



# Sex DOWN SOUTH

C O N F E R E N C E

SEPTEMBER 5 - 7, 2019 • SHERATON ATLANTA HOTEL  
• STIMULATING • DIVERSE • INCLUSIVE • EDUCATIONAL •

2019 PARTNERSHIP OPPORTUNITIES



# THE CONFERENCE



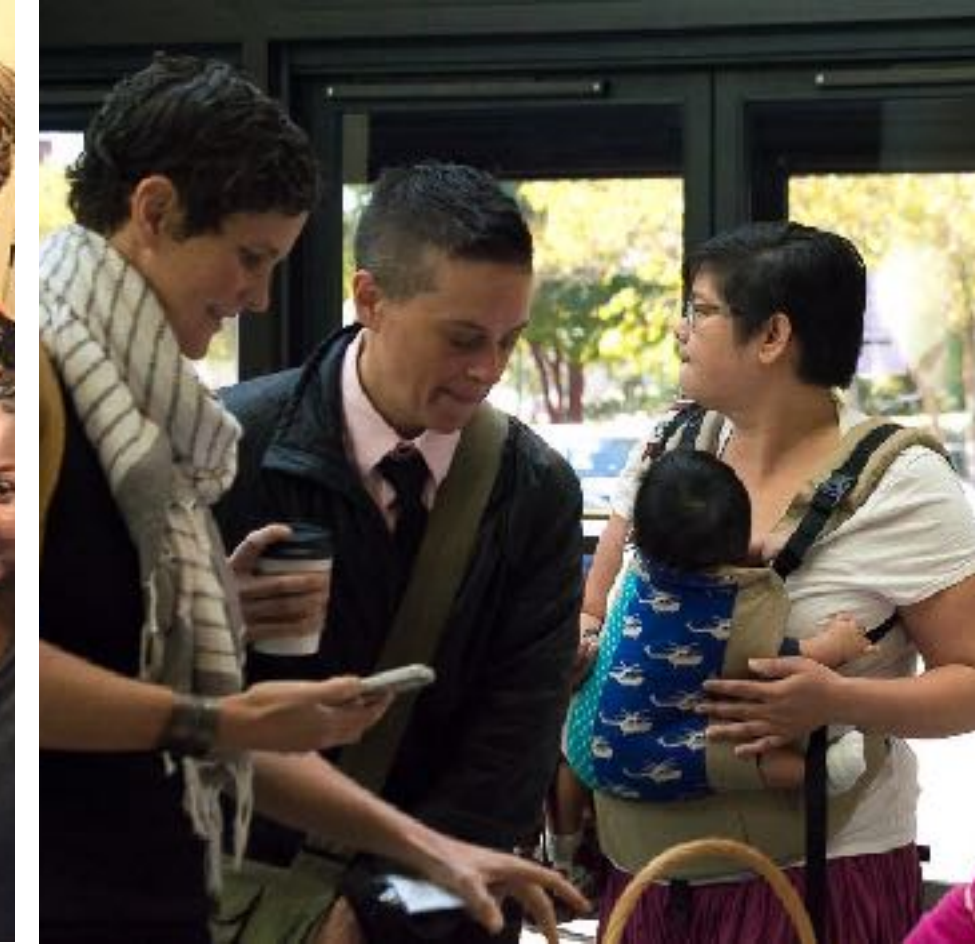
# SEX DOWN SOUTH IS THE LARGEST SEXUALITY CONFERENCE OF IT'S KIND IN THE SOUTHEAST!

Created in 2015 out of a desire to create a safe space to explore sex and sexuality, Sex Down South's mission is to create a sex-positive environment for people of all walks of life to come together, explore, connect, and share knowledge and skills.

The goal of Sex Down South is to foster learning, inspiration, and wonder – and provoke conversations that matter. From sex education and sexual health, healthy communication and relationship skills, to alternative lifestyles such as kink and polyamory, sex and spirituality, and navigating sexual trauma, SDS looks at how our individual contexts influence our experience of our bodies and sexualities.

***Sex Down South is a space for everyday people and "sexperts" alike to teach and share extraordinary things – and for participants to leave knowing more about their own sexualities and desires than when they arrived!***

An essential part of Sex Down South is our commitment to diversity. We are dedicated to having a diverse range of presenters and audience members, and are especially committed to highlighting and centering the voices of women of color, trans\* and gender non-conforming folks, sex workers, queer people, and differently-abled individuals.





# SEX DOWN SOUTH 2019

September 5 - 7, 2019 • Sheraton Atlanta Hotel

## FLUIDITY: IDENTITY+EXPRESSION

Personal sexuality equals political capital and Sex Down South is ready to use it to affect change! Join us as we debunk the rigid norms of sexual expression by illuminating fluidity in all ways - orientation, behavior and bodily succus.

### Sex Down South 2019 features:

- 500+ Sex Positive Attendees from all over the nation
- Interactive/Educational Workshops, Film Screenings, Art Installations and Panel Discussions
- Discounted Hotel Packages for Attendees
- Keynote Speaker by a nationally recognized SexCelebs
- Product, Service & Non-Profit Vendors
- Healing Spaces & Decompression Rooms
- Big Bang Wrap Party with Erotic Demos & Performances

**and more!!!!**



“I came primarily for healing, but the range of panels truly offered something for everyone. The presenters were all highly professional, deeply knowledgeable, and skilled at creating a sense of supportive community.”

