



## **Sponsorship Opportunities**

**ROANOKE PRIDE IN THE PARK  
& PRISM SCHOLARSHIPS  
PROGRAMMING**

**[WWW.ROANOKEPRIDE.ORG](http://WWW.ROANOKEPRIDE.ORG)**



## **Roanoke Pride: Celebrating Diversity and Empowering the LGBTQ+ Community**

Roanoke Pride is excited to present the annual LGBTQ+ festival for the Roanoke Valley and Southwest Virginia. Since the 1989, Roanoke Pride events have been a cornerstone of our community, celebrating the diversity, cultural history, and pride of the LGBTQ+ community.

### **Our Mission**

Roanoke Pride aims to create local, fun, safe, and empowering events where LGBTQ+ and allied individuals can stand together as unique individuals and as a united community. Our goal is to unite as a creative, social, economic, and influential force.

### **2024 Recap and 2025 Preview**

Last year's festival was a tremendous success, with over 10,000 attendees. This diverse crowd offered a unique marketing opportunity for businesses looking to connect with the LGBTQ+ community. We welcome everyone to join us, and we take pride in the continued growth of our events and the affordability for vendors.

### **2025 Festival Dates**

The 33rd Roanoke Pride festival weekend is scheduled for April 27th. Detailed event information will be available as we get closer to the event. We are also excited to continue growing Pride's PRISM Foundation, which supports Housing,

Job Placement, and Education Advancement for LGBTQ+ youth in the region. Our PRISM programs include DESTINY, a weekly support space for high school and college-aged LGBTQ+ youth, and we are now in the fifth year of our Angel Tree Holiday Assistance Program and College Scholarships.

## **Get Involved**

We deeply appreciate your interest in our sponsorship opportunities. If you have any questions or need more information about sponsoring or advertising with Roanoke Pride in 2025, please feel free to contact us at:

- **Email:** [info@roanokepride.org](mailto:info@roanokepride.org)
- **Website:** [www.roanokepride.org](http://www.roanokepride.org)
- **Facebook:** [www.facebook.com/RoanokePride](https://www.facebook.com/RoanokePride)

Roanoke Pride and the PRISM Foundation are independent 501(c)(3) non-profit organizations. Donations to Roanoke Pride can be designated for PRISM or other programs within Roanoke Pride, Inc.

Thank you for your support and for considering a partnership with Roanoke Pride!

## **2025 Roanoke Pride Goals**

- **Showcase Talent:** Highlight a diverse range of exciting, emerging, and cutting-edge talent alongside the best local performers from Southwest Virginia and beyond. Our aim is to offer a dynamic and captivating lineup that resonates with all attendees.
- **Increase Attendance:** Employ robust marketing and communication strategies to attract a larger audience to the festival. By leveraging various channels, we aim to enhance visibility and drive higher turnout.
- **Ensure a Positive Experience:** Foster a fun, safe, and empowering environment for everyone attending the festival. We are committed to creating an inclusive space where all participants feel welcomed and celebrated.
- **Expand Programming:** Develop and implement educational and support programs specifically designed for LGBTQ+ youth and adults. These programs will address key needs and provide valuable resources to the community.
- **Grow PRISM Programs:** Build upon the PRISM Foundation's initiatives, including the DESTINY Youth Weekly Initiative, Angel Tree Holiday Assistance Program, and College Scholarships. Our goal is to further support LGBTQ+ youth through these essential programs.
- **Diversify Community Impact:** Create and support programming and events that cater to various aspects of our diverse community. This includes addressing different interests and needs beyond the LGBTQ+ spectrum to foster a more inclusive environment.
- **Provide ROI for Sponsors:** Offer significant value to our sponsors through detailed demographic insights and return on investment reports. This includes providing data and feedback from events like Pride in the Park to demonstrate the impact of their support.

