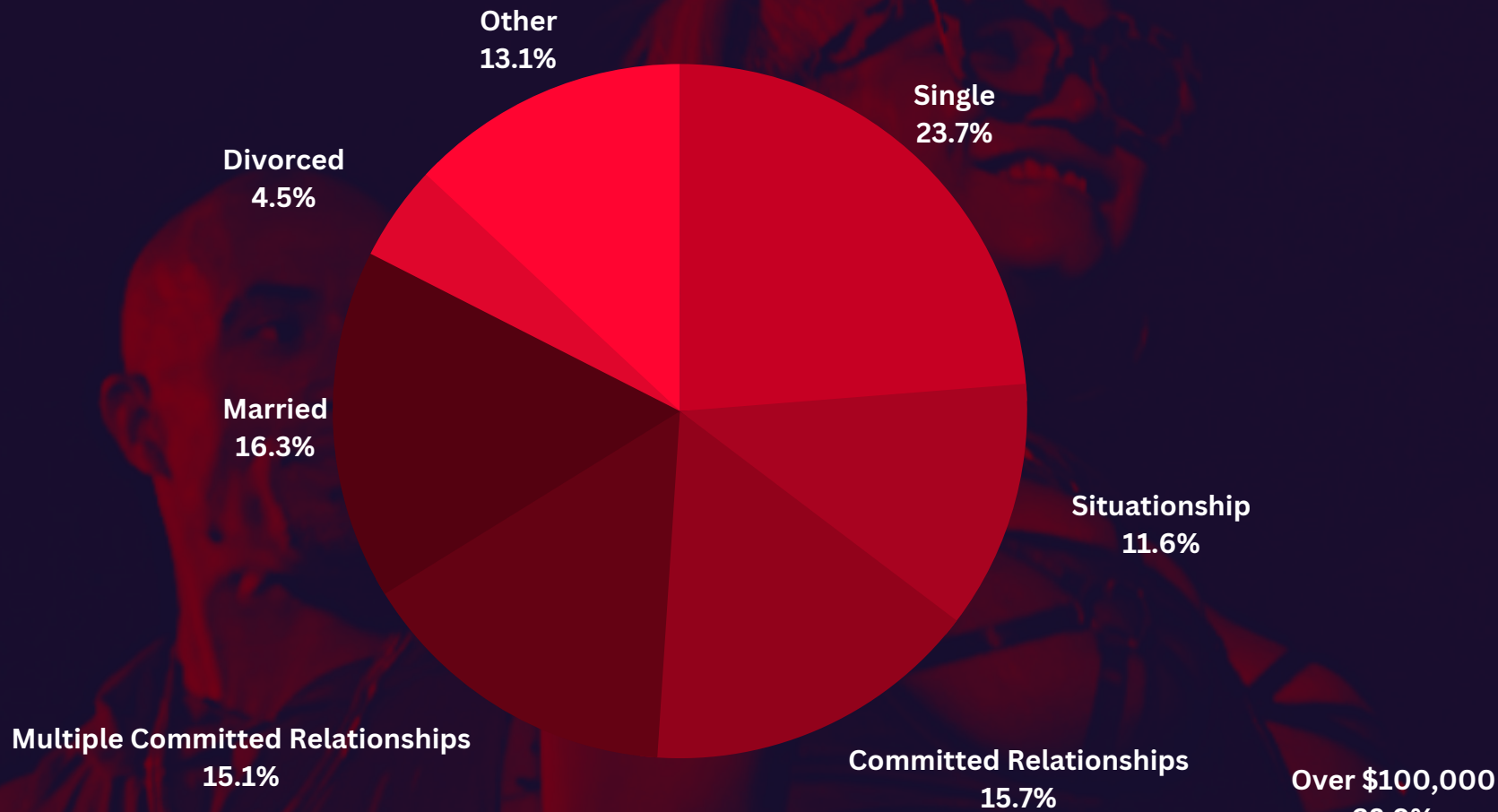


533
Subscribers