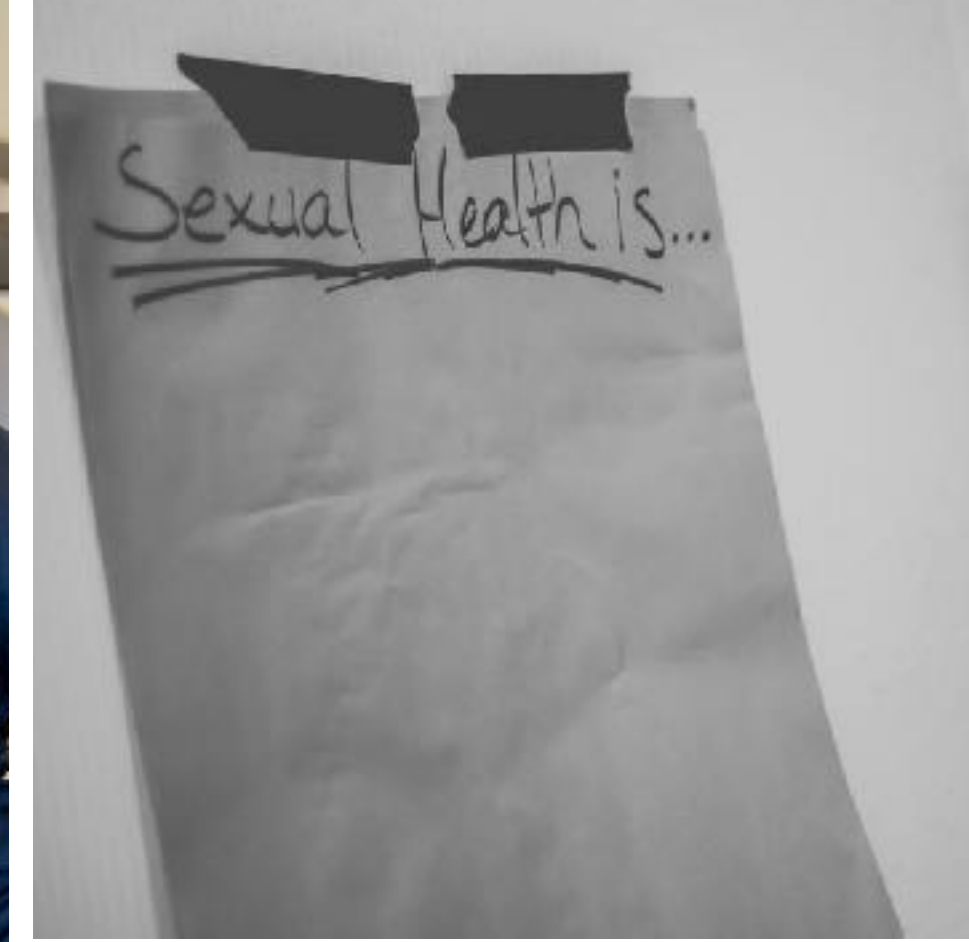
— Paulette Richards



Sex Down South aims to spark conversations that matter. Through our interactive workshops, demonstrations and panel discussions, we strive to get people talking about the most intimate aspects of their lives in a safe and welcoming space.

## Past conference topics have included:

- Does Yes Always Mean Yes? Exploring the Nuances of Enthusiastic Consent Through the Lens of Trauma Response
- Color Me Fluid: The Effects Of A Bisexual Identity On Ethnic Minority Women
- Below the (Bible) Belt: Discovering and Communicating Sexual Ethics in the South
- Birds, Bees and Wolves: How to Use The Talk as a Tool to End Child Sexual Abuse
- Savvy Strap-On Seduction
- Sex, HIV And The New Millennium Woman - HIV Prevention For The Next Generation
- Radical Sex Positive Parenting
- Reclaiming the Words Used Against Us
- Clear Connections, Convulsing Conversations: Phone Sex, Sexting, and Beyond!
- Asians and Sex: How Policies and Media Affect Sexual Stereotypes and Health of Asian Americans
- Lip Service: Guided Kissing Games
- Lights, Camera, Action! The Art of Erotic Expression in Film





## MIX & MINGLE

Sex Down South hosts an upscale cocktail party before the conference for attendees to get to know each other and the SexCelebs who will be leading workshops.

### The Mix & Mingle Features:

- Free Cocktails
- Light Bites
- Red Carpet and Step & Repeat
- Media Interviews
- and Sponsor Branded Contests and Giveaways!

### Confirmed 2019 SexCelebs *(partial list)*

Afrosexology - IG @afrosexology\_

Midori - IG @planetmidori

Tristan Taormino - IG @tristantaormino



Sex Down South founders, Marla Stewart and Tia Mosley, pose with 2016 SexCelebs Tyomi “The Glamazon,” and Jetsetting Jasmine.



## SDS HEALING SPACE

Sex Down South creates a separate, healing space for our conference attendees to relax and decompress from what can at times be intensely emotional self-exploration.