## **Roanoke Pride Festival Impact**

- **Premier Event:** Roanoke Pride stands as the largest Pride celebration in Virginia and is one of the major Pride events between Atlanta and Washington, D.C. Each year, the festival attracts thousands of attendees, showcasing its importance and extensive reach.
- **Growing Presence:** The festival continues to experience growth, with an increasing number of vendors and sponsors joining each year. For 2025, we anticipate even greater participation and an expanded festival footprint, reflecting the event's growing significance.
- **Enhanced Visibility:** The Roanoke Pride website and social media channels provide extensive exposure for the festival and its sponsors. Our online presence attracts a large and engaged audience, ensuring that your brand is prominently featured.
- **Diverse Audience:** Our festival draws a diverse group of attendees, encompassing a wide range of age groups and backgrounds, both local and visiting. This diversity highlights the festival's broad appeal and its impact on a wide audience.
- **Market Insights:** Engaging with the LGBTQ+ community through Roanoke Pride offers valuable opportunities to connect with a demographic known for its strong brand loyalty and commitment to supporting inclusive businesses. This market represents a significant and influential consumer base.
- **Media Coverage:** Roanoke Pride enjoys extensive media coverage across various platforms, including print, television, radio, and online. This broad media exposure amplifies the festival's reach and enhances its visibility to a wider audience.

# **Benefits of Supporting the Roanoke Pride Festival**

## **Unmatched Exposure**

Sponsoring the Roanoke Pride Festival offers unparalleled visibility to a highly loyal and engaged audience. Whether your goal is to promote products, attract talent, or demonstrate support, your sponsorship connects you with a community that values organizations committed to safety and inclusivity. Beyond the festival, sponsors gain year-round visibility through the Roanoke Pride website and our communications channels, enhancing your brand's presence in a significant media market.

## **Advertising and Promotions**

Depending on your sponsorship level, your company will benefit from:

- **Logo Placement:** Prominent display of your company logo on festival materials and our website.
- **Digital Reach:** Inclusion in social media mentions and email distributions.
- **Program Guides:** Exposure in our full-color program guides, widely distributed across Southwest Virginia and available online at [RoanokePride.org](http://RoanokePride.org).

## **Build Customer Awareness and Loyalty**

Partnering with Roanoke Pride provides substantial exposure to the LGBTQ+ community and its allies. The festival not only offers a delightful experience for attendees but also builds meaningful connections for sponsors. Your support signals a commitment to values beyond commerce, strengthening your brand's recognition and loyalty in Southwest Virginia.

## **Social Responsibility**

Sponsoring Roanoke Pride offers the rewarding experience of making a positive impact. By participating, your company demonstrates genuine support for the LGBTQ+ community and showcases its commitment to social responsibility.



## **FESTIVAL VENDOR OPPORTUNITIES**

**APRIL 27, 2025 - Elmwood Park - Roanoke**

Roanoke Pride, Inc. and the PRISM Foundation are excited to welcome you to the 33rd Pride in the Park Celebration! We are looking forward to working with you again this year and would like to extend a special welcome to our new vendors. We are thrilled to announce that this year's event will span an entire weekend, with a return to our newly renovated Elmwood Park location on Sunday. The updates to the venue have created a more efficient and enjoyable setup for festivals.

While we are still finalizing details with the city, the information below should answer most of your questions. Sunday's festivities will include various entertainment options, a second stage, new interactive events, and more. Let's get the ball rolling to plan the best Pride Festival ever!

Please contact us at [info@roanokepride.org](mailto:info@roanokepride.org) if you have any questions.

### **VENDOR INFORMATION**

- Spaces are 10 ft by 10 ft.
- Sponsors may be allocated multiple 10 ft x 10 ft spaces according to their sponsorship levels (please see the next page).
- Food vendor spaces are allocated as needed (Food vendors will most likely be set up on Franklin Rd).