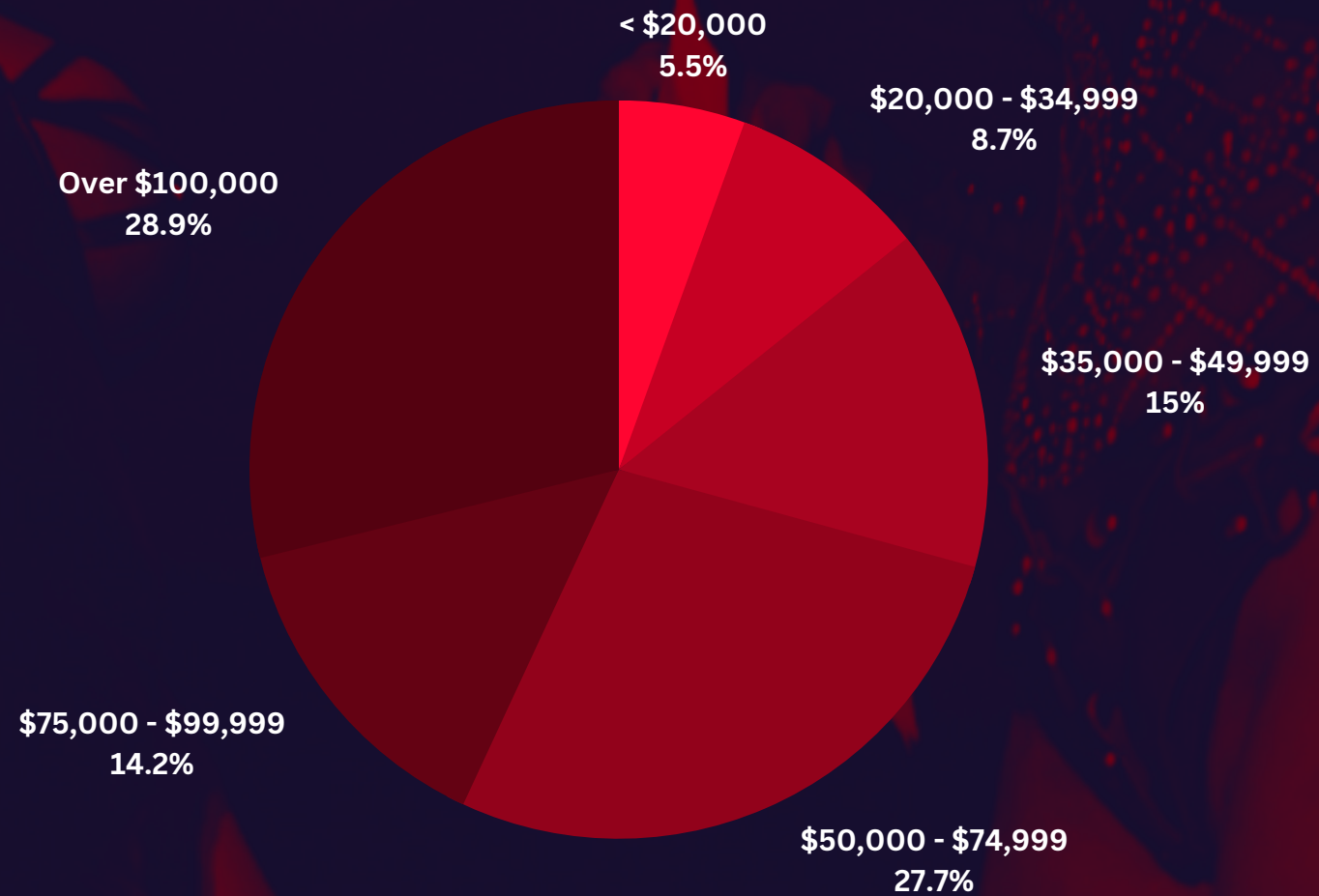


100k
Video Views in 2023

