



ALTER EGO

ALTER EGO: A NIGHT OF DECADENCE

"Alter Ego: More Than a Party—A Cultural Movement in the Making."

CityVibes Foundation presents an immersive underground house music experience celebrating LGBTQ+ culture and artistic resistance.

June 26, 2025 | Willy's, Wynwood, Miami

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A NIGHT OF DECADENCE

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"This is not just nightlife—it's resistance wrapped in sound, light, and unapologetic queer identity."

Alter Ego, is a full-sensory cultural intervention presented by CityVibes Foundation, a nonprofit using immersive art, music, and performance to protect queer visibility and power. Inspired by the legacy of spaces like The Warehouse, The Tunnel, and Paradise Garage, this event is where rebellion becomes rhythm, and defiant artistry takes center stage.

This is a movement—not a moment. And we're inviting you to be part of it.

Early Commitment Priority

April 15 is the deadline for premium sponsorship integration (branding, press, digital activations). Early sponsors will receive priority branding, exclusive experiential activations, and first-choice placement across all event assets

Early sponsors will receive priority branding, exclusive experiential activations, and first-choice placement across all event assets. A limited number of premium partnerships are available for brands that want to own a key moment in this transformative experience.

About CityVibes Foundation

Our Mission

Established in 2023 as a defiant cultural platform amplifying underrepresented voices.

Our Vision

Honoring bold creativity while driving new opportunities for expression and advocacy.

Our Impact

Fostering community empowerment through arts, culture, and philanthropy.



EVENT OVERVIEW

Event Name

Alter Ego: A Night of Decadence

Date

June 26, 2025

Venue

Willy's Neighborhood Bar, Wynwood, Miami

Expected Attendance

400 People

For generations, the underground has been a sanctuary for queer culture—where house music, drag, and fashion were born from defiance. Alter Ego is carrying this legacy forward. Alter Ego is an underground house music experience, blending immersive visuals, avant-garde performances, and high-energy beats to create a multi-sensory journey. Inspired by legendary clubs like The Warehouse (Chicago), The Tunnel (NYC), and Paradise Garage.

WHY THIS EVENT MATTERS

1. Social & Cultural Impact

In today's political climate, LGBTQ+ visibility and creative expression are more important than ever. While some brands retreat, we are building partnerships with those who stand firm. Your sponsorship is not just an investment—it is a statement of allyship and cultural solidarity. Alter Ego is a statement of defiance and celebration, ensuring that queer artistry and underground culture remain vibrant and empowered.

2. Alignment with Our Mission

This event supports CityVibes Foundation's mission to:

Elevate LGBTQ+ artists by providing financial support, professional development, and public platforms.

Transform public spaces through immersive art, music, and performance events.

Build community connections by engaging local talent, businesses, and diverse audiences.

3. Global Movement

Alter Ego is not just about Miami—it is the beginning of an international expansion into queer cultural capitals. With a growing network of artists, DJs, and creative partners, this movement is set to redefine LGBTQ+ nightlife worldwide.



CityVibes Foundation's Role



Elevate LGBTQ+ Artists

Financial support, professional development, and public platforms for expression.



Transform Spaces

Creating immersive art, music, and performance experiences in public venues.



Build Connections

Engaging local talent, businesses, and diverse audiences to strengthen communities.

THE ALTER EGO EXPERIENCE



Immersive Venue Transformation

Neon-lit graffiti projections, industrial warehouse ambiance, immersive digital visuals.

Raw underground energy reminiscent of The Warehouse (Chicago) & The Tunnel (NYC).

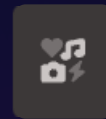


The Sound & Performances

Tribal house, deep house, underground techno.

Avant-garde drag, interactive visual artists, high-energy dancers.

Curated lineup featuring queer and underground headliners.



VIP Experience

Exclusive lounge with luxury amenities.