### The SDS Healing Space features:

- Massage Therapy
  - Reiki Massage
- Aromatherapy Massage
- Rest & Sleep Spaces
  - On Call Therapist
  - On Call Childcare
- Free Snacks & Beverages



The speakers, performers, and workshops were a combination of sapiosexually titillating and intellectually inspiring. I left the experience feeling as if my brain had expanded ten fold & with every chakra in my being electrified.— Tracy Holley



## BIG BANG WRAP PARTY

Sex Down South's Big Bang Wrap party is 3 hours of erotic entertainment celebrating a successful SDS 18 conference! Conference attendees adorn their sexiest attire and come party with us as we celebrate all that we learned at Sex Down South!

### The Big Bang features:

- Cash Bar
- Live Performances and Demonstrations
  - Sponsor Contests & Giveaways
  - Product Vendors
  - Sponsor Activations
- Interactive Photo Booth
- Live DJ & Dance Party!



The people I met, the classes I took, and the conversations I had will affect my work in sex ed going forward. Oh, and it was FUN!! I recommend this conference to EVERYONE working in sexuality in some way. I'm looking forward to next year! —  
Tristan Taormino





# PARTNERSHIP OPPORTUNITIES



## PARTNER WITH SEX DOWN SOUTH

Sex Down South boasts the most socio-economically diverse sexuality conference attendees in the Southeast!

**Gives your brand access to thousands of sex positive, open minded consumers with a wide variety of interests including:**

- Sexual & General Health and Wellness
  - Sex Toys and Techniques
  - Liberal Political Activism
  - Non-Conformist Lifestyles

### PARTNERSHIP PERKS:

- Get people to experience and interact with your brand through onsite sampling, sales and giveaways
- Capture data to recruit new customers and increase brand loyalty
- Connect with consumers where they live and play
- Establish a "cool" and "authentic" factor with organic brand interactions



