



HOUSTON'S  
**NEW FACES** *of* **PRIDE**

2024 WHO WE ARE

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# 01. ABOUT US

## Meet the New Faces of Pride

501(c)3, Founded in 2023



Our mission is to foster unity, inclusivity, and empowerment within the diverse LGBTQ+ community of Houston. Through year-round events and fundraising initiatives, we welcome everyone to join us in amplifying and celebrating the vibrant identities that make up our city.

# WHY A NEW PRIDE?



Established in 2023, we brought together a diverse group of seasoned community leaders to address the need for a Pride organization that prioritized support for local businesses and nonprofits. Our primary goal is to deliver funds to community programs in need, ensuring a positive impact on the LGBTQ+ community with integrity, accountability and transparency. We are committed to fostering good relationships with not only community pillars like the Houston Police Department and the LGBT Chamber, but also treating our partners and participants with respect. We realize the duty of a Pride organization to bring multiple intersections together to create a stronger community.

We have received overwhelming support and look forward to growing our list of Festival and Parade partners in addition to names like **Phillips 66**, **Bank of America** and **Silver Eagle**.

# LEADERSHIP

**Bryan Cotton**  
*President*

In 2011, Bryan joined the Board of Directors at Out for Education. This marked the beginning of an illustrious journey that saw him ascend to the positions of Vice President and ultimately President. Simultaneously, he embraced a pivotal role on the Montrose Center Board, channeling his passion into philanthropy. For the past five years, he has led the Philanthropy Committee, consistently surpassing targets and amassing over \$2 million yearly exclusively for this crucial cause.

In each endeavor, Bryan has demonstrated unwavering dedication, leaving an indelible mark on Houston's LGBTQ+ landscape. His visionary leadership, coupled with an unmatched ability to mobilize resources, continues to shape a more inclusive and empowered future for us all.





## Board Officers and Directors

Vice President: Felicia Flores Wild  
Board Secretary: Armando Urdiales  
Treasurer: Donald J. Simon III  
Parliamentarian: Tim Stokes  
Andrea Simonton  
Armando Urdiales  
Jacob Chaput  
Jack Valinski  
Jonas Figueroa  
Julius LaCour  
Kay Crayton  
Nikki Darby

## Advisory Board

Dalton DeHart  
Dan Cato  
David Ramirez  
Demitri Benson  
Dustin Sheffield  
Kevin Pope  
Lionel Sims III  
Lori Hood  
Monte Bachus  
Vitor Burke



## 02. COMMUNITY NEED

Why does the LGBTQ+ community in Houston need our help?

# 2024 BENEFITING NONPROFITS



Our mission goes beyond celebration—we're here to make a positive, real impact on the lives in our community. Every year, we will select two benefiting nonprofits who will receive financial support from Houston's New Faces of Pride. In 2024, we've embarked on a mission to give back in a meaningful way, supporting organizations that are actively shaping the future for our young LGBTQ+ community members.



Provides a diverse set of services to meet the needs of LGBTQ+ youth under the age of 25 (ages 13–25)

- Basic Needs Services
- Case Management Program
- Support Services
- Community Engagement
- Advocacy



Provides a safe, welcoming environment for vulnerable youth (ages 13-24) experiencing homelessness

- Meals and Mentorship
- A Space for Expression
- Case Management Asia's Fund - Financial Aid for Transgender Youth
- Youth Voices Empowered (YVE)

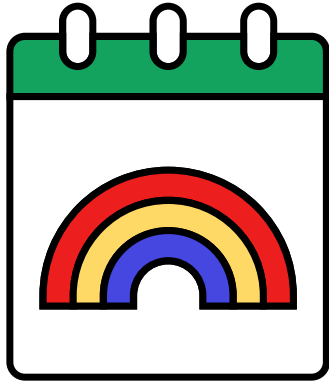


# Demonstrating Early Success



In December of 2023, only 2 months after our public activation, we started a completely organic campaign to collect winter supplies for our benefiting nonprofits. Partnering with local businesses and ABC13, we successfully collected 1,235 units of donated items equal to ~\$12,500 in value for the winter season.