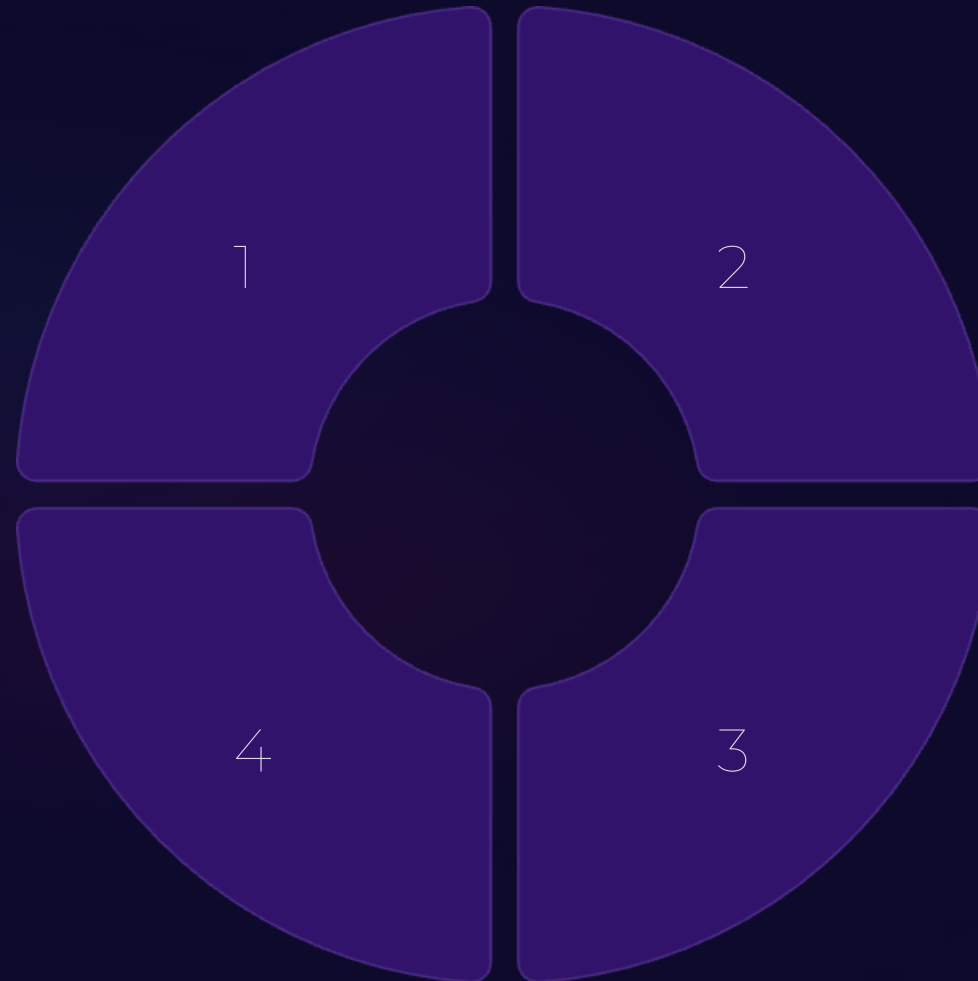
Custom cocktails, private bar, and elevated viewing access.



TARGET AUDIENCE & MARKET REACH

House music lovers & nightlife aficionados
Seeking elevated underground experiences and authentic nightlife.

Affluent Patrons
Looking for a Premium Alternative – Those seeking an underground yet high-end club experience.



LGBTQ+ & Ally Communities
High-spending, socially engaged, and culturally active attendees.

Transplants & Visitors
Transplants from NYC, Berlin, São Paulo, London, and other cultural hubs seeking a Miami nightlife experience tailored for them.

Market Reach

- Projected 500K+ digital impressions across multi-platform campaigns.
- Expected media placements (Miami New Times, Out Magazine, Billboard Pride, LGBTQ+ nightlife blogs).
- Influencer partnerships & pre-event activations in key LGBTQ+ nightlife spaces.
- 65% LGBTQ+ consumers actively support brands that invest in queer initiatives.
- \$1 Trillion+ in LGBTQ+ consumer spending power.
- 85% of attendees are trendsetting cultural influencers in nightlife, music, and fashion.



INTERNATIONAL EXPANSION

Miami Launch

Inaugural event establishing
the Alter Ego brand and
experience.

1

Europe

Berlin and London events
connecting with established
queer nightlife scenes.

3

4

North America

Expansion to New York,
Chicago, and other major US
cities.

Global Reach

São Paulo, Sydney, and
beyond, creating a worldwide
movement.

SPONSORSHIP BENEFITS & ROI



EXCLUSIVE PARTNERSHIP
OPPORTUNITIES





TITLE SPONSOR FOR A SIGNATURE PERFORMANCE (\$10,000 - \$25,000)

Present a show-stopping act that aligns with your brand.

- 1 Brand placement on main stage during a marquee performance
- 2 Dedicated social media highlights & exclusive sponsor acknowledgment
- 3 Brand featured in performer interviews and promotional materials
- 4 Opportunity to introduce the sponsored act on-stage



VIP LOUNGE SPONSORSHIP (\$15,000+)

Your brand owns the exclusive VIP experience.

Fully branded VIP lounge with custom decor, signage, and immersive activations

Signature cocktail menu curated with your brand's product (liquor, beverage, luxury goods)

Direct engagement with high-spending nightlife influencers, tastemakers, and LGBTQ+ leaders

High-visibility branding on VIP tickets, wristbands, and exclusive invitations



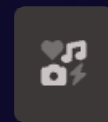
SIGNATURE COCKTAIL & BAR SPONSORSHIP (\$10,000 - \$20,000)

Your brand becomes the official drink sponsor for the night.



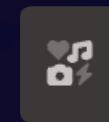
Naming rights for
a signature Alter
Ego cocktail

featuring your brand's
liquor



Custom-branded
bar activation

with neon signage and
bartenders in branded
attire



Branded cocktail
experience

napkins, cups, and
premium drink
experiences distributed
throughout the night

Placement in all beverage marketing and pre-event promotions

IMMERSIVE ART INSTALLATION SPONSOR (\$10,000 - \$25,000)

Your brand powers a show-stopping visual moment.