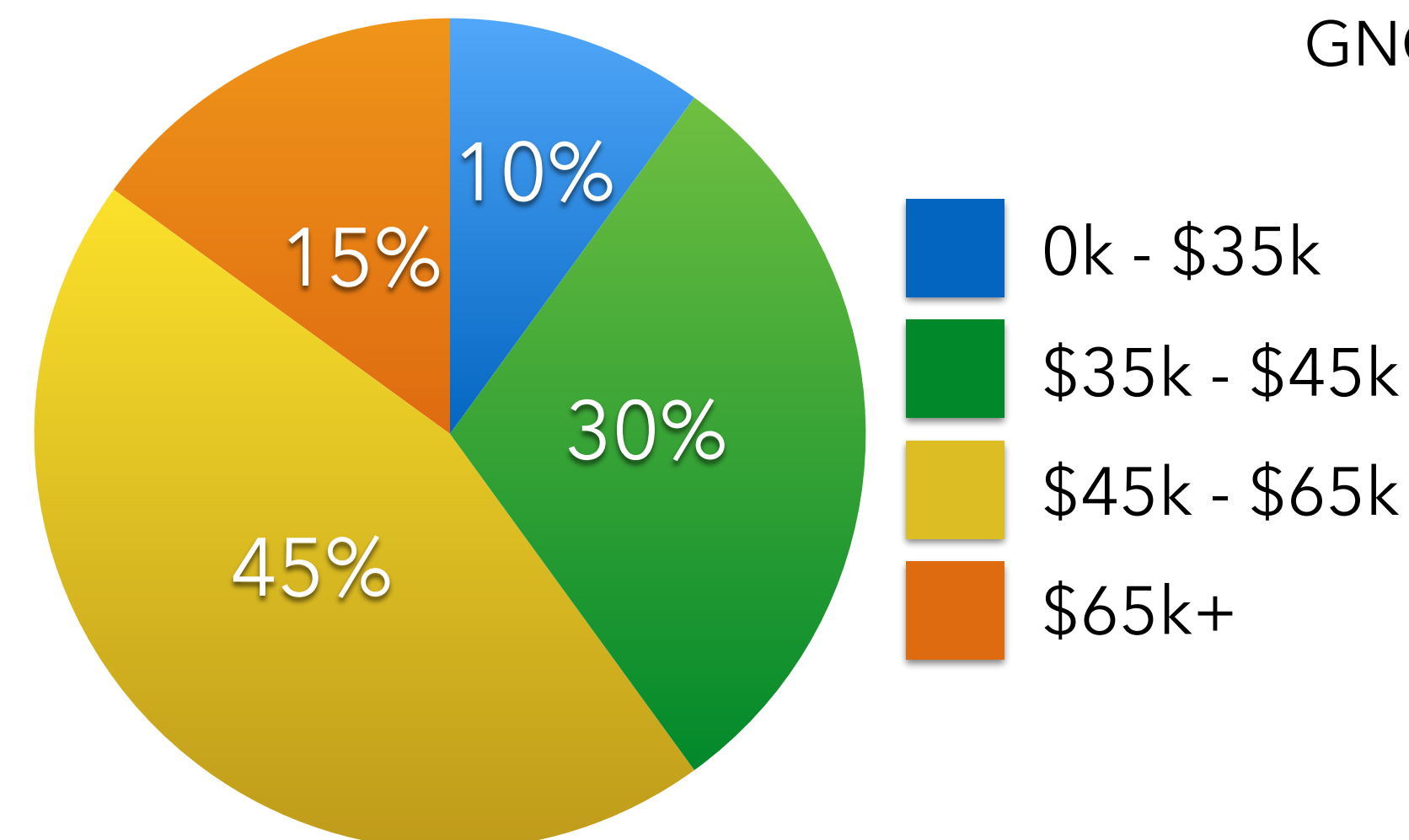
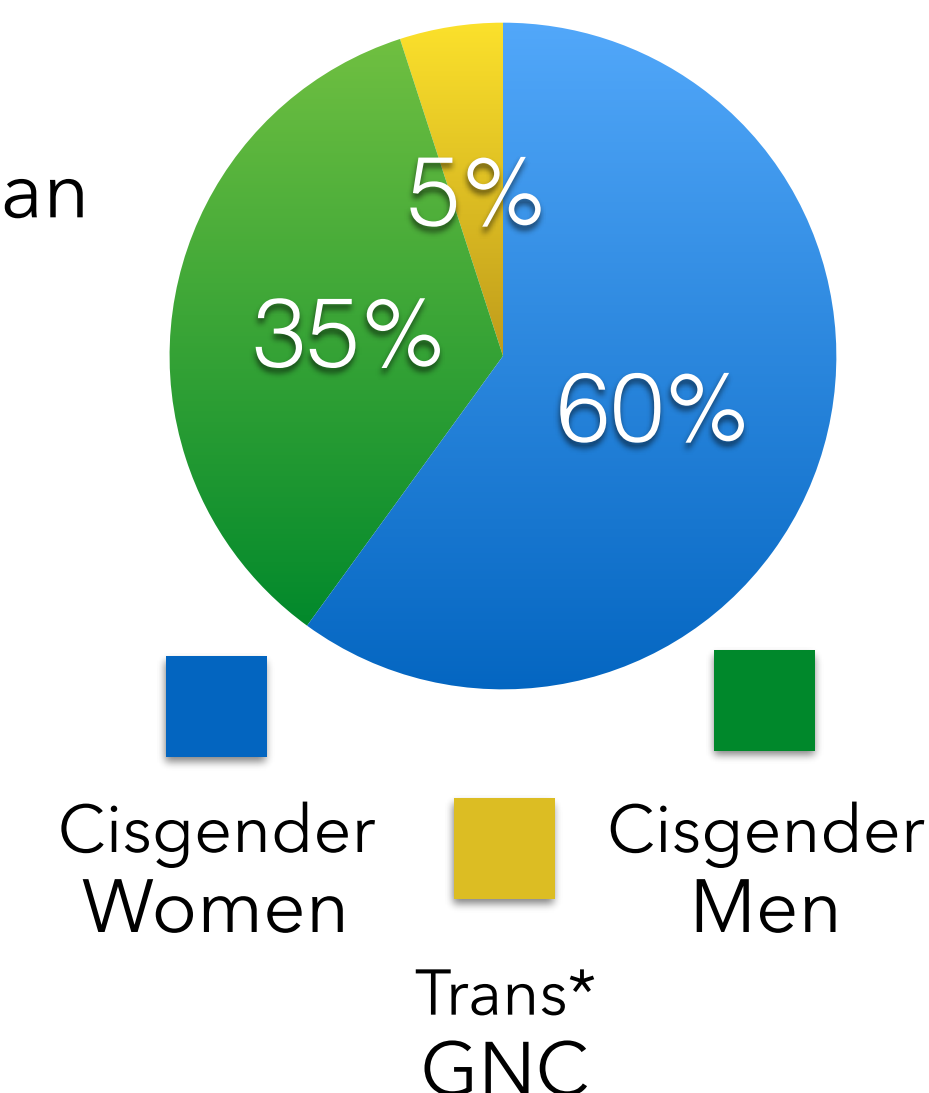
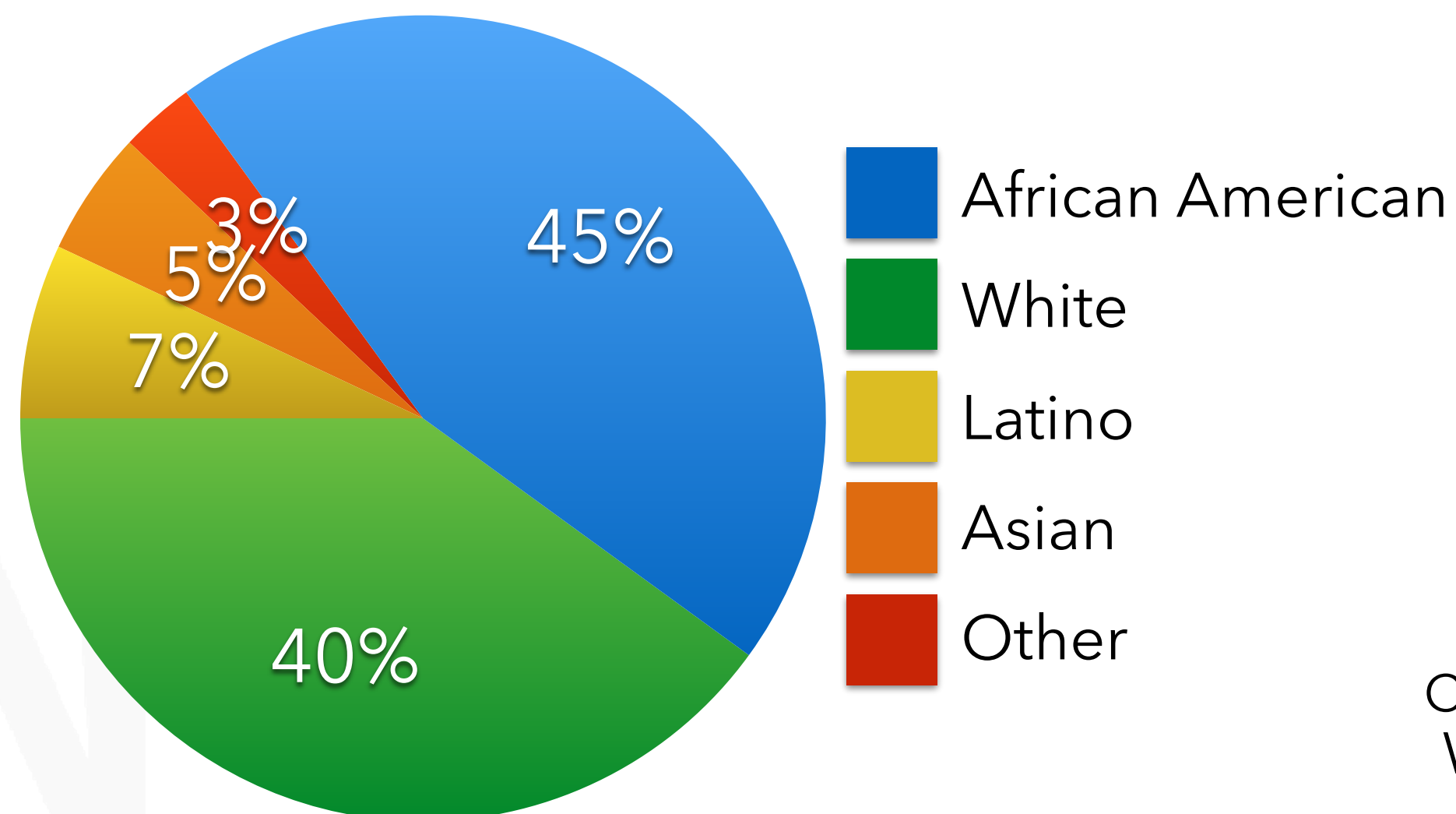
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## SEXCELEB PARTNER

