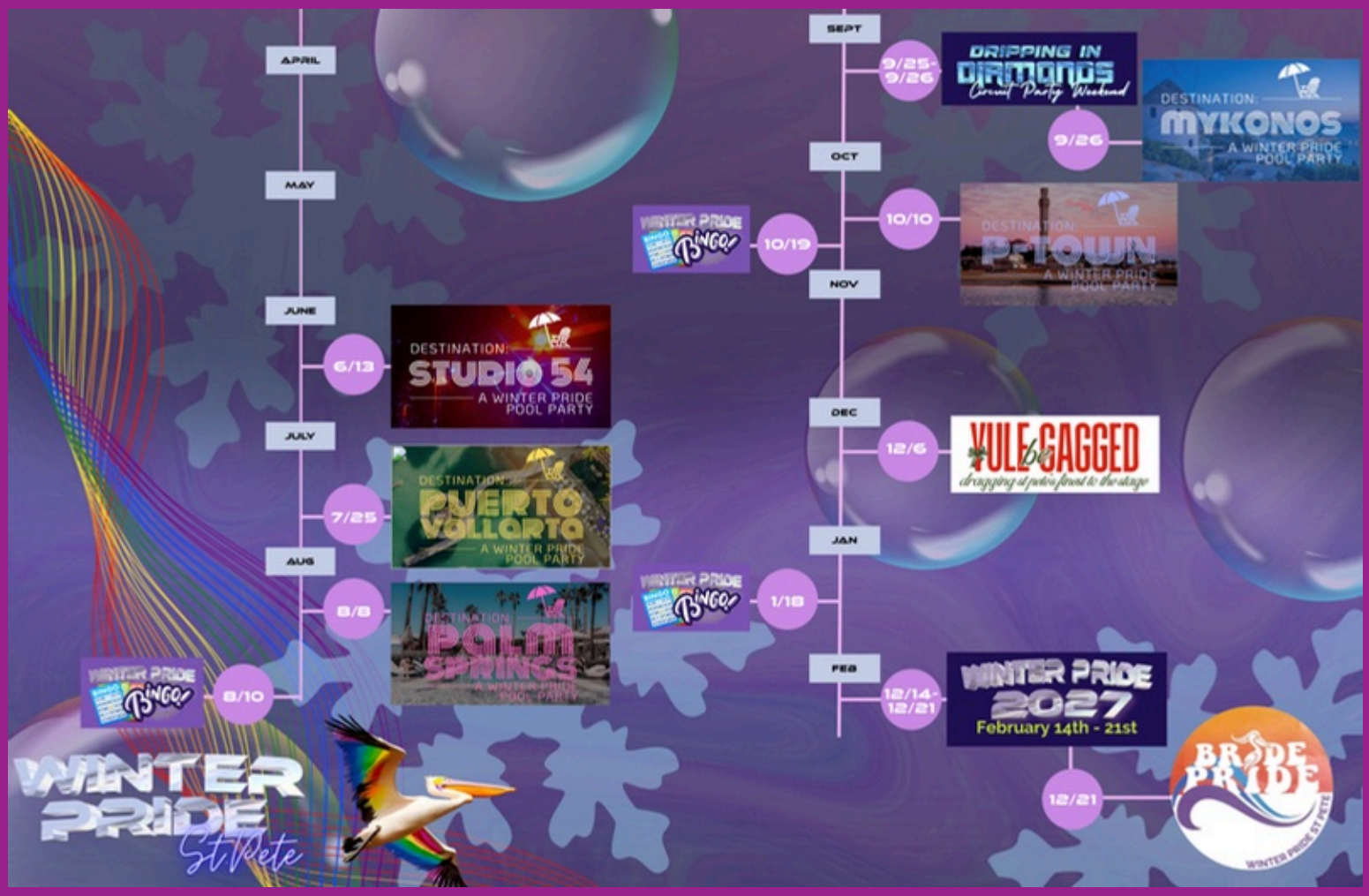




***FEBRUARY 14 - 21***

**2027  
SPONSOR OPPORTUNITIES**

# A FULL YEAR OF EVENTS



## YULE BE GAGGED THE HILLARIOUSLY FUN HOLIDAY HIT RETURNS DECEMBER 6<sup>TH</sup>

**YULE be GAGGED**  
*dragging st peles finest to the stage*  
a fundraiser benefiting 

**FEATURED PERFORMERS**

SALIM ROUWAYNEH BIG GROUP	JASON FIELDS BAYCARE
DR BOB WALLACE DR. THE GOLDEN BULL	JOSH BEADLE GAGGOUTABOUT.COM
JENNIFER ROGERS COCKTAIL	PRESTON SCOTT F. EDWARDS & SONS
PAUL FIFER THE SATELLITE SQUAD	LEE PEARLMAN PEARLMAN LAW GROUP
PASTOR ANDY OLIVER ALL IN THE NAME	

*busted or beautiful*  
Sunday, December 7<sup>th</sup> 1-4pm  
The Wet Spot  
*you decide!*




# DRIPPING IN DIAMONDS EXPANDS WITH AN ENTIRE WEEKEND LINEUP

NOW SEPTEMBER 25<sup>TH</sup> AND 26<sup>TH</sup>



*dripping in diamonds*  
WINTER PRIDE'S PREMIER CIRCUIT PARTY

25	September 2027	10pm to 3am	TBD
----	----------------	-------------	-----

HIGH ENERGY CIRCUIT PARTY  
HOTTEST CIRCUIT DJs  
**HEADLINER DJ**  
LIGHTS, LASERS AND BIG ENERGY  
**LOCAL TALENT**  
HOSTED AT ST PETE'S PREMIER ENTERTAINMENT DESTINATION

**TICKETED EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE



*still dripping in diamonds*  
WINTER PRIDE'S PREMIER PARTY AFTER THE PARTY

28	SEPTEMBER 2026	3am to 7am	TBD
----	----------------	------------	-----

KEEP THE CIRCUIT PARTY GOING - THE AFTER PARTY  
