



A GUIDE TO
SPONSORED CAMPERSHIPS



What is A-Camp?

A-Camp is a transformative summer camp-style event for adults hosted by the world's most popular independently-owned lesbian website. Drawing inspiration from traditional camps as well as conferences and queer parties, A-Camp attracts campers from all over the world, many of whom have no queer community where they live. It's a life-changing, educational, inspirational and outrageously fun five days in the picturesque Perlman Retreat Center campground in Mukwonago, Wisconsin.

160
CAMPERS

3
DAYS

70+
SCHEDULED
ACTIVITIES

4
SPECIAL
GUESTS



Meet the A-Campers



2/3

HAVE PURCHASED SOMETHING
BECAUSE AUTOSTRADDLER
RECOMMENDED IT



1 IN 5

RATE A PRODUCT
RECOMMENDATION FROM
AUTOSTRADDLER AS "VERY
IMPORTANT"



89%

SEEK OUT BRANDS THAT
ADVERTISE TO THE LGBT MARKET
DIRECTLY

The majority of our campers are in the 22-29 age range, with our oldest campers in their 40s and 50s and all campers over 18. Most are American, most identify as LGBTQ women, and all are passionate supporters of independent businesses. A-Campers are a stylish, tech-savvy group of heavy social media users and are loyal to brands recommended by Autostraddle.

18-55
AGE RANGE

21
COUNTRIES

99%
RECOMMEND CAMP
TO THEIR FRIENDS

What is a Campership?



Many people who need camp most are unable to afford it, and thus since our first camp in April 2012, we have offered a unique opportunity for like-minded businesses to get the word out about, and engage our audience with, their brand while simultaneously spending a special soul to A-Camp. It's an undeniable win-win.

CHECK OUT SOME OF OUR PAST SPONSORED CAMPERSHIP ARTICLES:

[Lunapads Is Sending Someone to A-Camp and It Could Be You! ↗](#)

[Win a Full Tuition Campership and Swimwear from Outplay! ↗](#)

[Kipper Clothiers Wants To Send You To May A-Camp! ↗](#)

[TomboyX Wants You To Salute Your \[Under\]Shorts At A-Camp ↗](#)

[OkCupid Is Sending a Lucky Soul to A-Camp and It Could Be You! ↗](#)

Sponsored Campership packages are \$1,500. This sends one lucky human to A-Camp and covers their shuttle transportation to and from the airport.

In exchange, we provide the following:



A+ ARTS & POP CULTURE SEX & RELATIONSHIPS COMMUNITY COLUMNS

THIS ARTICLE WAS POSTED IN **CAMP** **FASHION/STYLE**

Campership Alert: Win Tuition Campership and Swimwear from Outplay!



Posted by Ali on April 4, 2016 at 1:15pm UTC



An article on Autostraddle about your company and introducing your Campership with contest/give-away that engages applicants to get to know and interact with your brand.



Your logo on the
“Sponsors” page of the
A-Camp website, on
banners, and inside the
printed program at
A-Camp



Half-page full color
ad in our A-Camp
Program, distributed to
all 160 campers and
used throughout
the week



The option to place
your promotional
materials inside
A-Camp gift bags



Mentions, photo, and link to your business posted on our social media network



42.6K

TWITTER FOLLOWERS



59K

FACEBOOK LIKES



61.5K

TUMBLR FOLLOWERS



3.9K

PINTEREST FOLLOWERS



15.1K

INSTAGRAM FOLLOWERS

PAST A-CAMP BRAND PARTNERSHIPS INCLUDE:

