MARKETING & PARTNERSHIPS — RATE CARD

ANTHEM ORLANDO · 100 N ORANGE AVE · EFFECTIVE SEPT 2026

PUT YOUR BRAND WHERE THE ROOM IS

Anthem runs its own marketing engine — social, search, Google, signage, and a live event calendar that publishes seven nights a week. These are the ways you can ride it.

7,000	73,000	720,000	90,000	80,000
GUESTS THROUGH THE DOOR EVERY MONTH	PEOPLE REACHED ONLINE EVERY MONTH	CONTENT VIEWS EVERY MONTH	GOOGLE SEARCH IMPRESSIONS EVERY MONTH	EMAIL SUBSCRIBERS ACTIVE, OPTED IN

THE AUDIENCE, MEASURED

Pulled from the platforms, not estimated

Most venues sell you a vague "exposure." Here is exactly what each channel delivered in its most recent reporting window, straight from the dashboards. Ask us to re-pull any of it.

CHANNEL	AUDIENCE	PER MONTH	GROWTH
Instagram — @anthemorlando 55 feed posts in the last 28 days, averaging 97 likes each, plus daily stories.	**11,000** FOLLOWERS	**39,000** PEOPLE REACHED	**+4%** FOLLOWERS / MO
Facebook Page Every event and flyer mirrors here — 126,000 views a month on top of Instagram.	**3,800** FOLLOWERS	**34,500** VIEWERS	**—** STEADY
Threads Included with Instagram placements, never sold on its own.	**1,300** FOLLOWERS	**9,000** VIEWS	**—** NEW CHANNEL
Email list Active, opted-in subscribers across all lists. Built from our own door, ticketing and sign-ups — never rented, never bought.	**80,000** SUBSCRIBERS	**—**	**—**

CHANNEL	AUDIENCE	PER MONTH	GROWTH
Google organic search anthemorlando.com across every page — 271,000 impressions and 7,200 clicks over the last 90 days, average position 8.1.	—	**90,000** IMPRESSIONS	**2,400** CLICKS / MO
Google Business Profile Calls, direction requests and website clicks straight off the Google listing. Rated 4.6 across 111 reviews.	—	**1,900** CUSTOMER ACTIONS	—
Google Ads Four live search campaigns across Orlando, Tampa, Miami–Ft. Lauderdale, Jacksonville and Atlanta, in English, Spanish and Portuguese.	—	**14,000** IMPRESSIONS	**700** CLICKS / MO
In the venue Guests through the door, seven nights a week — roughly 1,600 a week, and far more than that on a Saturday. This is who the screens and in-room placements reach.	—	**7,000** GUESTS	—

Figures rounded down from the source dashboards and current as of September 2026: Meta Business Suite (Aug 7 – Sep 3), Google Search Console (Jun 3 – Sep 2), Google Ads (last 30 days), Google Business Profile (Apr – Sep), our own list and door counts. Instagram grew 4% in followers, 7% in reach and 86% in engagement over the prior 28 days. Ask us to re-pull any line.

WHO YOU'RE REACHING

Instagram follower profile

GENDER

68% men, 32% women on Instagram. Facebook skews further, at 72% men.

AGE

35–44 is the largest band, 25–34 close behind. Together they're the majority of the following — working adults with money, not teenagers.

WHERE

95% United States. Orlando proper is the single largest city at 18% of followers, then Union Park, Kissimmee, Four Corners and Azalea Park — the whole metro, not just downtown.

WHO THEY ARE

Orlando's LGBTQ+ community and the people who go out with them. If that's who you're trying to reach, there is no more concentrated room in this city.