# 03. 2024 & BEYOND

A look at 2024 activity and  
the future

# NEW FACES OF PRIDE PARADE + FESTIVAL



June 22<sup>nd</sup>, City Hall  
Downtown, Houston

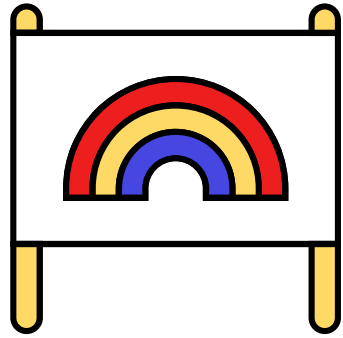
- Exclusive Coverage by ABC13
- Projected to be the largest LGBTQ+ Festival in Houston with roughly double the capacity (350 vendors) of any previous Pride
- Discounted vendor pricing for local business and nonprofits to support local organizations
- 150,000+ expected attendance
- Will include a key feature "History Wall" which will emphasize the progress we have made as a community and where we are going in the future





# 350 VENDORS

That's twice the size of any previous Houston Pride.



## 04. JOIN US

Here's where you come in

# SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	BRONZE \$3,000	SILVER \$5,000	GOLD \$10,000	SAPPHIRE \$15,000	EMERALD \$20,000	RUBY \$30,000	DIAMOND \$70,000
One logo on website	★	★	★	★	★	★	★
Official sponsor license	★	★	★	★	★	★	★
Naming rights to one asset (Level 1)	—	—	★	★	—	—	—
Naming rights to one asset (Level 2)	—	—	—	—	★	★	—
Naming rights to one asset (Level 3)	—	—	★	—	—	—	★
Right to have one official product	—	—	—	—	—	★	—
Right to have two official products	—	—	—	—	—	—	★
One logo on volunteer shirts	—	★	★	★	★	★	★
One logo on NFOP app	★	★	★	★	★	★	★
One logo in OutSmart NFOP ad	—	—	—	★	★	★	★
Web advertising (728x90)	—	—	—	—	—	—	★
Web advertising 350x250)	—	—	—	—	★	★	★
Social Media 1-2 posts	—	—	—	★	—	—	—
Social Media 3-4 posts	—	—	—	—	★	—	—
Social Media 5+ posts	—	—	—	—	—	★	★
Pride Guide ads	—	1/4 Page	1/2 Page	1 Page	1 Page	1.5 Pages	2 Pages
Festival Entry, Premium	—	10x10	10x10	10x20	10x30	10x40	10x50
Parade Entry, Premium	—	—	1	1	2	2	4
Parade VIP tickets	—	4	8	10	15	20	25
Festival VIP tickets	—	4	8	10	15	20	25
Pride event tickets	—	2	4	6	8	10	12

# PARADE VENDOR

	3/1-5/31	6/01-6/14
Local Non-Profit	\$750	\$1,000
National Non-Profit	\$1,200	\$2,400
Local Business	\$950	\$2,400
Large National Company	\$1,200	\$2,400
Political: Candidate or In-Office	\$1,110	\$1,110

Parade Fees	Distribution of Items	Premium Placement
	\$200	\$300

# FESTIVAL VENDOR

	3/1-5/31	6/1-6/14
Tent: Local Businesses & Non-Profits	\$750	\$1,200
Tent: National Non-Profit & Large/National Company	\$1,000	\$1,500
Tent: Political-Candidate or In-Office	\$1,000	\$1,000
Non-Tent: Local Businesses & Non-Profits	\$650	\$1,000
Non-Tent: National Non-Profit & Large/National Company	\$900	\$1,400
Non-Tent: Political-Candidate or In-Office	\$900	\$900
Food Vendor	\$1,200	\$2,400
Food Truck	\$1,200	\$2,500



# MEDIA PLACEMENTS



**OutSmart**  
Houston's LGBTQ Magazine

PRIDE GETS A NEW LOOK

WILL HOUSTON HAVE TWO PRIDE...

**HOUSTON  
BUSINESS JOURNAL**

NEW FACES OF PRIDE HOUSTON  
LAUNCHES



Houston Public Media  
A SERVICE OF THE UNIVERSITY OF HOUSTON  
PBS npr

**KHOU 11**



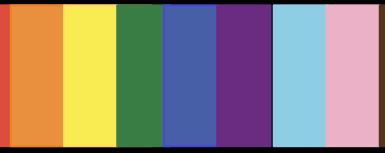
Bloomberg  
Law

HOUSTON★CHRONICLE



**TFF** *Mag*

# Sponsors (+ others not listed)



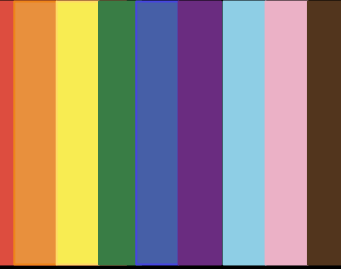
SILVER EAGLE  
HOUSTON



TOKIO MARINE



# Thank You!



Bryan Cotton  
Founder, President  
New Faces of Pride Houston  
[president@newfacesofpride.org](mailto:president@newfacesofpride.org)  
281.960.0447