**HEADLINER DJ**  
LIGHTS, LASERS AND BIG ENERGY  
**DANCING TILL DAWN**

**TICKETED EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

DESTINATION: 

**MYKONOS**

A WINTER PRIDE POOL PARTY

26	SEPTEMBER 2026	11am to 5pm	The Wet Spot 2355 Central Avenue
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# 2027 EVENTS

## FEBRUARY 14 - 21



**WINTER PRIDE**  
*One Love Opening Party*  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*One Love Opening Party*  
14 February 2027 12pm to 5pm Central Avenue Between 23rd and 25th

**CELEBRATING YOU!  
VALENTINES DAY  
FOOD TRUCKS  
LOCAL VENDORS**  
STAGE WITH ALL-DAY ENTERTAINMENT  
LIVE LOCAL ENTERTAINMENT  
LOCAL BUSINESSES  
PRIDE HISTORY EDUCATION



**WINTER PRIDE**  
*Pelican Ball*  
**TICKETED EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*Pelican Ball*  
19 February 2027 8pm to 12pm TBD

GLAMOR WITHOUT THE RULES  
IMMERSIVE ART EXPERIENCES  
FOOD, ART & PHILANTHROPY  
**OPEN BAR  
LIVE AUCTION**  
HEADLINER ENTERTAINMENT



**WINTER PRIDE**  
*kaleidoscope*  
*A Colorful Evening of the Arts*  
**TICKETED EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*kaleidoscope*  
*A Colorful Evening of the Arts*  
15 February 2027 7pm Free Fall Theater 6099 Central Avenue

A COLORFUL EVENING OF ART AND ENTERTAINMENT  
SUPPORTING LOCAL ARTS VENUES  
ORIGINAL MULTI-MEDIA DRAG EXPERIENCE  
**ALL LOCAL CAST**  
HOSTED AT ST PETE'S BEST COMMUNITY THEATER



