



# DECK ADVERTISING

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BGWElevate Magazine's  
Cocktails With Kedwin  
2024

# Introduction

A unique platform designed for the Black Gay Weddings community, led by the Master Mixologist himself, Kedwin Zapata

Introducing “Cocktails with Kedwin”! This series is a unique platform catering to the Black Gay Weddings community, focusing on personalized signature cocktails. Led by Master Mixologist Kedwin Zapata, here’s what you can expect:

1. Bi-Monthly Signature Cocktails
2. Custom Cocktails for Wedding Couples
3. Tips and Trick
4. Trend Insights
5. Seasonal and Geo-location Recommendations

In essence, “Cocktails with Kedwin” is more than just cocktail recipes; it’s a fun and informative guide for couples planning their weddings or special events, while adding creativity and elegance to their beverage selections.

[VIEW SHOW PROMO](#)





# Our Demographics

## Gender

Female	39.2%
Male	58.5%
Other	2.3%

## Age

18 - 24	11.1%
25 - 34	43.6%
35 - 44	29.2%
45 - 54	11.7%
55+	4.4%

## Race

Black	88%
Hispanic	7%
Asian	3%
White	2%

## Avg. Household Income

42%	- Earn < \$50k per Year
30%	- Earn > \$50k Per Year
28%	- Earn > \$100K Per Year

## Marital Status

Married	47.3%
Single	38.6%
Divorced/Widowed	14.1%

## Education

High School Grad	32%
Some College	16%
College Graduate	44%
Post College/Degree	8%

AUDIENCE 377K+

As of March 2, 2024

Instagram	126K
TikTok	151K
Facebook	42K
Threads	18.4K
YouTube	2.8K
Websites	37K

## Unique Visitors

Black Gay Weddings reaches over 1.8 million followers each month including:

500K/Week on Social Media  
30K/Month to our websites







# Series Segments

## Bi-Monthly Signature Cocktails

In this pre-recorded video segment, discover a new and creative signature cocktail every two months tailored for the Black Gay Weddings community.

## Custom Cocktails for Wedding Couples

Kedwin adds a special touch by creating personalized cocktails for wedding couples upon request, making their big day even more memorable. After the wedding, Kedwin shares these signature recipes with the BGW Community, going live with the couples to discuss the impact.

## Tips & Tricks

In this pre-recorded video segment, you get valuable insights on cocktail crafting and assistance in choosing the perfect drinks for wedding receptions and guest entertainment, making mixology enjoyable and personalized.

## Trend Insights

In this pre-recorded video segment, Kedwin keeps you updated on upcoming trends in cocktails and weddings, keeping you informed about the latest spirits, flavors, and presentation styles.

## Seasonal and Geo-location Recommendations

In this live video segment, Kedwin recommends spirits for different seasons and locations to select beverages that match your wedding and event theme and setting.





# Sponsorship Opportunities

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As the leading Master Mixologist behind the series, Kedwin Zapata curates an immersive experience specifically tailored for the dynamic Black Gay Weddings community exceeding 377K followers. Our platform offers the following sponsorship benefits:

## Magazine Sponsor: \$12,500/Issue

- Two-page Ad Spread immediately after the Signature Cocktails Article
- 30-60sec Video spot for a commercial Ad on the website version of the Article
- 30-60sec Video commercial embedded in the Episode
- Opening Episode Brand Credit
- Closing Episode Brand Credit
- This Episode Brought To You By Credit on all Social media promotions
- 5 Copies of the Printed Magazine
- 1 Table At the Sponsored Magazine's Launch Event
- Brand Logo on Step & Repeat
- Access to VIP Reception
- 1 Free Premium Content Subscription

## Program Sponsor: \$6,250/Issue

- One-page Ad immediately after the Signature Cocktails Article
- 30-60sec Video commercial embedded in the Episode
- Opening Episode Brand Credit
- Closing Episode Brand Credit
- This Episode Brought To You By Credit on all Social media promotions
- 1 Free Premium Content Subscription

GET STARTED NOW



# ABOUT US

BGWElevate Magazine is The Premier Luxury Wedding Magazine for LGBTQIA+ People of Color.

The Black Gay Weddings brand has become a beacon of love and luxury, dedicated to celebrating the vibrant tapestry of LGBTQIA+ people of color on their journey to forever. For seven impactful years, we have cultivated a global sanctuary, igniting minds, hearts, and spirits with education, empowerment, and joy. Biannually, our opulent pages unveil breathtaking weddings, enchanting engagements, and wisdom shared by top inclusive wedding luminaries, shaping unforgettable moments and nurturing love stories that transcend time.

## Mission Statement:

Our mission is to celebrate, educate, motivate and reaffirm the importance of inclusion and diversity, by shaping timeless moments for LGBTQIA+ people of color in their journey to forever.





# In The News

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*Out*  
MAGAZINE



## ABC NEWS 7



Los Angeles couple invited to White House to witness signing of Respect for Marriage Act

## KTLA NEWS



LA Unscripted: LGBTQ+ Love: Black & Betrothed

## ABC NEWS 7



Los Angeles couple launches premier Black LGBTQ+ wedding magazine: 'We exist. This is validation'





## Contact Information

**Lawrence D.S. Broughton, Editor-in-Chief**

Email: [Lawrence@BGWElevate.com](mailto:Lawrence@BGWElevate.com)

**Michael Broughton, Deputy Editor**

Email: [Michael@BGWElevate.com](mailto:Michael@BGWElevate.com)

### Ad Sales

[Advertise@BGWElevate.com](mailto:Advertise@BGWElevate.com)

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### MAILING ADDRESS

**BROUGHTON MEDIA GROUP, LLC**

7320 Reseda Blvd #370681

Reseda, CA 91337

1.833.427.6844

[www.BGWElevate.com](http://www.BGWElevate.com)

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