FIELD NOTES

okcupid

HUDSON WHISKEY

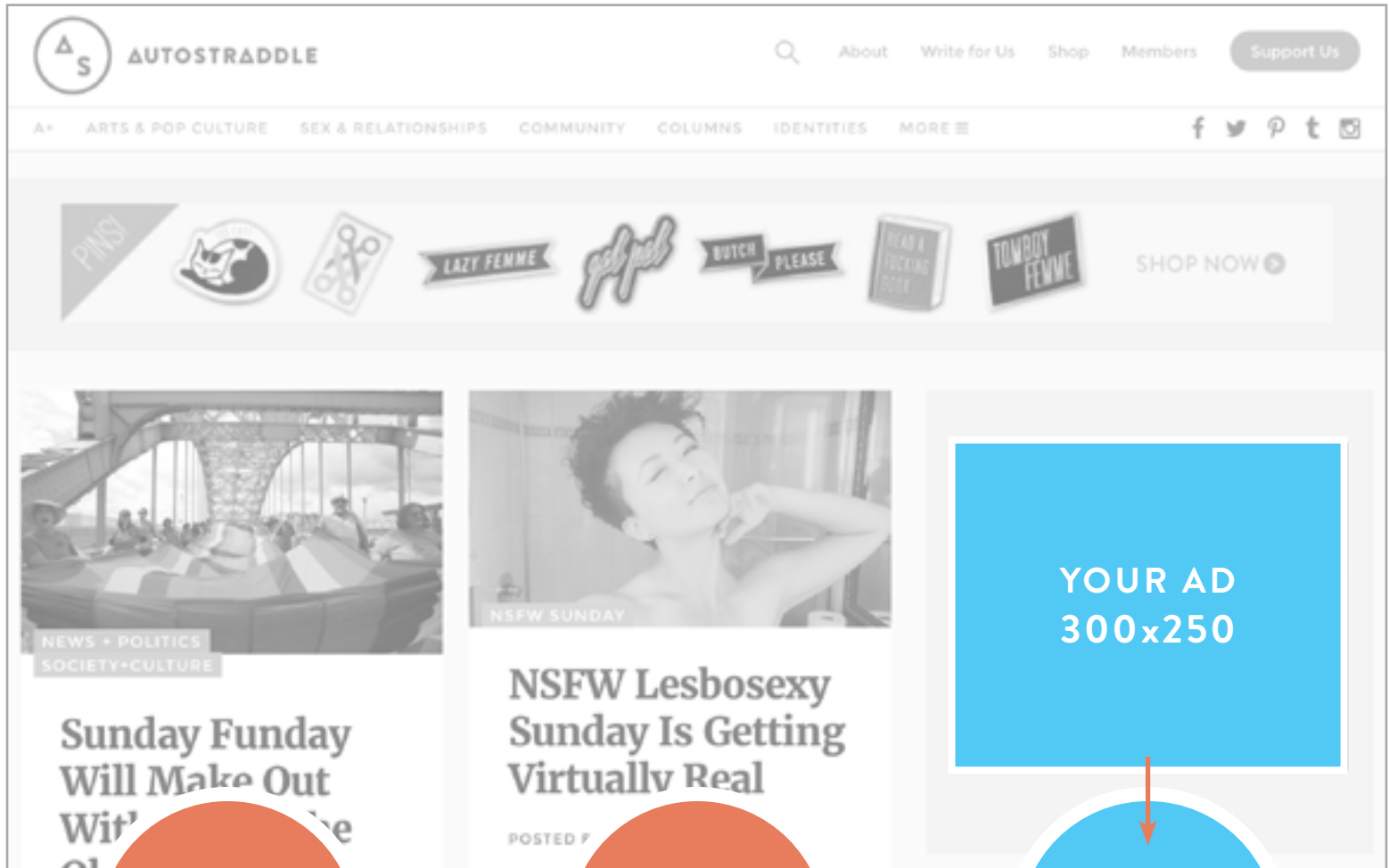
TATTLY
DESIGN TEMPORARY TATTOOS

HURRAW!
premium organic, vegan, & raw ingredients.™

JOIA
ALL NATURAL SODA

DISCOUNTED ADVERTISING

ON THE MOST POPULAR LESBIAN WEBSITE IN THE WORLD



1.5
MILLION

UNIQUE VISITORS
PER MONTH

3.9
MILLION

TOTAL PAGE VIEWS
PER MONTH

250K
IMPRESSIONS

**FOR ONLY AN
ADDITIONAL \$500:
WE'LL RUN YOUR AD
FOR TWO WEEKS
WITH A GUARANTEED
250,000 IMPRESSIONS**



Interested? Here's what to do.

Contact our Marketing Director and Sponsor Coordinator, Sarah Sarwar via email: sarah@autostraddle.com and tell her a bit about your company. Be sure to include relevant website and social media links.

Think about how you'd like our readers to engage with your brand in order to enter to win your campership. Whether it's following you on social media, joining your email list, writing a short essay, answering quiz questions based on information on your website. Or maybe they need to post a status or tweet. The options are endless and exciting!

“

Thank you for running such a fabulous contest! Autostraddle helped us gain over 100 new Facebook followers!”

-Kipper Clothiers



**WE LOOK FORWARD TO
WORKING WITH YOU!**

XO TEAM AUTOSTRADDLE

**VISIT THE A-CAMP WEBSITE TO
LEARN MORE!**