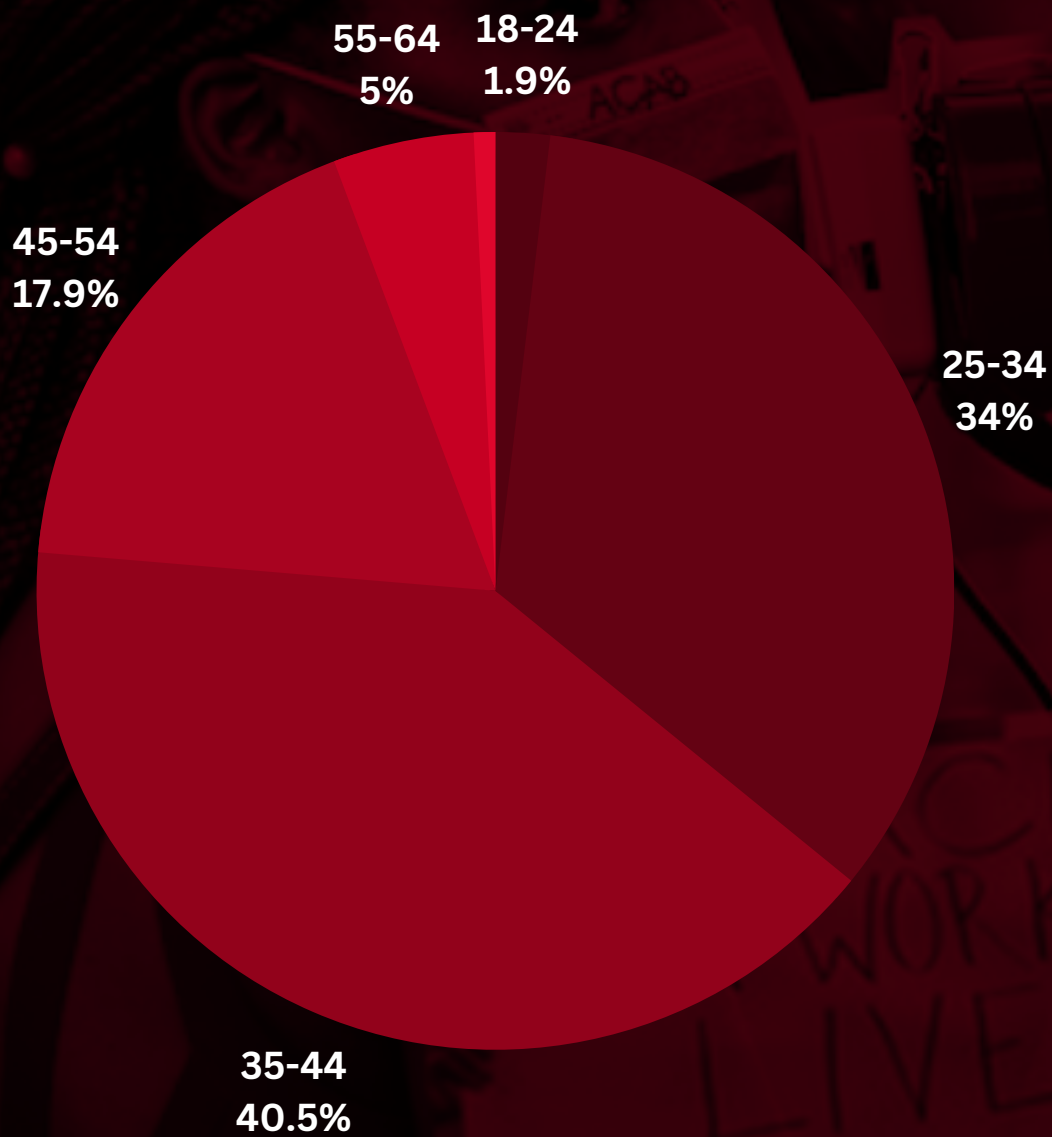
RELATIONSHIP STYLE



