



# **Sponsorship Kit**

*Reach tech-savvy LGBT customers while doing good*

Only 17% of students are taught LGBT history in school; and 64% of LGBT students feel unsafe at school (*GLSEN*). **Quist offers an alternative way to learn LGBT history outside of class.**

Today's mobile user is accustomed to getting information quickly and easily. **Quist brings LGBT history out of the books and into a more accessible format.**

Searching online for LGBT information can be blocked by filters or tracked by a search history. **Quist is a discreet way to access LGBT history by mobile.**

## Quist is a free mobile app that teaches LGBT history.

We'll let these people tell you if it's any good.



**Dan Savage** @fakedansavage

Queers don't learn about our history in school. We have to learn it on our own—and now there's an app for that: [quistapp.com](http://quistapp.com)



**Liberty Hill** @LibertyHill

App we're loving: @QuistApp delivers a daily dose of #LGBTQ history to your iPhone or Android device. Free! [ow.ly/nyoOS](http://ow.ly/nyoOS)



**Vote Equality** @VoteEquality

@QuistApp is my new favorite thing.



**Jim Nawrocki** @JimnawrockiWF

@QuistApp @gaycivilrights A mobile #LGBT history app? Thanks for using the power of tech to keep our stories alive.



**Rae** @wings\_humming

Queer history on my phone every day? Hell yes! RT @autostraddle: Quist Brings Global LGBTQ History to Your Smartphone



**Larry-bob Roberts** @larrybobsf

I enjoy daily checking of queer history app @QuistApp. It's a front page app on my iPhone.



**Nicholas Woodbury** @woodburythebard

If you are interested in LGBT history, check out @QuistApp! Very cool!



**Katherine Mancuso** @musingvirtual

Really excited about @QuistApp - daily doses of LGBTQ history on iPhone & Android. Try it out!



**J. Adam Garcia** @JAdamGarcia

Downloaded an awesome app called "Quist" which gives you a daily "today in queer history." Woo!



**YUSU LGBTQ Officers** @YUSU\_LGBTQ

Highly recommend downloading the Quist app. A day by day account of LGBTQ history. So interesting, tons we didn't know!

**Sponsors of the Quist app  
become a part of the  
movement to help LGBTQ youth.**  
They reach an engaged audience  
across multiple platforms,  
while supporting an invaluable  
educational tool.

Did you know 58% of LGBT  
adults say they are more likely  
to purchase products and  
services from companies that  
market to gays and lesbians?  
*(Harris Interactive)*

And by the way, these press outlets and 100 others like to write about Quist:



