



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.

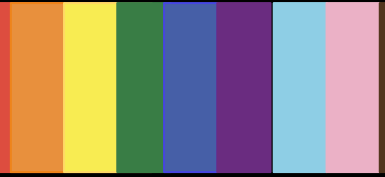
WHY A NEW PRIDE?



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

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

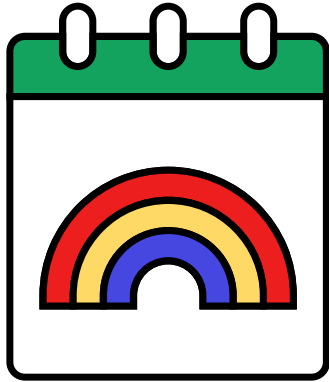
- Meals and Mentorship
- A Space for Expression
- Case Management Asia's Fund - Financial Aid for Transgender Youth
- Youth Voices Empowered (YVE)

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

2024 JUNE ACTIVITY

PRIDE NIGHT WITH THE HOUSTON DASH

+ The Pride Night After Party

GIRL+ PARTY (PEARL BAR)

RUNWAY EVENT

CONCERT AT DYNAMO STADIUM

Pride Festival and Parade (June 22)

Pride Month Close Out Party at The Post ft. Marti Frieson

SERVE PRIDE EDITION

DASH BASH

Pride Family Event (Levy Park)

Grand Marshall Celebration & Party

POOL PARTY AT RICH'S

OFFICIAL PRIDE RECOVERY BRUNCH



Concert at Dynamo stadium



Girl+ Party at Pearl Bar



Family Day at Levy Park



LGBTQ+ Fashion Show



Pride Festival & Parade



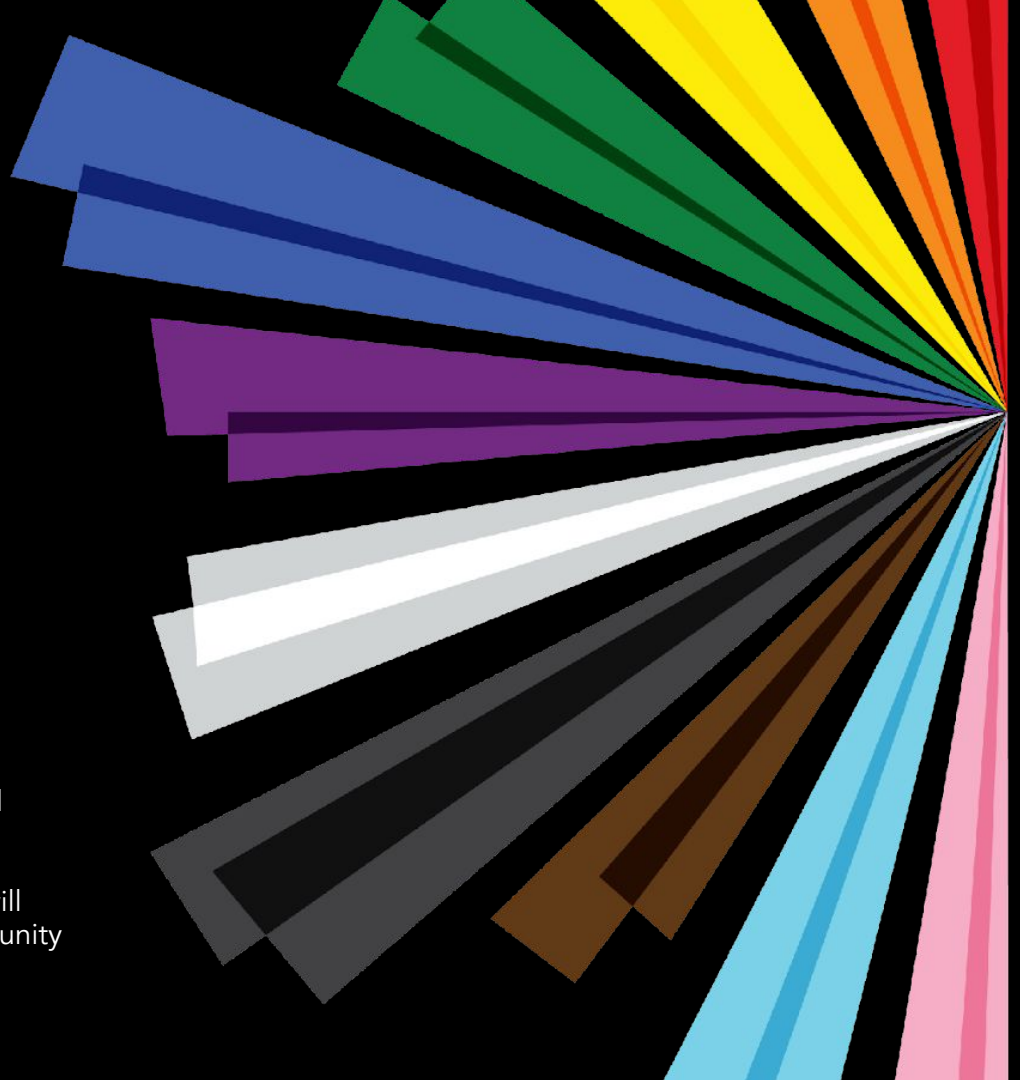
June Close Out Party

NEW FACES OF PRIDE PARADE + FESTIVAL



June 22nd, City Hall
Downtown, Houston

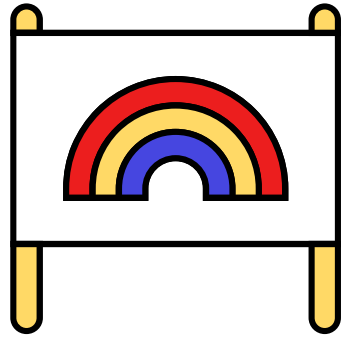
- Exclusive Coverage by ABC13
- Projected to be the largest LGBTQ+ Festival in Houston with roughly double the capacity (350 vendors) of any previous Pride
- Discounted vendor pricing for local business and nonprofits to support local organizations
- 150,000+ expected attendance
- Will include a key 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*

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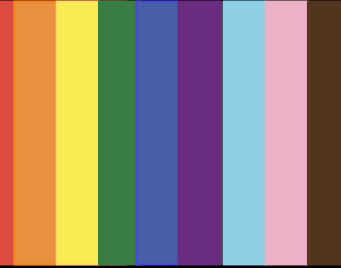
BANK OF AMERICA



SILVER EAGLE
HOUSTON



Thank You!



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