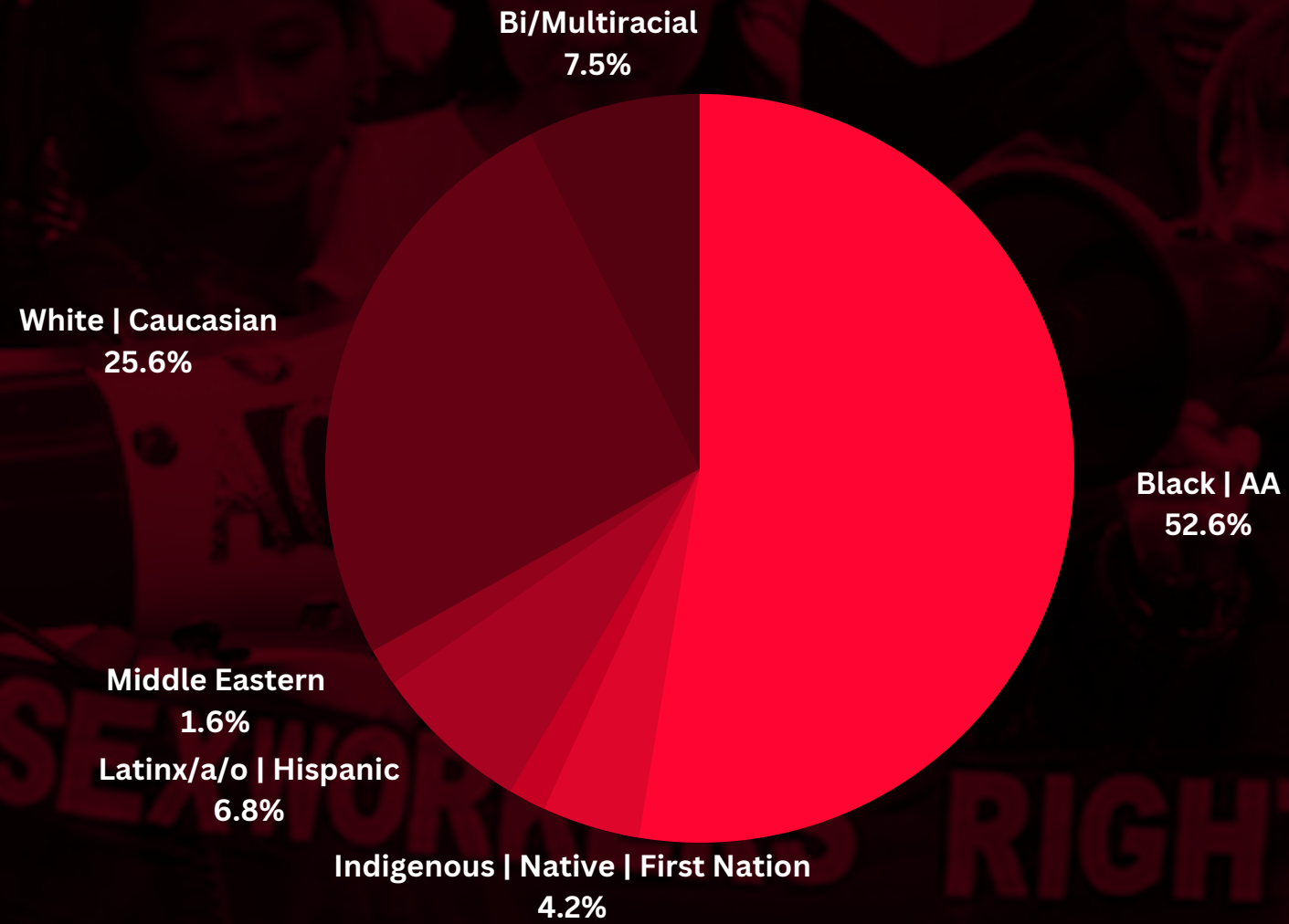
INCOME



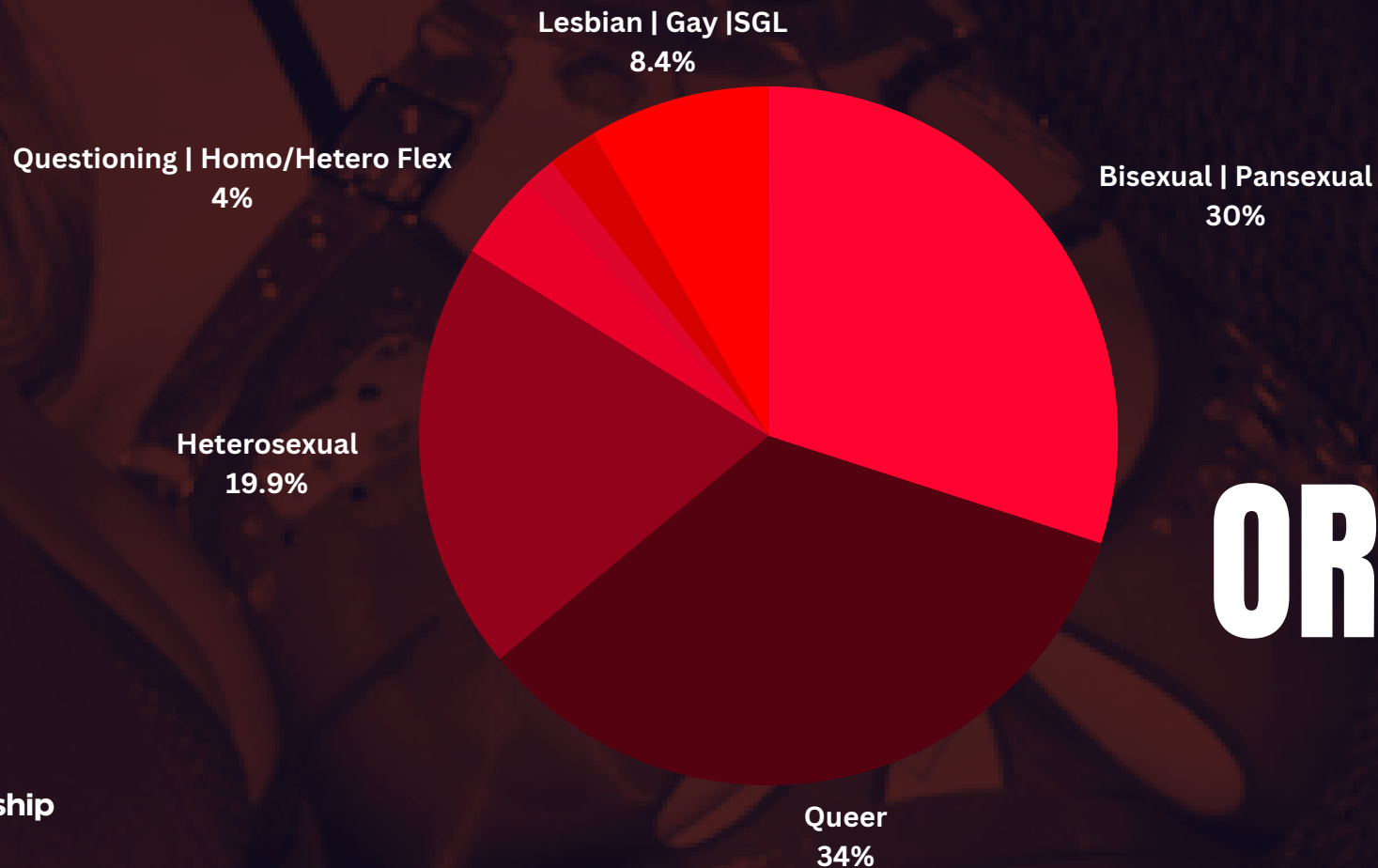