- 6 custom branded social media posts
- 2 dedicated e-newsletter blasts promoting brand
- Full page inside front cover ad in conference brochure
- Branded goodie bags for attendees\*
- Brand swag included in attendee goodie bags\*
- Premium on-site activation area for sales, demos, data collection, etc.
- On-site branding in all conference rooms\* (banners, etc.)
- Premium listing on website and all print/digital marketing materials
- 30 minute workshop/demo of brand product/services at conference
- Logo on official conference shirts
- Brand activation area & product giveaway\* at the Big Bang Wrap Party
- Pre-conference Sex Down South custom in-store/on location event
- 6 VIP tickets to SDS Conference

**Partnership Fee: \$10,000**

*\*indicates partner must provide*

## SEXPART PARTNER

- 4 custom branded social media posts
- 1 dedicated e-newsletter blasts promoting brand
- Full page inside back cover ad in conference brochure
- Brand swag included in attendee goodie bags\*
- Premium on-site activation area for sales, demos, data collection, etc.
- Premium listing on website and all print/digital marketing materials
- On-site branding in conference registration area\*
- Logo on official conference shirts
- Brand product/service giveaway at the Big Bang Wrap Party
- 4 VIP tickets to SDS Conference

**Partnership Fee: \$7,500**

*\*indicates partner must provide*

## HEALING SPACE PARTNER

- 2 custom branded social media posts
- Full page ad in conference brochure
- Brand swag included in attendee goodie bags\*
- Premium on-site activation area for sales, demos, data collection, etc.
- Premium listing on website and all print/digital marketing materials
- On-site branding in conference registration area\*
- 2 VIP tickets to SDS Conference