Sponsor a neon-lit graffiti wall, digital projection mapping, or avant-garde performance art piece

Brand placement integrated into interactive experiences that attendees engage with throughout the night

High social media shareability, with attendees organically promoting your brand in immersive settings

Exclusive naming rights for the sponsored installation

PHOTO & CONTENT EXPERIENCE SPONSOR (\$7,500 - \$15,000)

Your brand gets featured in every guest's content.



- 1 Branded step-and-repeat backdrop with high-end lighting
- 2 Custom video/photo activation (360-degree booth, slow-motion content, AR-enhanced experiences)
- 3 Your brand featured in event recaps and influencer-generated content
- 4 Placement in all pre-event social media promotions



DIGITAL EXPERIENCE & LIVESTREAM SPONSOR (\$12,500 - \$20,000)

Own the digital presence of Alter Ego.

- 1 Branding on livestream content shared across Alter Ego & partner platforms
- 2 Custom-branded social media filters, hashtags, and interactive polls
- 3 Sponsored post-event video recap for ongoing brand exposure
- 4 Direct engagement through digital giveaways and activations



CUSTOM MERCHANDISE & SWAG SPONSORSHIP (\$5,000 - \$15,000)

Your brand featured on exclusive Alter Ego swag.

- Co-branded merchandise, including apparel, fans, LED wristbands, and collector items
- Product placement in VIP swag bags and giveaways
- Brand integration into limited-edition festival-style collectibles
- Inclusion in all pre-event digital marketing campaigns



ART AS RESISTANCE – WHY SPONSORSHIP MATTERS



Support LGBTQ+ Visibility

Make a bold statement in favor of LGBTQ+ representation



Promote Cultural Evolution

Help advance the underground arts scene



Celebrate Defiant Artistry

Elevate the creative voices that define our community

Your support is more than brand visibility—it's a stand for queer liberation. Supporting Alter Ego means making a bold statement in favor of LGBTQ+ visibility, cultural evolution, and high-energy, immersive nightlife experiences. Let's work together to elevate the underground and celebrate the defiant artistry that defines our community.

Call to Action & Next Steps

Sponsorships are closing fast. Secure your brand's position before April 15 for full integration into our event activations, influencer campaigns, and media outreach.

Schedule a Sponsorship Consultation:

 (305) 771-5212 |  descott@cityvibesfoundation.org

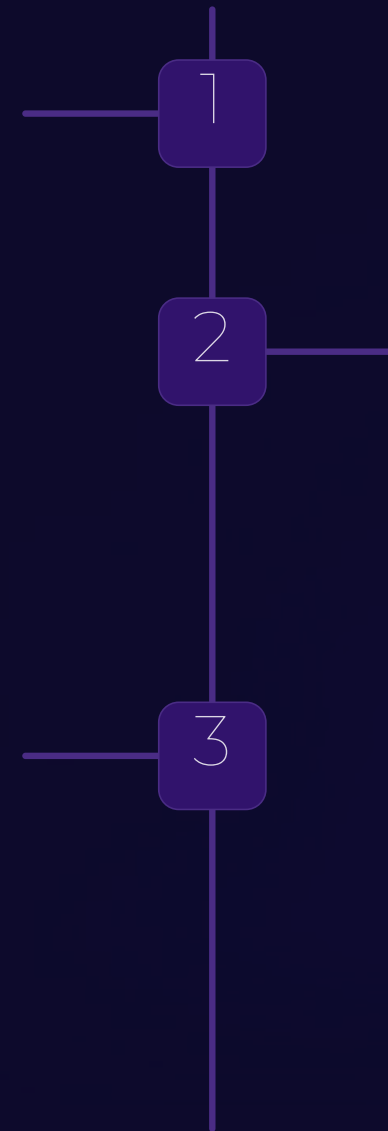
Art is not a luxury—it's how our communities have survived. Alter Ego is how we thrive.

Early
Commitment
S

Priority branding for
sponsors who join
March-April 2025.

Event Date

June 26, 2025 at
Willy's, Wynwood,
Miami.



Final
Deadline

Last chance to
secure sponsorship
by May 2025.

THE INSPIRATION



Frankie Knuckles - The Warehouse
Chicago Tribune

The Warehouse (Chicago)

Legendary birthplace of house music that inspired Alter Ego's raw underground energy and inclusive atmosphere.



Door scene at Tunnel. Photo by Steve Eichner

The Tunnel (NYC)

Iconic New York venue that influences our immersive venue transformation and edgy artistic direction.



Paradise Garage

Groundbreaking LGBTQ+ space that shapes our commitment to creating a sanctuary for self-expression and musical innovation.

ALTER EGO: THERE'S ALWAYS LIGHT IN DARKNESS.



Join us on June 26, 2025 at Willy's, Wynwood, Miami for an unforgettable night celebrating house music, LGBTQ+ culture, and artistic rebellion.

David Scott

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