Quist's audience is **growing across multiple platforms.**



Mobile App  
Downloads

25,000

In-Person Workshop  
Participants

500

Email  
Subscribers

4,000

Facebook  
Page Likes

3,900

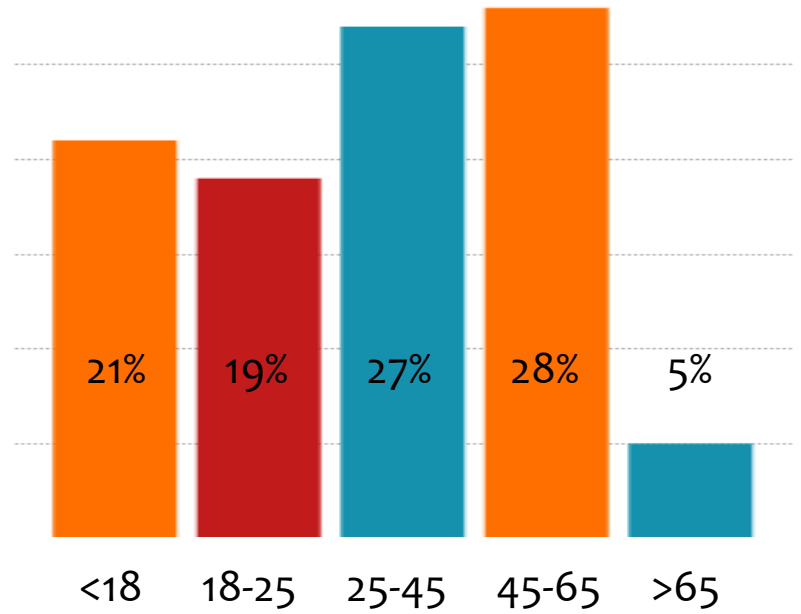
Annual In-App  
Ad Clicks

7,500

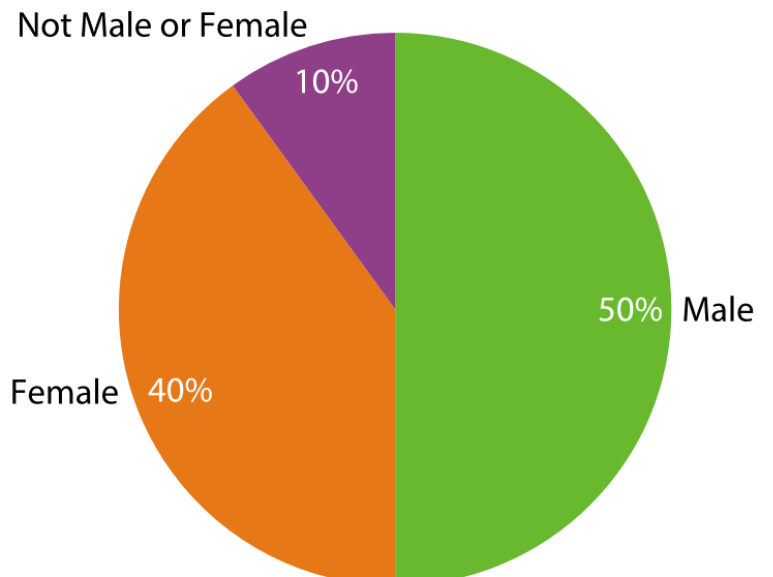
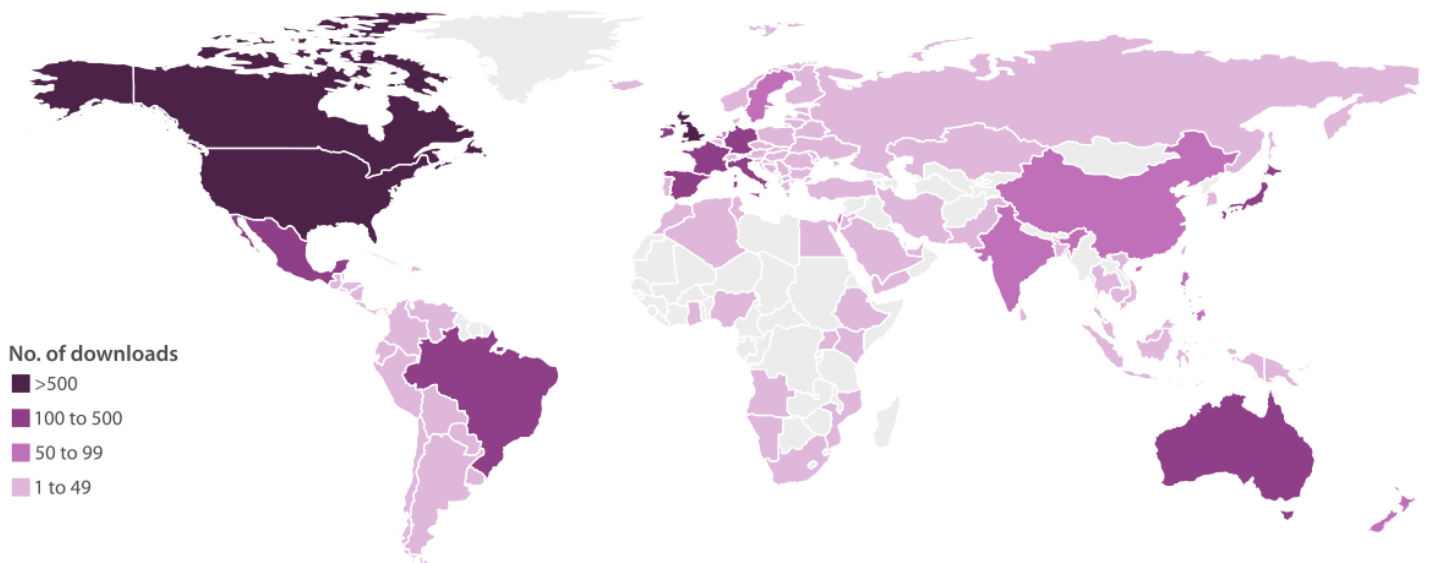
Twitter  
Followers

1,400

Quist has an audience of diverse mobile users.















People from 112 countries have downloaded the Quist App



## Reach Quist's audience through becoming a sponsor.

Sponsors allow us to complete our goal of making members of the LGBT community feel less isolated by providing free, engaging, accessible education about their history.

	Gold	Silver	Bronze
In-app ad			
Logo on website Supporters page			
Blog post about sponsorship (shared by email, Facebook, and Twitter)			
Logo on Facebook and Twitter cover photos			
Logo on materials for any events held during sponsorship term			
LGBT-related announcements about your company to Quist email and social anytime			
Press release about your sponsorship			
Logo and on-stage shout-out at all Quist presentations (approx. 25 per year)			

**Non-profits receive 25% discount on any sponsorship level.**

Sponsorship terms are one year.



## Bronze Sponsor

*A solid advertising option to support our work and reach thousands*

- Your banner ad rotating across all app pageviews
- Your logo rotating on quistapp.com
- A blog post on quistapp.com about your sponsorship (sent to our email list and shared on our Facebook and Twitter)

**\$3,000**

Equivalent of  
\$250/month



## Silver Sponsor

*A strong level of support with high exposure to our audience*

- All Bronze Level options plus:
- Your logo on Quist's Facebook and Twitter cover photos
- Branded sponsorship of any/all Quist events throughout the year
- Access to Quist's audience by email and social media about any of your company's LGBT-related announcements

**\$5,000**

Equivalent of  
\$417/month



# Gold Sponsor

*Unparalleled access to our audience.*

- All Silver Level options plus:
- Your logo in the corner of the presentation slides and an out-loud in-person mention about your sponsorship when Quist speaks at schools, events, and community groups
- A second blog post on [quistapp.com](http://quistapp.com) about your sponsorship and your company
- A press release to Quist's curated press list about your sponsorship

**\$7,000**

Equivalent of  
\$583/month



In-app ad without full sponsorship: \$1,500 (annual)

Custom social marketing campaign: Varies

**Contact Sarah Prager**

info@quistapp.com

(617) 504-6135

Lock in these 2015 rates now.



[www.quistapp.com](http://www.quistapp.com)