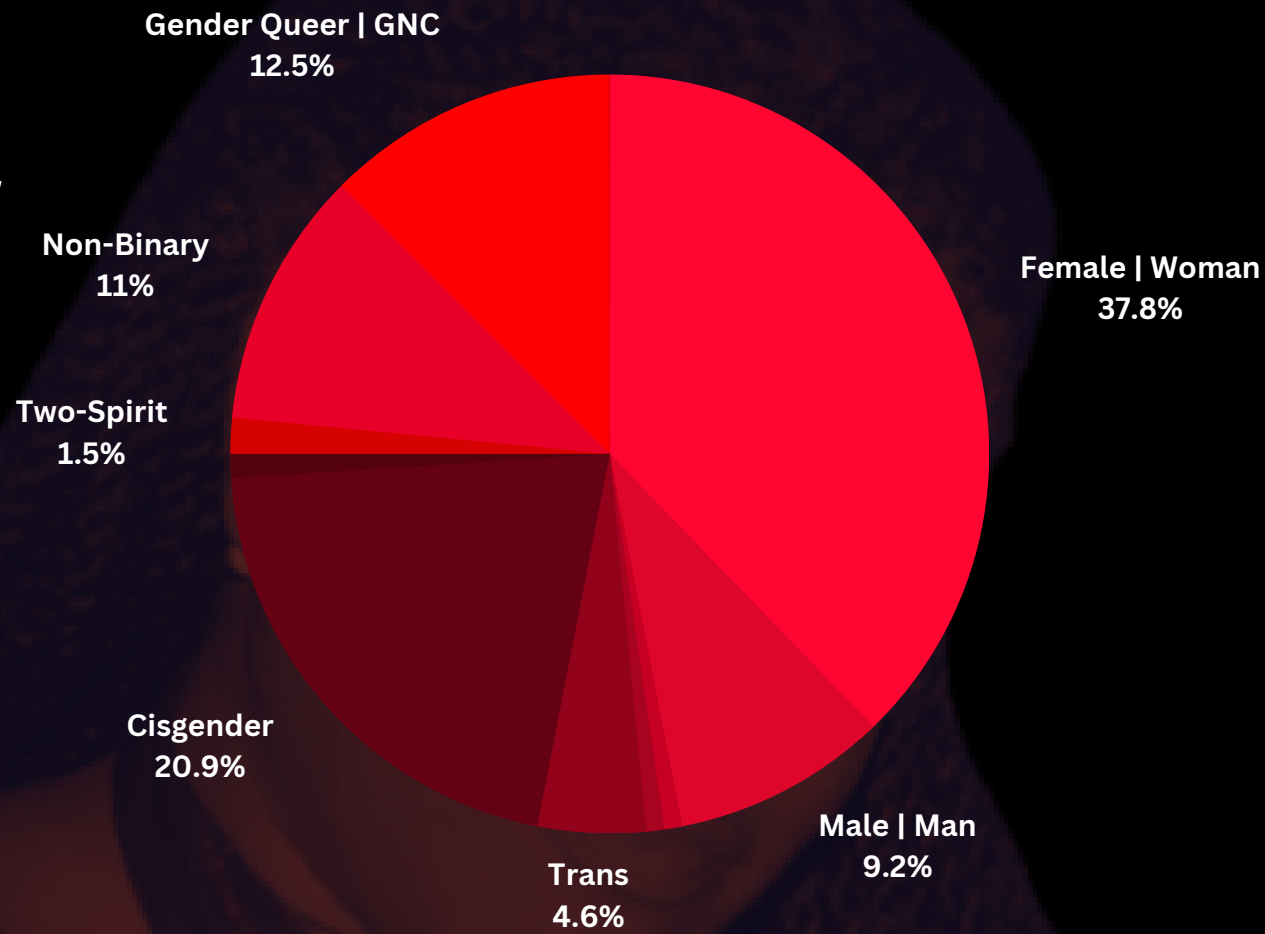
AGE



