

# OURfest 2025

## Sponsorship Opportunities



**Philly Pride 365 Presents: OURfest – National Coming OUT Day Festival**  
**Philadelphia, PA — October 12, 2025**



## 2025 Theme

### **Out Loud, Out Front: Power, Protection & Pride**

OURfest is the nation's only large-scale celebration dedicated to National Coming OUT Day. It is a free, family-friendly festival rooted in joy, equity, and resilience.

### **Why Sponsor OURfest?**

- **Reach 100,000+ attendees in the heart of Philadelphia's Gayborhood.**
- **Align with LGBTQ+ visibility, equity, and resilience.**
- **Support voter engagement, wellness programming, queer arts, and youth/family spaces.**
- **Show your business is Out Loud, Out Front in support of LGBTQ+ communities.**

# PURPOSE

## PHILLY PRIDE 365

### Elevate LGBTQ+ Visibility:

Highlight the resilience, contributions, and diversity of the community.

### Foster Inclusivity:

Create safe and welcoming spaces for all, including youth, families, elders, and those with disabilities.

### Inspire Pride Every Day:

Celebrate individual journeys, cultural heritage, and the collective spirit of the LGBTQ+ community through innovative and intentional events.

### Build Bridges:

Strengthen partnerships with local organizations, businesses, and allies to promote advocacy, resources, and equity for everyone.



## Sponsorship Packages

We invite you to partner with Philly Pride 365 by investing in one of our tailored sponsorship packages, designed to maximize visibility, community impact, and brand alignment with the nation's only National Coming OUT Day Festival.



## OURfest Sponsorship

- BRAND AWARENESS
- VISIBILITY
- COMPANY RECOGNITION
- FESTIVAL RECOGNITION
- COMMUNITY ENGAGEMENT

October 10<sup>th</sup> - 12<sup>th</sup>

			MAIN STAGE SPONSOR RECOGNITION	LOGO ON HOME & SPONSOR PAGE ON WEBSITE	PRINTED GUIDE ADVERTISEMENT	SOCIAL MEDIA POSTS	DEDICATED EMAIL BLAST	STAGE SPEAKING MOMENT	VENDOR BOOTH	BRANDED MERCH
PRESENTING \$100K						3			30 x 30	
DIAMOND \$35K						2			20 x 10	
GOLD \$20K						1			10 x 10	
SILVER \$10K						1			10 x 10	
BRONZE \$5K						1			10 x 10	
COMMUNITY \$2K PARTNER			SPONSOR LISTING ONLY			1			10 x 10	

## BRICK AND MORTOR BUSINESSES



# Philly Gayborhood Home Sponsorship

(For local Food and Beverage businesses looking to support and celebrate community)

	STICKER ACKNOWLEDGMENT OF PRIDE SUPPORT	TICKETS TO THE AUXILIARY EVENTS	INCLUSION INTO THE FESTIVAL GROUND FOOTPRINT ACTIVITY ZONES	P365 WEBSITE BRANDING	PRINTED GUIDE AD	SOCIAL MEDIA POSTS	CARRYOUT OR OUTDOOR BAR SERVICE
<b>PLATINUM \$5K</b> *LARGE BARS THAT INCLUDE MORE THAN ONE SERVICE BAR PER LOCATION DURING ORDINARY PEAK SERVICE*	2	3				3	
<b>GOLD \$2.5K</b> *SMALL BARS THAT HAVE A SINGLE SERVICE BAR DURING ORDINARY PEAK OPERATIONS*	1	2				1	
<b>GLITTER \$150</b> *EXCLUDES CARRYOUT ALCOHOL SERVICE*	1	2				1	

## Events & Activations Schedule

**Sunday October 12<sup>th</sup>, 2025**

**12:00 PM – Festival Begins (Philadelphia Gayborhood)**

**1:00 PM – 6:00 PM – Community Programming & Performances:**

- Main Stage + Youth & Healing Stages
- Local & National LGBTQ+ Resource Booths
- Queer Art, Drag & Music Showcases
- Kids & Family Programming
- Health, Wellness & Mental Health Zones

**6:00 PM – Festival Concludes**





# The Festival

## 50,000

Estimated Attendance

### 30,000

Engaged with Wellness initiatives  
in POP Wellness

### 12,000

Engaged in Youth and Family  
Section

### 3,000

Sober Zone

\*ATTENDANCE IS CALCULATED BY DRONE FOOTAGE, MEASUREMENTS OF SQUARE FOOTAGE AND DISTRIBUTED WRISTBANDS IN SELECT AFFINITY SPACES AT THE MARCH AND ON THE FESTIVAL GROUND FROM 10AM - 8PM

\*\*ATTENDANCE IS ESTIMATED AS THIS WAS NOT A TICKETED EVENT

## Additional Events:

- **Loud & Proud: National Coming OUT Day Poetry Slam (Date/Location TBD)**
- **Living Loud: Trans Health, HIV & Long-Term Survivors Roundtable (Date/Location TBD)**
- **UNLEASHED: Sex-Positive & Power-Full (Date/Location TBD, 21+)**
- **OURfest Soul Salon: Our Rhythm, OUR Blues Stage (Festival Day: 10/12)**
- **OURfest MainStage (Festival Day: 10/12)**



## Additional Sponsorship Opportunities

**Entertainment Stage Sponsorship: \$10,000+**

**Marketing Benefits for Sponsors:**

**Digital:** Social media shout-outs, email blast logos, and website features.

**On-Site Presence:** Booth spaces, banners, and promotional materials throughout the festival.

**Exclusive Perks:** VIP access passes, tailored branding opportunities, and year-round visibility.

**In-Kind Donations:** Contributions of goods or services are welcomed and recognized with tailored promotional benefits, offering creative ways to align your brand with the spirit of Pride.



## CONTACT US



For partnership inquiries or custom sponsorship packages:

**Email:** [Girly@E3Twenty.net](mailto:Girly@E3Twenty.net)

**Organization Website:**  
[www.phillypride365.org](http://www.phillypride365.org)

[www.e3twenty.net](http://www.e3twenty.net)





THANK YOU



[CLICK HERE TO WATCH  
OUR RECAP VIDEO](#)