



Inclusive, Castles, Ceilidhs, Cruises DJ & compere Karen Dunbar, BAD GIRLS' Nicole Faraday, Comedy from Jane Postlethwaite, Live music, dinners,



workshops, paddleboarding, wild swimming & more



There is nothing quite like it for LGBTQ+ women & non-binary people.

**Insta** 98,000

Website 24,000

Facebook 9,000

**TikTok** 24,000

# Contact for Partnership Opportunities

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Oban, Scotland

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#### **ABOUT OBAN LESBIAN+ WEEKEND**

- OLW festival & events have put Oban on the queer map, bringing women to Scotland to visit Oban all year round.
- Away from the usual city pubs, clubs & drinking that often dominates queer culture, women flock to OLW from across the world to meet others.
- Our sober social helps us foster a culture that means while some come to enjoy our whiskey or non-alcoholic whiskey tasting sessions, women others for our cruises to see our wildlife, dolphins, seals, paddleboarding, wild swimming, castles & workshops, not to mention our ceilidh & fantastic performers, cabaret, live music & Dj's.

#### **AUDIENCE STATISTICS**

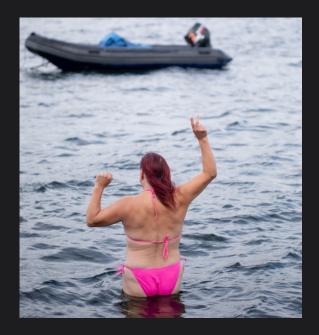
- We are proud that we attract over 350 guests, aged 18 80 yo.
  - 67% are aged 35 65 and work full time or are self employed
    - 69% Own own house
- 45% are married or have a live in partner, with both partners earning £40k +
  - 48% are from Scotland, 45% England and 7% from abroad

### **ABOUT OUR GUESTS & ONLINE AUDIENCE**

Guests stay 3–10 nights

- 76% of our 2024 survey stayed 4–10 nights, enjoying Oban's hotels, kayaking, snorkelling, distillery & exploring our nearby islands.
- We have a Website & social media reach to over 300,000 LGBTQ & women
- Website 24,000 with 59% of our web traffic directed through our social media & the rest through search engines.
  - Queer women visit Oban all year now!





- 85% said that LGBTQ+ media influences their decision to purchase & they like to support LGBTQ+ run businesses.
  - 97% read LGBTQ+ fiction. Our audience loves to read LGBTQ+ literature & watch queer film, hence our book & film workshops have been so successful
    - 97% dine out at least once a week
  - 65% dine out at least 3 times per week. 90% of guests at OLW join our fine dining hosted meals.
    - 30% go to at least one monthly weekend away.
      - Average spend is £500 on clothing per year
    - Spend an average of £2,800 per year on travel

## Headline Partnership - £995

- \* For one business only.
- \* Monthly social media promotion.
- \* Premier listing on our website to promote your business.
  - \* Premier stall at OLW Friday & Sunday.
  - \* Promotional material at OLW's mini events and pride stalls.
  - \* Promotional material on the Oban Lesbian+ Weekend check in desk
- \* Karen Dunbar, our compere to promote your business at the event.
  - \* 2 complementary tickets for your team to attend and promote your business

## Gold Partnership - £595

- \* Monthly social media promotion.
- \* Listing on our website to promote your business.
  - \* Stall at OLW Friday & Sunday.
- \* Promotional material at OLW's mini events and pride stalls & events.
- \* 2 complementary tickets for your team to attend and promote your business

# Charity Partnership - £495

\* All the benefits of a gold partnership but at a charity discounted rate.

#### Small 1-2 Person Business - £340

- \* Stall at OLW Friday & Sunday
- \* Website promotion & listing on our website
  - \* Social media promotion
- \* 2 complementary tickets for your team to attend and promote your business.
  - \* All this for just the cost of 2 tickets & £60! = £340