- Electricity is provided on a first-come, first-served basis and cannot be guaranteed. You must bring your own extension cords.
- Our festival hosts thousands of people. With the formation of Roanoke Pride's new PRISM Foundation, we expect significant growth in the coming years.
- Vendors are expected to provide their own shelter. The festival takes place rain or shine.
- Vendors may start arriving on-site at 8:00 am on Sunday and are asked to remain onsite until the conclusion of the festival. (Subject to change as more information becomes available.)

#### **DEFINITIONS OF VENDOR CATEGORIES:**

- **Non-profit & Education:** Charities, service organizations, colleges, and private schools
- **For-Profit:** Any business or entity that sells merchandise or provides services for profit
- **Political:** Any vendor associated with a political campaign
- **Food:** Any vendor selling concession products

#### **VENDOR RATES:**

- Nonprofit & Education: \$125
- For-Profit: \$225
- Political: \$250
- Food: \$290

Please email us for online payment options or to arrange for a mailed payment.

Thank you all for your support of Roanoke Pride & The PRISM Foundation!



## **2025 Sponsorship Opportunities & Levels**

### **Community Partner: (In-Kind - Non-Profit Only)**

### **Pride Ambassador: \$100 - \$500**

- Printed recognition on all sponsor pages of the website

### **Bronze: \$1,200**

- Recognition in the Roanoke PRIDE Guide (Guide may be an electronic magazine)
- Printed recognition on all sponsor pages of the website
- Banner Hung (Company Provided)
- (1) Vendor Spot
- Logo on Website

### **Silver: \$2,500**

- Recognition in the Roanoke PRIDE Guide (Guide may be an electronic magazine)
- Acknowledgment from the Roanoke PRIDE Stage
- Website link on the Roanoke Pride website
- Special mention on social media
- (2) Vendor Spots
- Banner Hung (Company Provided)

### **Gold: \$4,000**

- Recognition in the Roanoke PRIDE Guide (Guide may be an electronic magazine)
- (2) Vendor Spots
- Roanoke Pride website logo placement
- Special mention on each of the Roanoke Pride's social media sites
- Acknowledgment from the Roanoke PRIDE Stage
- Company logo recognition on all Sponsor Pages
- Banner Hung (Company Provided)

### **Platinum: \$6,500**

- (2) Premium Vendor Spots
- Mention in print media
- Full page color ad in the Roanoke PRIDE Guide (Guide may be an electronic magazine)
- Roanoke PRIDE Sponsor Page logo and link
- Special mentions on each of the Roanoke Pride and The Park social media sites
- Acknowledgment from the Roanoke PRIDE Stage
- Printed logo recognition on all Sponsor Pages
- Banner Hung (Company Provided)

### **Ruby Sponsor: \$10,000**

- Mention in all radio & print media
- Premium placement full page color ad in the Roanoke PRIDE Guide (Guide may be an electronic magazine)
- Full page ad in 2 Community Newsletters
- (2) Premium Vendor Spaces at the Roanoke PRIDE Festival
- Roanoke PRIDE site-wide branding
- Special mentions on each of the Roanoke Pride and The Park social media sites
- Multiple acknowledgments from the Roanoke PRIDE Stage
- Printed logo recognition on all sponsor pages
- Link on the Roanoke PRIDE website
- Banner Hung (Company Provided)
- Access and recognition at other pride-related events

### **Presidential Sponsor: \$15,000**

- (3) Premium Vendor Spaces at the Roanoke PRIDE Festival
- Mention in all radio & print media
- 2 Full page color ads (back page and inside cover) in the Roanoke PRIDE Guide (Guide may be digital)
- Roanoke PRIDE website branding
- Special mentions on each of the Roanoke Pride and The Park social media sites
- Acknowledgment from the Roanoke PRIDE Stage and an opportunity to speak
- Printed logo recognition on all sponsor pages
- Premium sponsor link and logo placement on the Roanoke PRIDE website
- Banner Hung (Company Provided)
- Access and recognition at other pride-related events