RACE

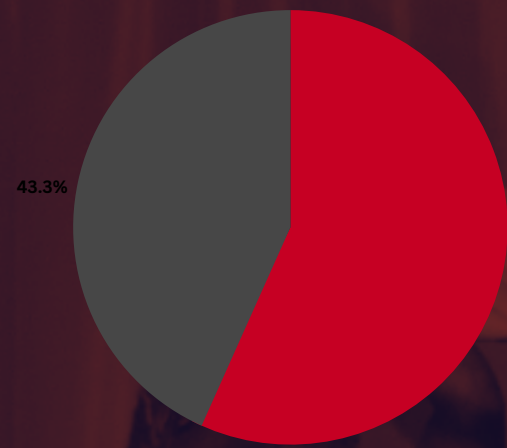


GENDER IDENTITY

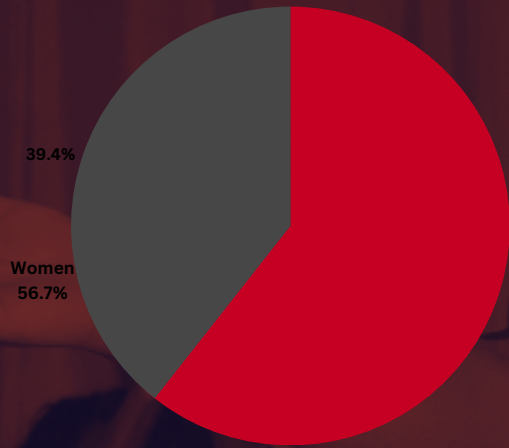


SEXUAL ORIENTATION

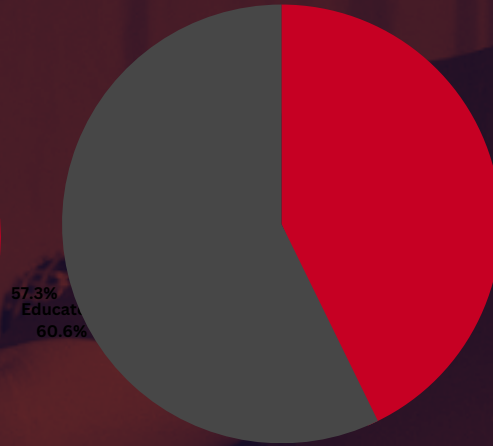
OUR AUDIENCE



60% Women



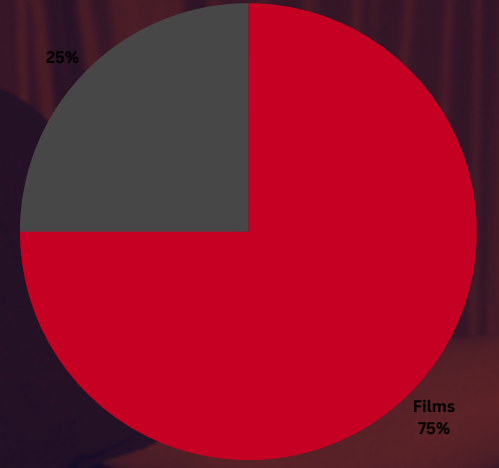
60.6% Educators



47.75% Master's Degree



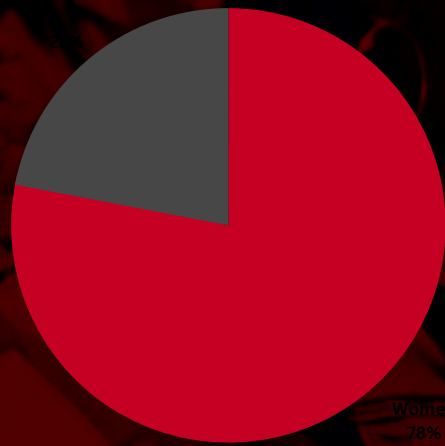
90% Travel Regularly



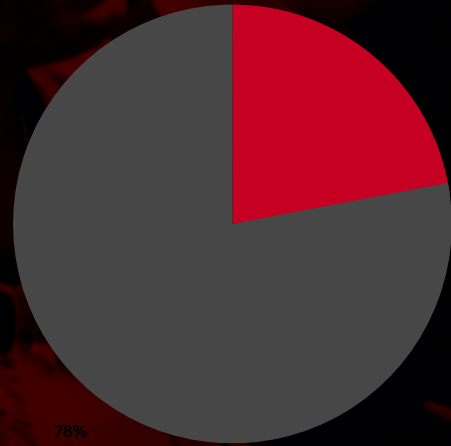
75% Enjoys Films



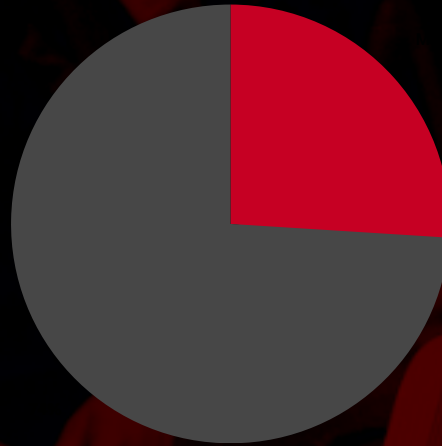
92% Would likely invest in a product or service in the future if it were in association with **Sex Down South**



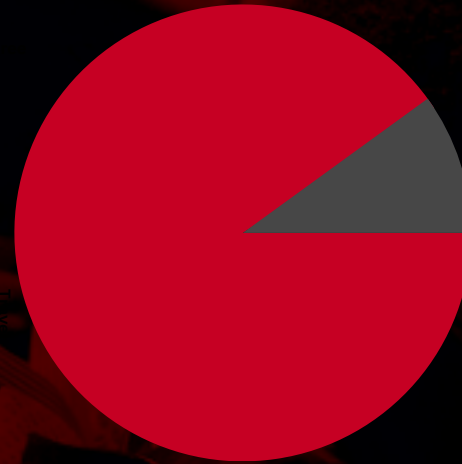
78% Travel
(Airline, Hotel,
Resort)



