



# **Sponsorship Opportunities**

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

**We are Here! We are Proud! We are Unstoppable!**



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

# **Roanoke Pride: Celebrating Diversity and**

## **Empowering the LGBTQ+ Community**

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

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## **Our Mission**

Roanoke Pride creates local, fun, safe, and empowering events where LGBTQ+ individuals and allies can stand together—both as unique individuals and as a united community. Our mission is to unite our community as a creative, social, economic, and influential force.

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## **2025 Recap & 2026 Outlook**

Last year's festival welcomed **over 10,000 attendees**, making it one of the most successful Pride celebrations in our history. This diverse and engaged audience continues to offer an exceptional opportunity for businesses and organizations to connect meaningfully with the LGBTQ+ community and its allies.

As we look ahead to 2026, we are excited to build on this momentum while continuing our commitment to accessibility, growth, and affordability for vendors and partners.

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## **2026 Festival Date**

**The 34th Annual Roanoke Pride Festival**  
**April 26, 2026**  
**Elmwood Park – Roanoke, Virginia**

Additional event details will be announced as the festival approaches.

# 2026 Roanoke Pride Goals & Community Impact

Roanoke Pride is a cornerstone celebration of visibility, inclusion, and community engagement in Southwest Virginia. As we look toward 2026, our goals focus on expanding impact, strengthening programming, and ensuring a meaningful experience for attendees, partners, and sponsors.

## 2026 Goals

Roanoke Pride is committed to **showcasing diverse and innovative talent**, highlighting emerging performers alongside exceptional local artists from Southwest Virginia and beyond. By blending regional and national acts, the festival continues to reflect the creativity and diversity of the LGBTQ+ community.

Increasing festival attendance remains a priority. Through targeted marketing, strong communication strategies, and regional outreach, Roanoke Pride aims to grow participation and expand its visibility across Virginia and neighboring states.

Ensuring a **fun, safe, and inclusive environment** is central to every aspect of the event. Roanoke Pride works to create a welcoming, empowering space for people of all ages, identities, and backgrounds.

Beyond the festival, Roanoke Pride continues to **expand year-round programming**, including educational and support initiatives for LGBTQ+ youth and adults. Key PRISM programs—such as DESTINY, Angel Tree, and College Scholarships—will continue to grow, providing direct support and long-term opportunities for LGBTQ+ youth.

Roanoke Pride is dedicated to **diversifying its community impact** by supporting programs that reflect the wide range of identities and experiences within the broader community. At the same time, the organization remains focused on delivering measurable value to sponsors through demographic insights, visibility metrics, and post-event impact reporting.

## Festival Impact

Roanoke Pride is the **largest Pride celebration in Virginia** and one of the most prominent Pride events between Atlanta and Washington, D.C. Each year brings increased participation from vendors and sponsors, along with strong digital engagement through the Roanoke Pride website and social media platforms.

The festival attracts a **diverse, values-driven audience** and receives extensive print, radio, television, and online media coverage—amplifying its reach while reinforcing Roanoke Pride's role as a regional leader in inclusion, advocacy, and community connection.

# Benefits of Supporting Roanoke Pride

## Unmatched Exposure

Sponsorship provides high-impact visibility to a loyal and engaged audience. In addition to festival-day recognition, sponsors receive year-round exposure through Roanoke Pride's digital and communications platforms.

## Advertising & Promotions

Depending on sponsorship level, benefits may include:

- Logo placement on festival materials and website
- Social media and email promotion
- Inclusion in the Roanoke PRIDE Guide (print and/or digital)

## Customer Awareness & Loyalty

Your support signals genuine commitment to inclusion, strengthening brand trust and long-term loyalty throughout Southwest Virginia.

## Social Responsibility

Partnering with Roanoke Pride demonstrates meaningful support for the LGBTQ+ community and reinforces your organization's commitment to equity and inclusion.

## Get Involved

We sincerely appreciate your interest in sponsoring and supporting Roanoke Pride. If you have questions or would like additional information, please contact us:

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

Roanoke Pride and the PRISM Foundation are independent 501(c)(3) nonprofit organizations. Donations to Roanoke Pride may be designated for PRISM or other Roanoke Pride, Inc. programs.

Thank you for considering a partnership with Roanoke Pride!