**WINTER PRIDE**  
**DRAG RACE**  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

**DRAG RACE**  
20 February 2027 11am to 5pm 2900 Block Central Avenue

THE MOST FABULOUS RACE OF THE YEAR  
20+ LOCAL VENDORS  
12 DRAG TEAMS COMPETING \$5000. CHARITY DONATION AS PRIZE  
**FOOD TRUCKS  
CELEBRITY JUDGES  
VINTAGE CAR SHOW**



**WINTER PRIDE**  
*Trans-n-Dance*  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*Trans-n-Dance*  
17 February 2027 9pm to 1am TBD

CELEBRATING YOU & YOUR SUPPORTERS!  
**DANCING**  
SAFE AFFIRMING SPACE  
LIVE LOCAL ENTERTAINMENT  
CRAFT COCKTAILS



**WINTER PRIDE**  
*Winter Pride Street Festival*  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*Winter Pride Street Festival*  
21 February 2027 12pm to 5pm Central Avenue Between 22nd and 25th

CELEBRATING YOU!  
**FOOD TRUCKS**  
125+ LOCAL VENDORS  
MAIN STAGE WITH ALL-DAY ENTERTAINMENT  
AMAZING HEADLINERS  
LIVE LOCAL ENTERTAINMENT  
LOCAL BUSINESSES  
PRIDE HISTORY EDUCATION



**WINTER PRIDE**  
*Girls Gone Wild*  
WINTER PRIDE'S WILD SAPPIC CELEBRATION  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*Girls Gone Wild*  
WINTER PRIDE'S WILD SAPPIC CELEBRATION  
18 February 2027 9pm to 1am TBD

WINTER PRIDE'S SAPPIC CELEBRATION  
THROWBACK NIGHT OF FUN  
GREAT PHOTO OPS  
LOCAL LIVE ENTERTAINMENT  
CRAFT COCKTAILS



**WINTER PRIDE**  
*Afterglow*  
CLOSING TEA DANCE  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

*Afterglow*  
CLOSING TEA DANCE  
21 February 2027 5pm to 12am THE WET SPOT 2355 Central Avenue

BIDDING A FOND FAREWELL TO WINTER PRIDE 2026  
HIGH ENERGY TEA DANCE BY THE POOL  
PREVIEW OF WINTER PRIDE 2027  
NON-STOP DANCE CLASSICS  
**HEATED POOL**  
LIVE LOCAL ENTERTAINMENT  
HOSTED AT ST PETE'S MOST AWARD-WINNING POOL & DAY CLUB



**WINTER PRIDE**  
**PRIDE IN PLAID**  
POLAR PLUNGE  
**FREE EVENT**  
UPGRADED VIP OPPORTUNITIES AVAILABLE

**PRIDE IN PLAID**  
POLAR PLUNGE  
19 February 2027 10pm to 3am COCKTAIL & THE WET SPOT 2355 Central Avenue

WINTER PRIDE'S MEN'S EVENT  
KILTS, LEATHER, HARNESSES, PUPS AND BEYOND  
2 DANCE FLOORS / 2 DJ'S INSIDE AND OUT  
HEATED POOL PARTY OUTSIDE  
HOSTED AT ST PETE'S MOST AWARD-WINNING GAY BARS  
ON-SITE LEATHER SHOPPING  
mistr BOYS ON SITE FOR PHOTO OPS



# WINTER PRIDE

## Why Sponsor

### Pride Effect

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%**) \*\*\*\*

**WOW!**



### Our Tribe is Mighty & Loyal

- **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**.