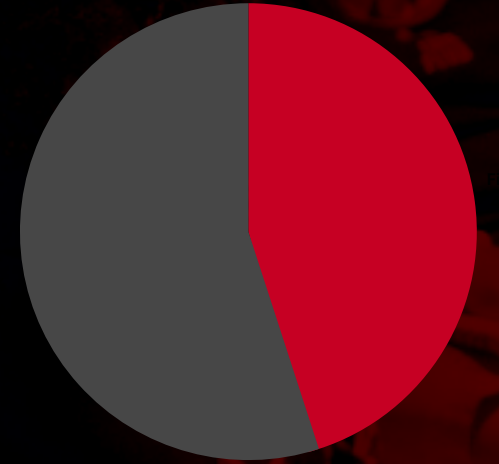
22% Telecommunications



26% Mental Health
+ Wellness



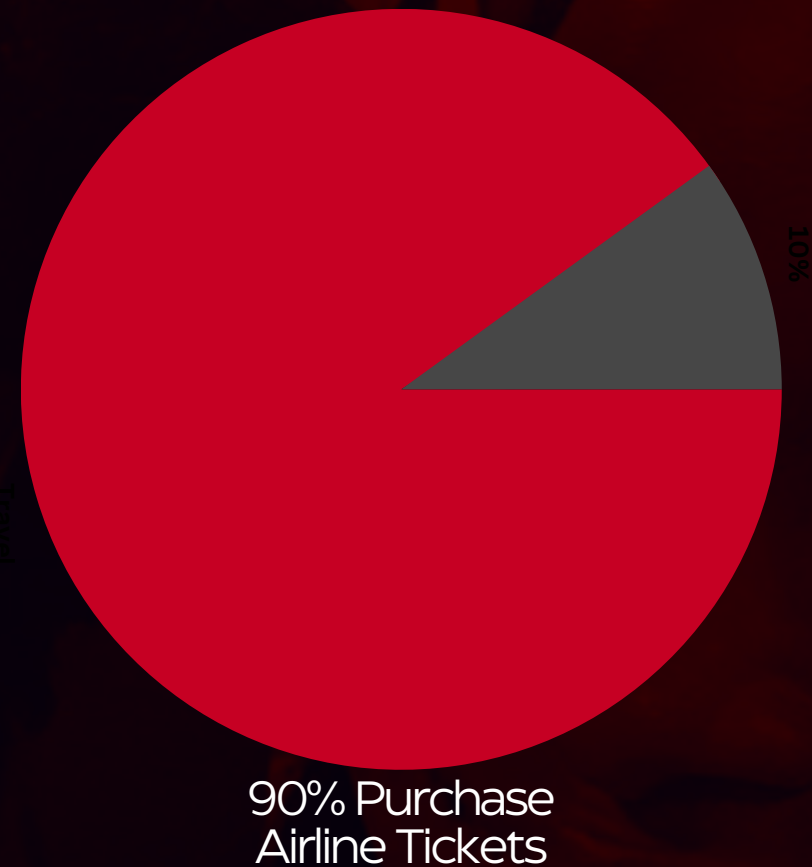
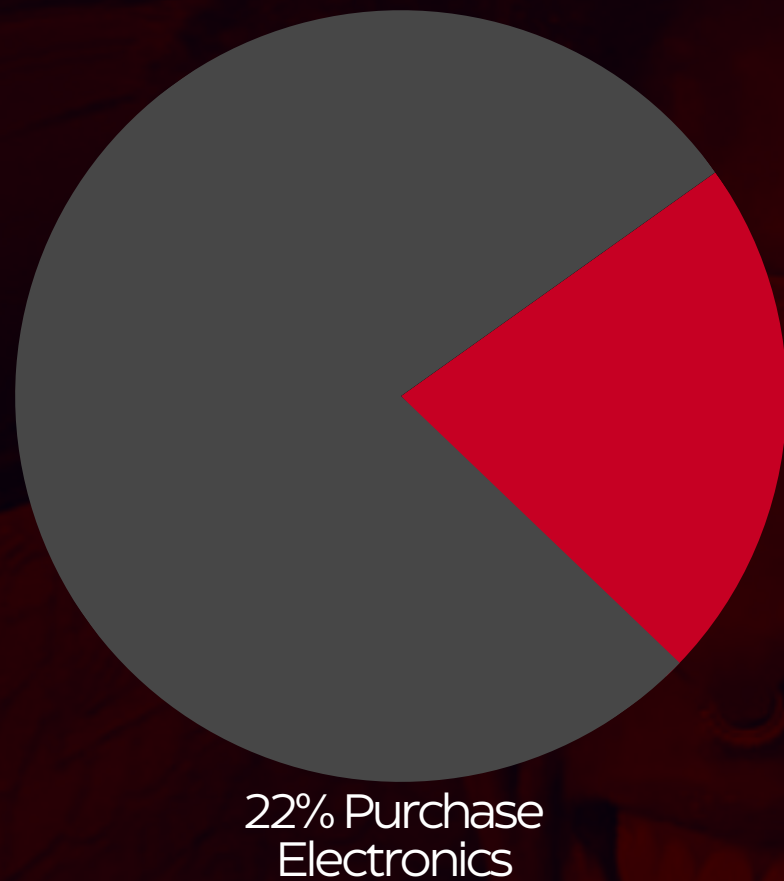
90% Sensual
Wellness
Brands