**Partnership Fee: \$6,000**

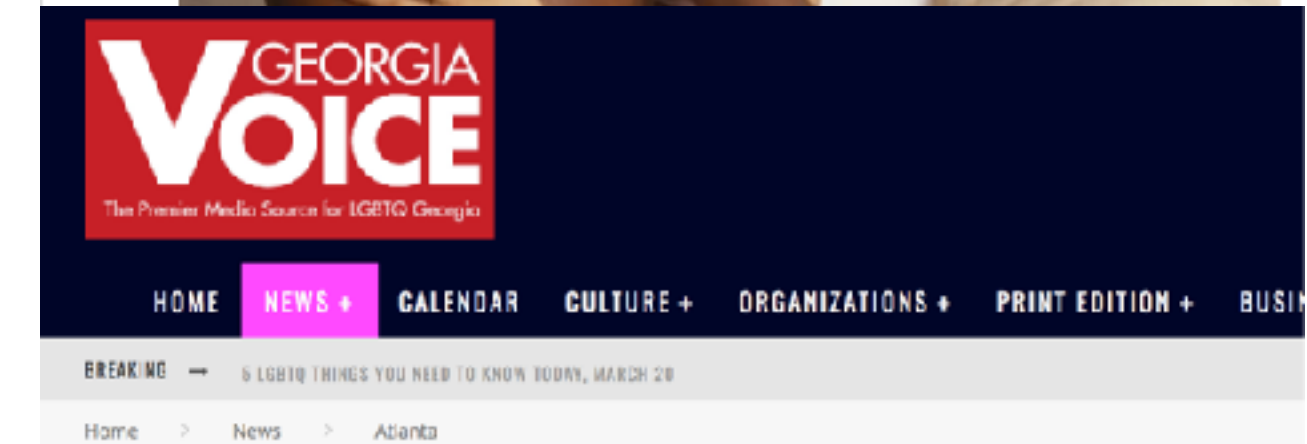
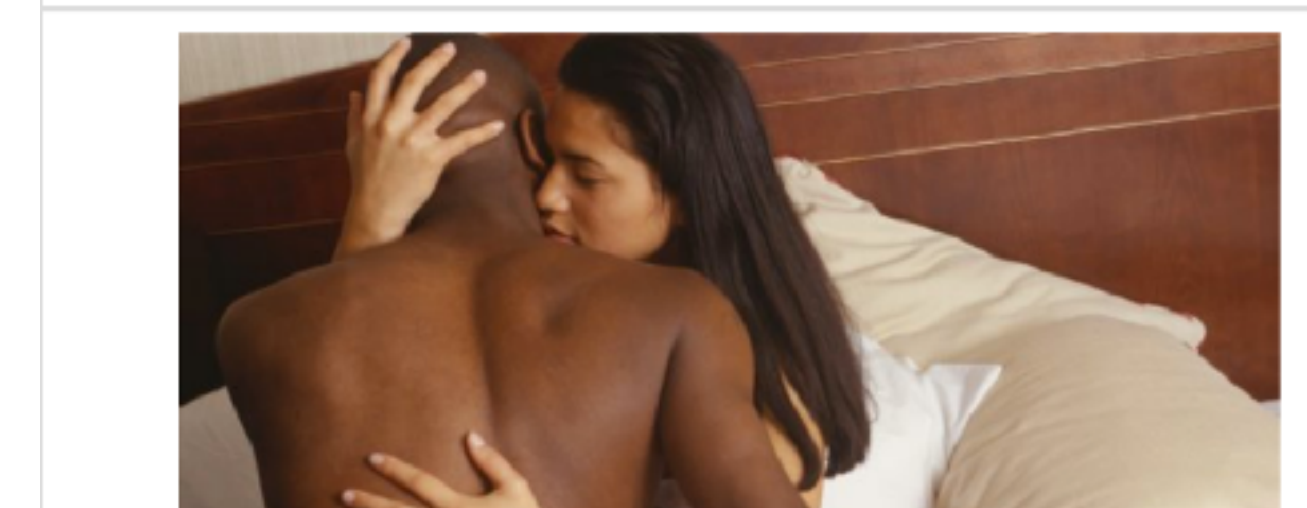
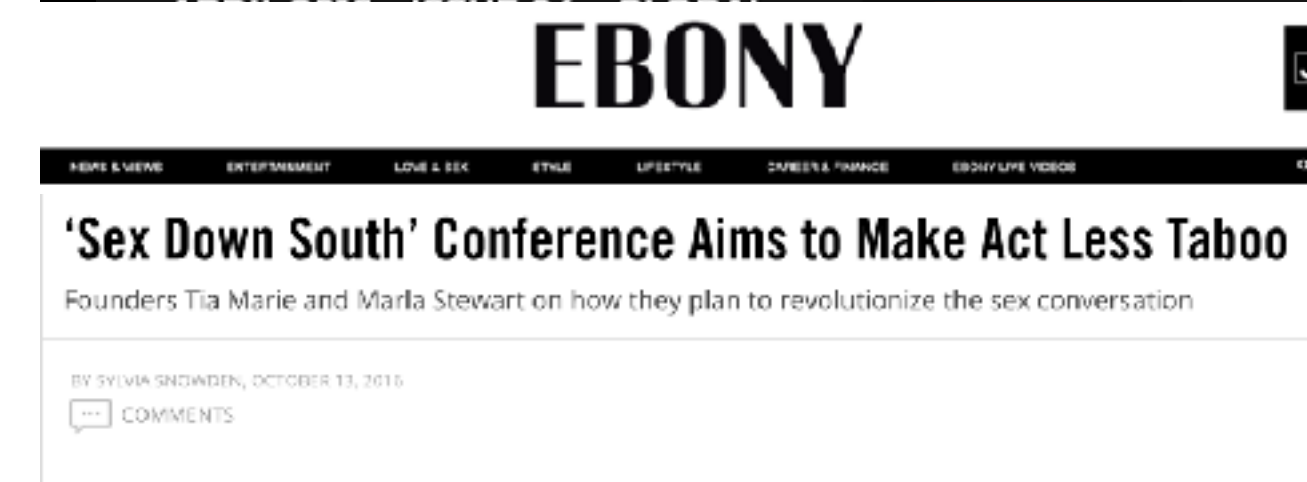
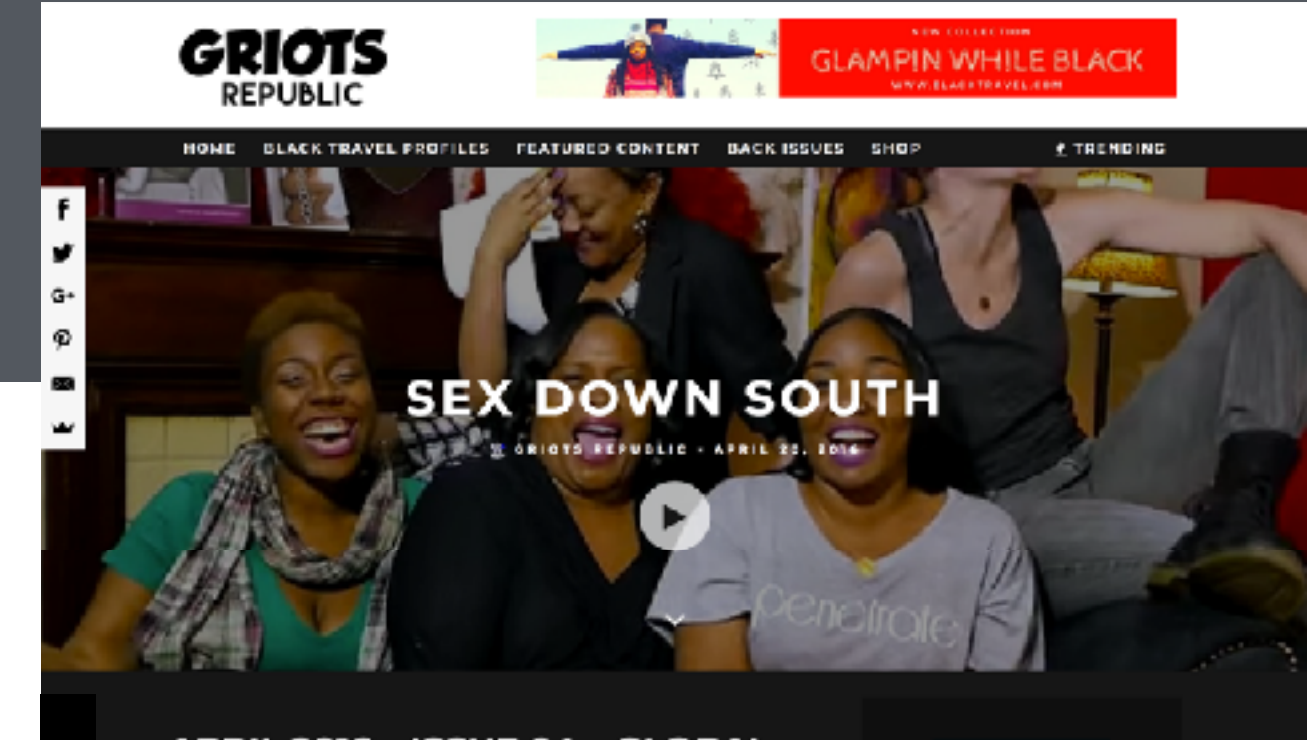
*\*indicates partner must provide*