### The Best Time of the Year

	AVG HIGH	AVG LOW	AVG HUMIDITY	PROBABILITY OF PERCIP
JUNE	89°	78°	100%	63%
FEBRUARY	72°	59°	20%	22%



### The Economics

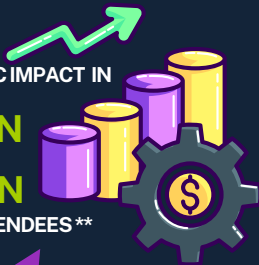


THE US LGBTQ+ BUYING POWER ESTIMATES SURPASSED\*  
**3.2 TRILLION**

JUNE PRIDE HAD AN ECONOMIC IMPACT IN ST PETE OF

**67.2 MILLION**  
INCLUDING  
**38.6 MILLION**

DIRECT SPENDING FROM ATTENDEES\*\*



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

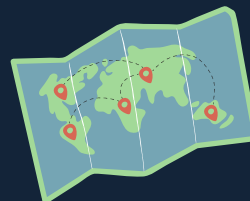
**7% MORE**

THAN NON-LGBTQ+ CONSUMERS\*\*\*



ANNUAL SPEND ON TRAVEL BY LGBTQ+ PEOPLE WORLDWIDE\*

**218 BILLION**



# WINTER PRIDE

**57,000+ ATTENDEES**

**ACROSS 11 EVENTS**



JUNE PRIDE ALSO BROUGHT IN

**28 MILLION**

IN TAXES, INCLUDING OCCUPANCY TAXES, PROPERTY TAXES PAID BY THE LODGING INDUSTRY AND RETAIL SALES TAXES\*\*

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

# 2027 SPONSOR PACKAGES



DONATION	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$5,000	\$5,000	\$500
QUANTITY AVAILABLE	2	3	7	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	1	1	1
BENEFIT											
EXCLUSIVE NAMING RIGHTS FOR WINTER PRIDE											
EXCLUSIVE NAMING RIGHTS FOR WINTER PRIDE EVENT		1 SIGNATURE	1 SHOWCASE								
SPEAKING OPPORTUNITY AT OPENING & CLOSING											
SPEAKING OPPORTUNITY SPONSORED EVENT											
OPPORTUNITY TO DISTRIBUTE PROMOTIONAL	ALL EVENTS EXCEPT PELICAN BALL	SIGNATURE EVENT, DRAG RACE & STREET FEST	SHOWCASE EVENT, DRAG RACE & STREET FEST								
INCORPORATED INTO WINTER PRIDE LOGO											
INCORPORATED INTO SIGNATURE /SHOWCASE EVENT LOGO		YOUR SIGNATURE	YOUR SHOWCASE								
WEBSITE FOR 1 YEAR WITH CLICKABLE LINK											
CUSTOMIZED SPONSOR MARQUEE FOR MAJOR EVENTS WITH PRIDE STORY											
LOGO ON ENTRANCE AND LED SCREENS											
COMPLIMENTARY AD IN WINTER PRIDE PROGRAM	2 PAGES PREFERRED PLACEMENT	2 PAGES	1 PAGE	1/2 PAGE	1/4 PAGE						
BOOTH LOCATION	ALL EVENTS EXCEPT PELICAN BALL	1 SHOWCASE EVENT, DRAG RACE & STREET FEST	1 SHOWCASE EVENT, DRAG RACE & STREET FEST	STREET FESTIVAL	STREET FESTIVAL	STREET FESTIVAL	STREET FESTIVAL				
SOCIAL MEDIA MENTIONS ON WINTER PRIDE SOCIALS											
MENTIONS IN ALL PRESS RELEASES AND MEDIA COVERAGE											
VIP TICKETS TO MAJOR EVENT/S	12 VIP TICKETS TO ALL EVENTS	10 VIP TICKETS TO ALL EVENTS	8 VIP TICKETS TO PELICAN BALL	8 VIP TICKETS TO PELICAN BALL	6 VIP TICKETS TO PELICAN BALL	4 VIP TICKETS TO PELICAN BALL	4 VIP TICKETS TO PELICAN BALL	2 TICKETS TO PELICAN BALL			
BANNER SPACE AT DRAG RACE 8'4" X 36"	6 BANNERS SPONSOR SUPPLIED	4 BANNERS SPONSOR SUPPLIED	2 BANNERS SPONSOR SUPPLIED	1 BANNERS SPONSOR SUPPLIED	1 BANNERS SPONSOR SUPPLIED						
FREE CAR ENTRY INTO DRAG RACE											
CUSTOM DESIGNED BADGE WITH YOUR COMPANIES LOGO											
CUSTOM DESIGNED LANYARD WITH YOUR COMPANIES LOGO											