PARTNER TIERS

Best value · three-month minimum

SPOTLIGHT

$650

PER MONTH

- Your slide in the interior screen rotation, all week
- Bar-top card placement
- One Instagram Story set per month (3 frames, link sticker)
- One Google Business Profile post per month
- Partner listing on anthemorlando.com

À LA CARTE VALUE $850 — SAVE 24%

MOST POPULAR

HEADLINER

$1,300

PER MONTH

- Everything in Spotlight
- Front Window TV — sidewalk-facing on Orange Ave
- One dedicated Instagram post per month, mirrored to Threads and Facebook
- One SEO blog feature per quarter, permanent and indexed

À LA CARTE VALUE $1,650 — SAVE 21%

PRESENTING

$3,250

PER MONTH

- Everything in Headliner
- Presenting rights on one weekly night — your name in the lockup everywhere that night appears
- Your offer inside our Google Ads campaigns
- One activation night per month on the floor
- Stage and DJ mentions
- One email feature per quarter to the full 80,000-subscriber list
- First right of refusal on Major Events

À LA CARTE VALUE $4,250 — SAVE 24% · CATEGORY EXCLUSIVITY INCLUDED

À LA CARTE

Buy any single piece

DIGITAL & SOCIAL

PLACEMENT	WHAT IT DELIVERS	RATE
Front Window TV slide 15-second slide in the sidewalk-facing rotation at 100 N Orange Ave. Refreshed twice daily.	**7,000** GUESTS / MO	**$350** / MONTH
Interior screen rotation 15-second slide across the in-venue screens, every night we're open.	**7,000** $36 CPM	**$250** / MONTH
Both screens — bundle Front window plus interior.	**7,000** + SIDEWALK	**$500** / MONTH
Dedicated Instagram post Single image or carousel, written and designed by us, mirrored to Threads and Facebook.	**97 likes** AVG / POST	**$450** EACH

PLACEMENT	WHAT IT DELIVERS	RATE
Instagram Story set Three frames across one week with a link sticker.	**11,000** FOLLOWERS	**$200** PER SET
Google Business Profile post Your offer on our Google listing, where people find us when they search downtown Orlando.	**1,900** ACTIONS / MO	**$150** EACH
Google Ads inclusion Your event or offer added to our live search campaigns — Orlando, Tampa, Miami–Ft. Lauderdale, Jacksonville, Atlanta, in English, Spanish and Portuguese. Ad spend billed at cost, no markup.	**14,000** $21 CPM	**$300** / MO + SPEND
Email feature Your block inside a scheduled send to our list.	**80,000** $9 CPM	**$750** EACH
Dedicated email blast The whole send is yours — subject line, body, links.	**80,000** $19 CPM	**$1,500** EACH

CONTENT THAT KEEPS WORKING

PLACEMENT	WHAT IT DELIVERS	RATE
SEO blog feature 600–900 words on anthemorlando.com about you or your event, with a live link. Indexed by Google and it stays up — the site pulls 90,000 search impressions a month and holds an average position of 8.1.	**2,400** VISITS / MO	**$450** EACH
Event photo coverage Photographer on site, edited gallery published to our site with per-photo descriptions, files delivered to you.	**Full night** COVERAGE	**$400** / NIGHT
Creative production We design the flyer, slide or post from scratch instead of you supplying artwork.	**—**	**$150** PER ASSET

IN THE ROOM

PLACEMENT	WHAT IT DELIVERS	RATE
Bar-top cards or table tents You supply printed pieces, we place and maintain them.	**7,000** $36 CPM	**$250** / MONTH
Bar-top — designed and printed by us Same placement, we handle art and print.	**7,000** $64 CPM	**$450** / MONTH
Interior banner Up to 3 ft × 6 ft, placement approved by us.	**7,000** $57 CPM	**$400** / MONTH

PLACEMENT	WHAT IT DELIVERS	RATE
Restroom frame set The most-read real estate in any bar.	**7,000** $36 CPM	**$250** / MONTH
Sampling or activation table — weeknight Your team on the floor, Monday through Thursday.	**~230** AVG / NIGHT	**$600** / NIGHT
Sampling or activation table — Fri / Sat Peak nights, limited availability.	**Peak** NIGHT OF THE WEEK	**$1,000** / NIGHT
Entry hand-out or giveaway Your item in guests' hands on the way in.	**~230** AVG / NIGHT	**$300** / NIGHT
Featured drink Your product as a named special for a full week, promoted across social, screens and Google.	**1,600** GUESTS / WEEK	**$750** / WEEK

SPONSOR A NIGHT

One sponsor per night — first come

Anthem's weekly nights each have their own name, crowd and following: Encore Mondays, Spotlight Tuesday, Rewind Wednesdays, Latin Night Vol 2, Sapphic Fridays, Harmony Saturdays and Renaissance Sundays. A presenting sponsor's name goes in the lockup everywhere that night is published — site, Google, social, screens, ads.