## BIG BANG PARTNER

- 1 custom branded social media post
- Full page ad in conference brochure
- Premium listing on website
- Brand activation area & product giveaway\* at the Big Bang Wrap Party
- 2 VIP tickets to SDS Conference

**Partnership Fee: \$4,500**

*\*indicates partner must provide*





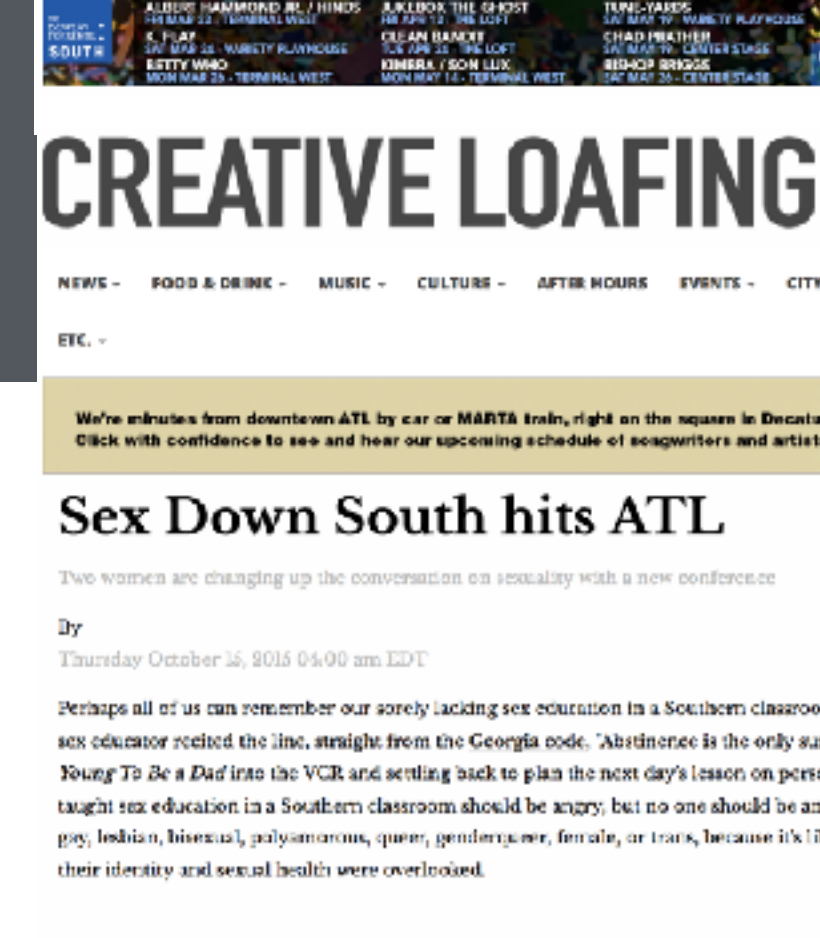
# LET SEX DOWN SOUTH CREATE A CUSTOM PARTNERSHIP PACKAGE FOR YOUR BUSINESS!