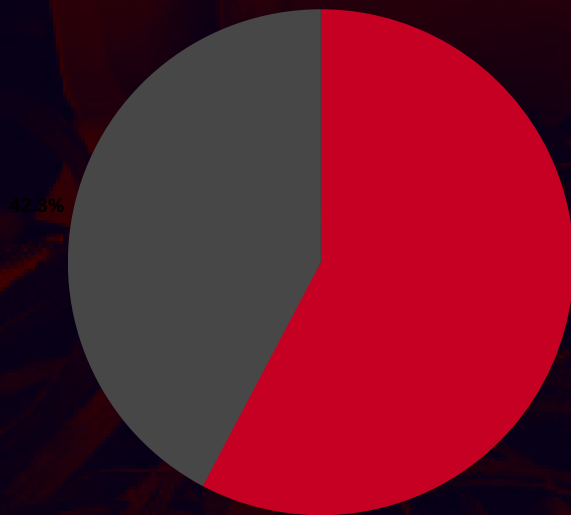


45% Retail

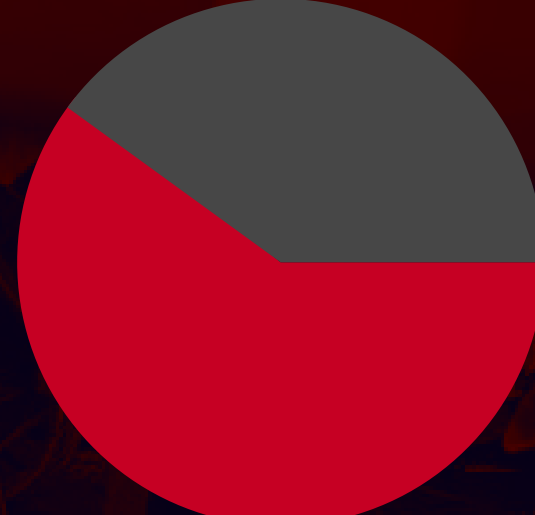
WHAT OUR AUDIENCE WANTS TO SEE

UPCOMING DISCRETIONARY PURCHASES

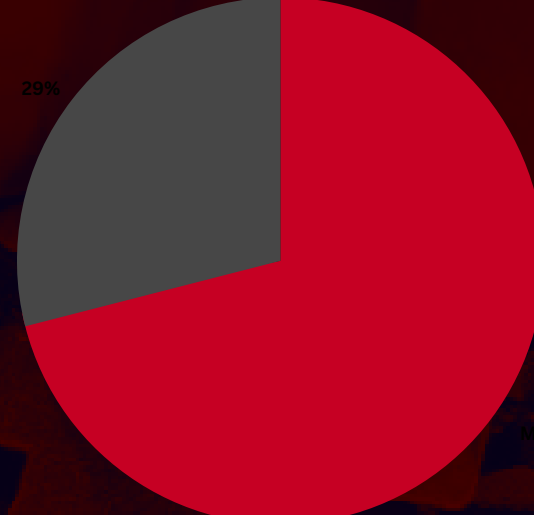




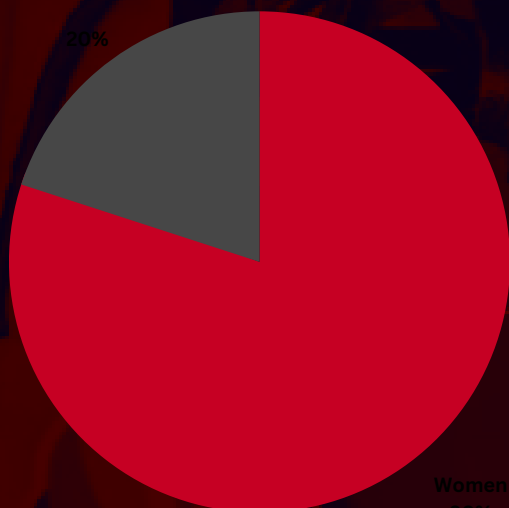
57.75% Love Hiking



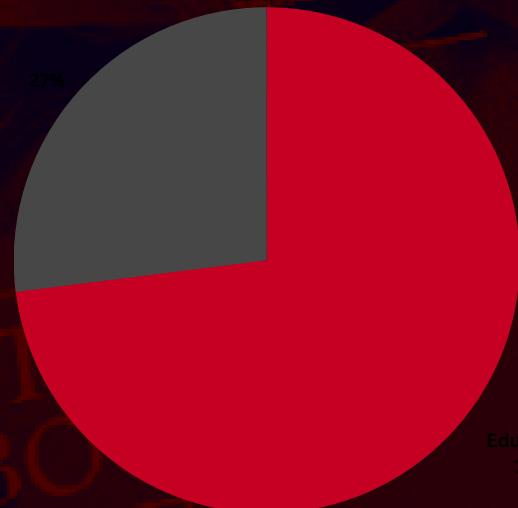
60% Practice Yoga



71% Enjoy going to the movies



80% Exercise Regularly



73% Meditate

OUR ATTENDEES NOURISH THEMSELVES BY:

RE-IMAGINE OUR COLLABORATION:

We invite you to reimagine our partnership for 2024. Let's explore new avenues of innovation, engagement, and shared success. As we navigate this dynamic landscape, your continued support is not just about sponsorship; it's about forging a strategic alliance that propels both of our brands to new heights.

In the coming year, we envision co-creating memorable experiences, popping up in more cities and supporting a deeper connection with our shared audience.

LET'S GET STARTED:

We're thrilled to learn about your company's sales and yearly objectives, especially considering our successful history together. As we look ahead to the coming year, we are eager to continue our partnership, build upon our past achievements, and support your expansion and excellence in the year ahead.

CONTACT:

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“The vibe that we've created with Sex Down South is magical, and your brand will benefit greatly from partnering with us.”