SPONSORSHIP	RATE
Weekly night — presenting sponsor "[Your brand] presents..." on 4–5 occurrences a month, across every channel that night touches.	**$1,500** / MONTH
Single night — supporting sponsor One night, logo and mention on all promotion for it.	**$750** / NIGHT
Major Event — presenting sponsor Halloween, White Party, Beach Ball, Jingle Ball, EDC Weekend, New Year's Eve. Scaled by event.	**$3,500–$7,500**
Pride Weekend — title sponsor October 17–18. One sponsor only, top billing on the biggest weekend of our year.	**$10,000**

PROMOTERS & PRODUCERS

Stacks on top of your room deal

Bringing your event to Anthem? These packages put our machine behind your door. They're separate from the rental or door split — this is the marketing.

LISTING
$250
PER EVENT

- Event page on anthemorlando.com with ticketing and checkout
- On the public calendar and in the weekly lineup
- One Google Business Profile post

AMPLIFY
$1,500
PER EVENT

- Everything in Listing
- Two Instagram posts, mirrored to Threads and Facebook
- Both screens for the two weeks before
- A feature block in an email to 80,000 subscribers

FULL PUSH
$2,500
PER EVENT

- Everything in Amplify
- Google Ads campaign inclusion, three languages, five markets
- SEO blog feature
- Story sets in the final week
- Photo coverage and a published gallery

PRIVATE EVENTS & BUYOUTS

No room fee — spend minimum only

There's no room rental fee. You book against a spend minimum, and everything you spend that night — bar, food, everything — counts toward it. Sound, lighting, stage, mics, the LED wall, bar team, security, coat check and a coordinator are already in the building and already included.

PACKAGE	MINIMUM	DECEMBER
The Quick One Up to 25 guests.	**$1,200**	**$1,440**
The Team Night 26–60 guests.	**$2,800**	**$3,360**
The Whole Floor 61–150 guests — the full room.	**$6,500**	**$7,800**

Add 6.5% sales tax and a 20% service charge — a $2,800 minimum bills out around $3,580 all-in. Twenty-five percent holds your date and comes off the final bill. December minimums carry a 20% premium; October and November don't.

Want the public there? Any marketing package on this sheet bolts onto a buyout, and we'll build a ticketed event page for it. Private and unlisted is just as easy — say which.

COMMUNITY RATE

40% OFF EVERYTHING FOR NONPROFITS

Registered 501(c)(3) organizations and community groups take 40% off any à la carte placement on this sheet. We also hold two in-kind community partner slots each quarter — screens, one Instagram post and a Google post, at no charge — for health, Pride and advocacy orgs serving our community. Ask, and tell us what you're working on.

HOW IT WORKS

BOOKING

Twenty-five percent holds the slot and comes off the total; balance due on the first day of the flight. Invoiced, card or ACH.

EXCLUSIVITY

Category exclusivity comes with Presenting tier and title sponsorships only. Everything else is non-exclusive.

RATE CHANGES

Your rate is locked for the term you sign. The card itself is re-priced quarterly — the audience is growing about 4% a month, and the rates follow it. Renewing early holds today's number.

CREATIVE

Artwork due seven days before the flight starts. We'll design it for you at $150 an asset if you'd rather.

ALCOHOL BRANDS

Product features and pours are subject to Florida beverage law and our distributor agreements. We'll tell you fast if something can't be done.

APPROVAL

Anthem approves all creative and placement. We're an LGBTQ+ venue — everything that runs here has to fit the room.

REPORTING

Monthly partners get a recap: what ran, where and how it performed.

LET'S TALK

INFO@ANTHEMORLANDO.COM

Tell us what you're trying to reach and we'll build the package around it.

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