# **Festival Vendor Opportunities**

**April 26, 2026 – Elmwood Park, Roanoke**

Roanoke Pride, Inc. and the PRISM Foundation proudly welcome vendors to the **34th Pride in the Park Celebration**. The festival will once again utilize the beautifully renovated Elmwood Park, offering an improved layout, expanded programming, and enhanced attendee experience.

Sunday festivities will feature multiple stages, interactive experiences, and a wide variety of entertainment.

For questions, please contact [info@roanokepride.org](mailto:info@roanokepride.org).

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## **Vendor Information**

- Vendor spaces are **10 ft x 10 ft**
  - Sponsors may receive multiple spaces based on sponsorship level
  - Food vendors will be placed as needed (typically along Franklin Road)
  - Electricity is limited and first-come, first-served (extension cords required)
  - Vendors must provide their own shelter (event is rain or shine)
  - Load-in begins at **8:00 AM** on Sunday (subject to change)
  - Vendors are expected to remain onsite until festival conclusion
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## **Vendor Categories**

- **Non-Profit & Education:** Charities, service organizations, colleges, schools
  - **For-Profit:** Businesses selling goods or services
  - **Political:** Campaign-affiliated organizations
  - **Food:** Vendors selling prepared food or beverages
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## **Vendor Rates**

- Non-Profit & Education: **\$125**
- For-Profit: **\$225**
- Political: **\$250**
- Food Vendors (60 mile radius only): **\$290**

Payment options are available online or by mail—please email for details.

## **2025 Sponsorship Opportunities & Levels**

### **Pride Ambassador — \$100–\$500**

- Printed recognition on all sponsor pages of the Roanoke PRIDE website
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### **Bronze Sponsor — \$1,200**

- Recognition in the Roanoke PRIDE Guide (*may be an electronic magazine*)
  - Printed recognition on all sponsor pages of the website
  - Company-provided banner displayed at event
  - (1) Vendor space
  - Logo placement on the Roanoke PRIDE website
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### **Silver Sponsor — \$2,500**

- Recognition in the Roanoke PRIDE Guide (*may be an electronic magazine*)
  - Acknowledgment from the Roanoke PRIDE stage
  - Website link on the Roanoke PRIDE website
  - Special mention on Roanoke PRIDE social media
  - (2) Vendor spaces
  - Company-provided banner displayed at event
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### **Gold Sponsor — \$4,000**

- Recognition in the Roanoke PRIDE Guide (*may be an electronic magazine*)
- (2) Vendor spaces
- Logo placement on the Roanoke PRIDE website
- Special mention across all Roanoke PRIDE social media platforms
- Acknowledgment from the Roanoke PRIDE stage
- Company logo recognition on all sponsor pages
- Company-provided banner displayed at event

### **Platinum Sponsor — \$6,500**

- (2) **Premium** vendor spaces
- Mention in print media

- Full-page color ad in the Roanoke PRIDE Guide (*may be an electronic magazine*)
  - Logo and link on the Roanoke PRIDE Sponsor Page
  - Special mentions on Roanoke PRIDE and The Park social media platforms
  - Acknowledgment from the Roanoke PRIDE stage
  - Printed logo recognition on all sponsor pages
  - Company-provided banner displayed at event
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## Ruby Sponsor — \$10,000

- Mention in all radio and print media
  - Premium placement full-page color ad in the Roanoke PRIDE Guide (*may be an electronic magazine*)
  - Full-page ad in two community newsletters
  - (2) **Premium** vendor spaces at the Roanoke PRIDE Festival
  - Site-wide branding on the Roanoke PRIDE website
  - Special mentions on Roanoke PRIDE and The Park social media platforms
  - Multiple acknowledgments from the Roanoke PRIDE stage
  - Printed logo recognition on all sponsor pages
  - Website link on the Roanoke PRIDE website
  - Company-provided banner displayed at event
  - Access and recognition at additional PRIDE-related events
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## Presidential Sponsor — \$15,000

- (3) **Premium** vendor spaces at the Roanoke PRIDE Festival
- Mention in all radio and print media
- Two full-page color ads (*back cover and inside cover*) in the Roanoke PRIDE Guide (*may be digital*)
- Website branding on the Roanoke PRIDE website
- Special mentions on Roanoke PRIDE and The Park social media platforms
- Acknowledgment from the Roanoke PRIDE stage **with opportunity to speak**
- Printed logo recognition on all sponsor pages
- Premium logo placement and sponsor link on the Roanoke PRIDE website
- Company-provided banner displayed at event
- Access and recognition at additional PRIDE-related events