Tell us your budget and we'll tailor a package just for you!

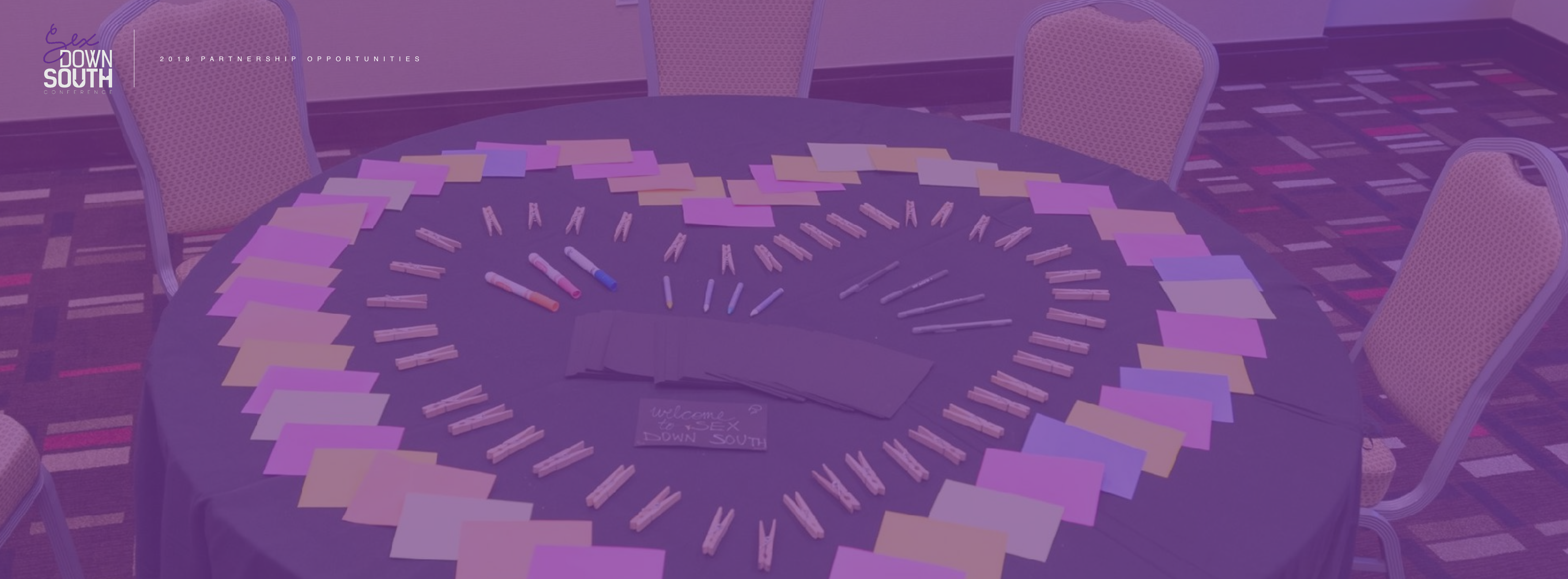
## A La Carte Partnership Options

- Dedicated Brand Email Blast - \$150
- Social Media post package - 4 IG posts and 2 FB posts - \$350
- Social Media boosted post package - 6 boosted IG ads & 4 boosted FB ads - \$600
- 5x5 premium activation area at the conference (private pop up tent) - \$550
- 400 Branded Swag Bags for attendees\* - \$600
- Brand Inclusion in attendee swag bags\* - \$250
- 400+ Branded attendee lanyards - \$500
- Back Cover / Inside Back Cover Page ad in conference booklet - \$550
- Full page ad in conference booklet - \$400
- Half page ad in conference booklet - \$250
- 1/4 page ad in conference booklet - \$150
- Business card/coupon ad in conference booklet - \$100
- Brand activation space at the Big Bang Wrap Party - \$250
- 15 minute brand on stage demo + activation table at the Big Bang Wrap Party- \$550
- Branded play booth at the Big Bang Wrap Party - \*\*inquire\*\*
- Sponsor Mix&Mingle cocktail hour - \$2000
- Sex Down South custom in-store/on location event - \$2500

\*indicates partner must provide







Sex  
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CONFERENCE

For more information or to discuss  
brand partnerships please contact:

**Marla Renee Stewart**  
SDS Brand Partnerships  
[marla@sexdownsouth.com](mailto:marla@sexdownsouth.com)

**We look forward to working with you!**