



Curating experiences
that exceed expectations
and **transform**
communities.

PARTNERSHIPS
OPPORTUNITIES



LEGACY • UNITY • VISIBILITY

ABOUT GALAEI'S PHILLY PRIDE ³⁶⁵



MISSION: Galaei's Philly Pride 365 program provides crucial opportunities for our community to join together in celebration, find family, get resources, and share the love, art, and joy that are hallmarks of our community.

Galaei announces its Philly Pride 365 program "**Philly LGBTQ+ LUV: LEGACY UNITY and VISIBILITY**" for Philly Pride 2025, with a whole weekend of fun, and entertainment, featuring over 200+ vendors and all the early details for the Philadelphia and the tri states largest annual Pride celebration.

MAY 30TH - JUNE 1ST



Vision & Mission

Philly Pride 365 envisions a world where Pride is woven into everyday life, ensuring visibility, support, and celebration of LGBTQ+ individuals and their allies throughout the year.

PURPOSE

GALAEI'S 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.



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WWW.PHILLYPRIDE365.ORG



The Festival

BE You: The Festival is a vibrant and inclusive celebration of LGBTQ+ Pride, attracting approximately 110,000 attendees in 2024. The festival highlights the resilience, diversity, and joy of the LGBTQ+ community through thoughtfully curated spaces and experiences that cater to all ages and needs.





LEGACY • UNITY • VISIBILITY

The Festival

110,000

Estimated Attendance

30,000	12,000	3,000
Engaged with Wellness initiatives in POP Wellness	Engaged in Youth and Family Section	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*



Youth and Family Zone



A dedicated area for LGBTQ+ youth and families featuring bounce houses, game trucks, family-friendly performances, chest-feeding and changing stations, and free water and snacks.



ZONES

Sober Vibes



An alcohol-free space hosted at Writer's Block Rehab, offering performances and a mocktail bar for adults who enjoy sober living. While focused on adults, this space is open to all ages.



Decompression Zone



Designed for community elders and individuals with visible and invisible disabilities, this area provides shaded seating, cooling stations, wheelchair charging docks, free water, snacks, and adult changing stations. Coordinated with Disability Pride PA, it ensures accessibility and care for all.



POP Wellness Zone



A wellness hub providing resources for health, housing, education, and employment. Attendees can access testing, case management, and other critical services through local partnerships.



ZONES

Vice (18+)



A curated adult-only space featuring workshops on kink and consent, resource tables, leather goods shops, and safe sex giveaways. This area celebrates exploration and inclusivity in a supportive environment.



Legacy Lane



A curated space where we showcase the pioneers, newsmakers, activists, and community members that helped shape our community and continue to work for equality and visibility.



Stonewall Sport Zone



In collaboration with Stonewall Sports, this area is designed to bring the community together through engaging and inclusive activities geared towards teens (16+) and adults. Attendees can participate in games, friendly competitions, and other recreational events curated by the Stonewall Sports Organization, fostering connection and fun in a supportive environment.



ZONES
Food Truck Market



Partnering with TheFoodTruckLady, the Food Truck Market offers a wide range of culinary delights, ensuring attendees can explore the diverse tastes of Philadelphia without leaving the festival grounds. From quick snacks to gourmet meals, this market caters to all preferences and price points, keeping everyone nourished and energized for the day’s events.



Retail Marketplace



This dynamic marketplace serves as a hub for small businesses, nonprofits, and grassroots organizations to showcase their offerings and connect with the community. Attendees can shop for unique goods, discover local services, and engage with organizations making a difference, fostering a spirit of support and collaboration within the LGBTQ+ and allied communities.

The Stages

The Muses Stage:

The festival's main stage features larger acts and performances, interwoven with DJ sets by talented local producers. This central hub sets the tone for the celebration with dynamic energy and entertainment.

Bailar Con Amor Stage:

Dedicated to honoring Queer and Trans Black and Brown traditions, this stage highlights Afro-Latinx heritage through music, performances, and dancing. It's a vibrant celebration of culture, art, and expression.

Millennium Stage:

In collaboration with DJ Robert Drake and DJ Carl Michaels, this stage celebrates iconic sounds from the New Wave era, as well as 80s and 90s pop hits that have shaped the LGBTQ+ community. A nostalgic and fun experience for all generations.

Kiki Alley Stage:

A space devoted to uplifting the joy, art, and culture of the ballroom community. This stage is a love letter to vogue and an opportunity to celebrate the creativity and expression of Black and Brown LGBTQ+ individuals.





The March

The **March** is an open and inclusive celebration, inviting all members of the LGBTQ+ community and allies to participate without the need for registration. Floats and vehicles are not included, allowing the focus to remain on the collective spirit and togetherness of the marchers.

Before the march begins, attendees can enjoy speeches, music, and a joyful gathering to set the tone for the event. Whether marching solo, with friends and family, or as part of an organization aligned with Galaei's mission, this march through Philadelphia is a vibrant display of pride, unity, and resilience.





Presenting Sponsorship

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

Brand Awareness Company Recognition

	Mainstage Visibility	P365 Website	VIP Pride Passes	Printed Guide Ad	Social Media	Email Blast	Stage AD	Vendor Booth	Merch
PRESENTING \$100k		8			3			10 x 30	
DIAMOND \$25K		5			2			10 x 20	
GOLD \$10K		3			1			10 x 10	
SILVER \$5k		1			1			10 x 10	
BRONZE \$2K		1			1			10 x 10	
COMMUNITY \$1K PARTNER		N/A			1			10 x 10	

*Discount Available



Digital Media & Press Opportunities

Press Release Features

- Opportunity for your brand to be featured in pre-event and post-event press releases distributed to local and national media outlets.
- Showcase your partnership with the largest Pride celebration in the tri-state area.

Media Coverage Opportunities

- **TV Slots:** Partner mentions during interviews or event coverage on local and regional television networks.
- **Name Drops:** Sponsorship recognition in on-air event promotions, news stories, and feature segments.

Digital Marketing Benefits

- **Social Media Shout-Outs:** Brand highlights on Philly Pride 365's social platforms (Facebook, Instagram, Twitter).
- **Website Features:** Logo placement and company spotlight on the official event website, attracting thousands of visitors.
- **Email Campaigns:** Inclusion in email blasts to thousands of subscribers leading up to the event.

Exclusive Media Perks for Sponsors

- Behind-the-scenes interviews with Galaei leadership and performers.
- Customizable content opportunities (e.g., branded video segments or blogs).



Additional Sponsorship Opportunities

Entertainment Stage Sponsorship: \$10,000+

PRIDE Pop Wellness Zone: \$5,000+

Parade Sponsorship (e.g., *Progressive Pride Flag, Balloon Sponsors*):
\$4,500–\$6,500

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:

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