



In fact, almost all U.S. cities experience a Pride related bump in rideshare activity. The average effect across 15 cities with popular Pride events is a remarkable 13% (for context, the average impact on a city when Taylor Swift comes to town is 7.6%) ****







- 90% of LGBT people reported purchasing decisions influenced by sponsorship of LGBT events and organizations.
- 75% of LGBTO adults have switched products or services because a competing brand was supportive of their community.
- Even if a brand is costlier or less convenient, 71% of LGBTO consumers will remain loyal to that brand if it's supportive of their community.

AVG HIGH AVGLOW AVG HUMIDITY

78° JUNE 89°

100% 63%

FEBRUARY

72°

59°

20%

22%





THE US LGBTQ+BUYING POWER ESTIMATES SURPASSED*

JUNE PRIDE HAD AN ECONOMIC IMPACT IN ST PETE OF

> 67-2 MILLION **INCLUDING** .6 MILLION

DIRECT SPENDING FROM ATTENDEES **

LGBTQ+HOUSEHOLDS SPENT AN AVERAGE OF \$4,135 AT RETAIL STORES,

HAN NON-LGBTQ+ CONSUMERS***





ANNUAL SPEND ON TRAVEL BY LGBTQ+ PEOPLE WORLDWIDE*

218 BILLION



HAD A VERY STRONG INAUGURAL YEAR!

50,000+ATTENDERS ACROSS 11



JUNE PRIDE ALSO BROUGHT IN

* LGBT CAPITAL RESEARCH CENTER ** DESTINATION ANALYSTS A PARTNER OF VISIT ST. PETE/CLEARWATER *** NEILSON LGBTQ CONSUMER REPORT

EXCLUSIVE NAMING RIGHTS FOR WINTER PRIDE EVENT SPEAKING OPPORTUMITY AT OPENING & CLOSING	0	1 SIGNATURE	1 SHOWCASE	[]	1 1	1 1	
SPEAKING OPPORTUNITY SPONSORED EVENT	1	0	0	I	1	1	Ĭ
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL	ALL EVENTS EXCEPT PELICAN BALL	SIGNATURE EVENT, DRAG RACE & STREET FESTIVAL	SHOWCASE EVENT, DRAG RACE & STREET FESTIVAL	1	1	1	Į.
H INCORPORATED INTO WINTER PRIDE LOGO	0	1	Ĩ	1	1	1	1
N INCORPORATED INTO SIGNATURE EVENT 1060		6					
U INCORPORATED INTO SHOWCASE EVENT			0				
WEBSITE FOR I YEAR WITH CLICKABLE LINK	0	0	0	0	0	0	6
C CUSTOMIZED SPONSOR MARQUE FOR MAJOR	O	0	6				
L LOGO ON ENTRANCE AND LED SCREENS	0	O	0	0	O	0	0
COMPLIMENTARY AD IN WINTER PRIDE PROGRAM	2 PAGES PREMIUM PLACEMENT	2 PAGES	1 PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	Î
BOOTH LOCATION	ALL EVENTS EXCEPT PELICAN BALL	1 SHOWCASE EVENT, DRAG RACE & STREET FESTIVAL	1 SHOWCASE EVENT, DRAG RACE & STREET FESTIVAL	STREET FESTIVAL	STREET FESTIVAL	STREET FESTIVAL	STREET FESTIVAL
SOCIAL MEDIA MENTIONS ON WINTER PRIDE SOCIALS	0	0	0	•	0	ſ	
MENTIONS IN ALL PRESS RELEASES AND MEDIA COVERAGE	0	Ĵ	1	I	I		1
VIP TICKETS TO MAJOR EVENT/S	10 VIP TICKETS TO ALL EVENTS	6 VIP TICKETS TO ALL EVENTS	8 VIP TICKETS TO ALL SIGNATURE EVENTS	4 VIP TICKETS TO 5 SHOWCASE EVENTS	4 VIP TICKETS TO I SHOWCASE EVENT	2 VIP TICKETS TO 1 SHOWCASE EVENT	1 VIP TICKET TO I SHOWCASE EVENT
BANNER SPACE AT DRAG RACE 84" X 36"	6 BANNERS SPONSOR SUPPLIED	4 BANNERS SPONSOR SUPPLIED	2 BANNERS SPONSOR SUPPLIED	I BANNERS SPONSOR SUPPLIED	I BANNERS SPONSOR SUPPLIED	1	Į
BRANDED VIP LOUNGE AT SIGNATURE EVENT	Î	0	1	ĵ	1	1	1
FREE CAR ENTRY INTO DRAG RACE	0	0	1	1	Ţ	1	Ì

UNLIMITED \$2,500

UNLIMITED \$5,000

UNLIMITED \$10,000

UNLIMITED \$15,000

\$25,000

\$50,000

\$100,000

LIMITED TO DONATION

0

EXCLUSIVE NAMING RIGHTS FOR WINTER PRIDE

4

SPONSOR

SAPPHIRE

AOSNO42

MUNITA19 Rosnogs

SPONSOR EVENT SHOWCASE

SIGNATURE EVENT SPONSOR

SPONSOR WINTER PRIDE

2026 SPONSOR LEVELS









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We love Our Sponsons!











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Epit . Comment Japas . Callety



GBTQIA+ people of color have a always been the backbone of our movement-leading, lighting, and shaping progress despite facing raciam and discrimination from both outside and within our own community. From Morsha P. phinson to Bayerd Rustin, their rour age paved the way for the readoms we have today. Their voices matter. Their stories deserve to be told. Their

presence makes our community stronger, richer, and more powerful. Today and always, we celebrate, uplift, and fight for the Black and Brown queer and trans trailblazers who continue to





Efut - Committee Jupes - Callet



Sylvia Rivera at Stonewall to today's redentious fight for rights, the trans community has always led with courage. Despite of decades of discrimination, violence, and political attacks, they continue to push forward—domanding visibility, dignity, and pactice. Their fight is our fight. Their strengths our strength. Mow, more than over, we must stand beside them, uplift their violes, and protect their rights, Progress calists

lets them Then by Exencely In One is left



Sponsor Story Pillars

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Support Those Who Support You!

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THANKYOU FOR
MAKING A
DIFFERENCE IN OUR
GREAT COMMUNITY!

