

Case Study

SAME SEX IN THE CITY, GLBT WEDDING SPECIAL EVENT

Presented by GBK Productions and Rrive Works, Inc.



The **Same Sex In The City Wedding Event** took place in Los Angeles at the Sofitel Hotel on August 17, 2008; and then again in Palm Springs at The Parker Hotel on September 7, 2008.

Purpose:

- FRESH NEW IDEA: A never-before-done Luxury Wedding Expo for same sex couples in celebration of California's passing of Same Sex Marriage (although it was overturned...)
- To connect Same Sex couples to find gay & lesbian friendly vendors for the wedding day
- To Raise money for the Los Angeles Gay and Lesbian Center
- To find supporters for the "No On Prop 8" Campaign

Results:

- Both Events were very successful – wedding vendors and same sex couples networked together and a sense of community was formed.
- Press worthy event – every outlet from Rueters to the local news covered the Expo
- Raised awareness of the rights for gay and lesbian couples to marry and receive the same rights of heterosexual couples to have luxurious weddings
- Raised money for the Los Angeles Gay and Lesbian Center



Guest Reaction to the Event:

- They felt honored and special to have received such a beautifully put together event, like any other upscale wedding expo catered to engaged couples
- The vendors were honored to show their support
- It was a very "support" driven experience and the following vendors actually helped with the design, rentals etc. It was a labor of love!



Same Sex and The City

The first luxury same sex wedding expo was held at the sophisticated Sofitel in LA, which is the city's hottest new destination, and the Elton John Park Hotel in Palm Springs. It was a fantastic event filled with beautiful table settings, floral, cakes, jewelry, attire and all the wonderful elements that complete the perfect wedding day. This event was presented by GBK Productions and Rivire Works. The beauty is that this same sex expo helped raise awareness, support equal rights in the Gay and Lesbian community, and exhibited some of the leading wedding vendors in the Southern California area. GFT Entertainment filmed the entire event, while Rivire Works facilitated with event design and prop rentals. Some of the vendors included BBJ Liren, Classic Party Rentals, Cake Divine, Anne McElreath Photography and many others. Note: A portion of all proceeds went to the Los Angeles Gay and Lesbian Center.

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