WINTER PRIDE SIGNATURE EVENTS: OPENING STREET FESTIVAL, PELICAN BALL AND DRAG RACE  
 WINTER PRIDE SHOWCASE EVENTS: KALIEDASCOPE, TRANS-N-DANCE, ONE LOVE, SNOW BUNNIES, PRIDE IN PLAID, DRIPPING IN DIAMONDS, CLOSING TEA DANCE

LOGO PLACEMENT

# SIGNATURE EVENT PELICAN BALL



Local artist painted  
Pelican  
Auctioned for Cavity at  
Pelican Ball



Rhys Meatyard



Chad Mize

# Signature Event Drag Race

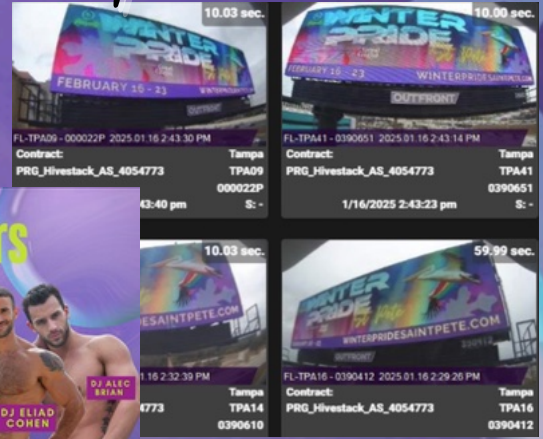


# Signature Event Street Festival

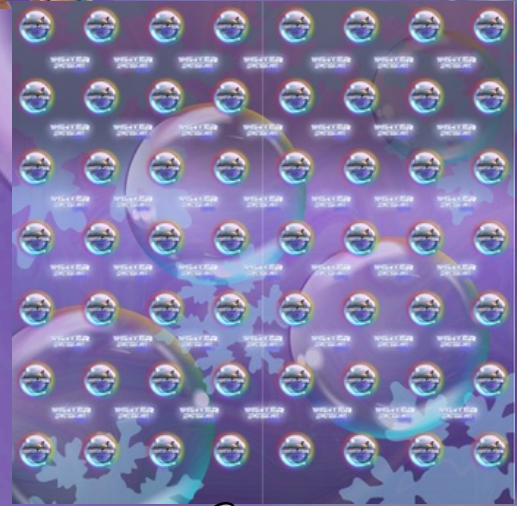


# We love Our Sponsors!

## Billboard



## Social Posts



## Step & Repeat



## Weekly Advertising & Pride Guide

# Support Those Who Support You!

# We love Our Sponsors!



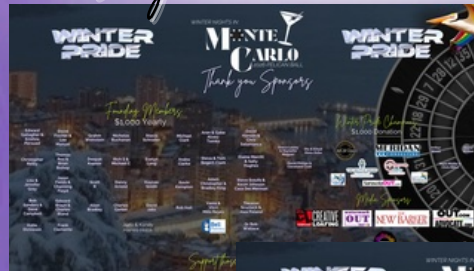
**WINTER PRIDE**  
*Support those who support you!*  
**TRANS POWER**  
 From Marsha P. Johnson and Sylvia Rivera at Stonewall to today's relentless fight for rights, the trans community has always led with courage. Despite decades of discrimination, violence, and political attacks, they continue to push forward — demanding visibility, dignity, and justice. Their fight is our fight. Their strength is our strength. Now, more than ever, we must stand beside them, uplift their voices, and protect their rights. Progress exists because of their resilience!  
*Let's Honor Them by Empowering the One is Left Behind!*  
 Celebrate  
 Commemorate  
 Inspire

**WINTER PRIDE**  
*Support those who support you!*  
**LOVE THE GOLDEN RULE**  
  
 Celebrate  
 Commemorate  
 Inspire

**WINTER PRIDE**  
*Support those who support you!*  
  
 Celebrate  
 Commemorate  
 Inspire



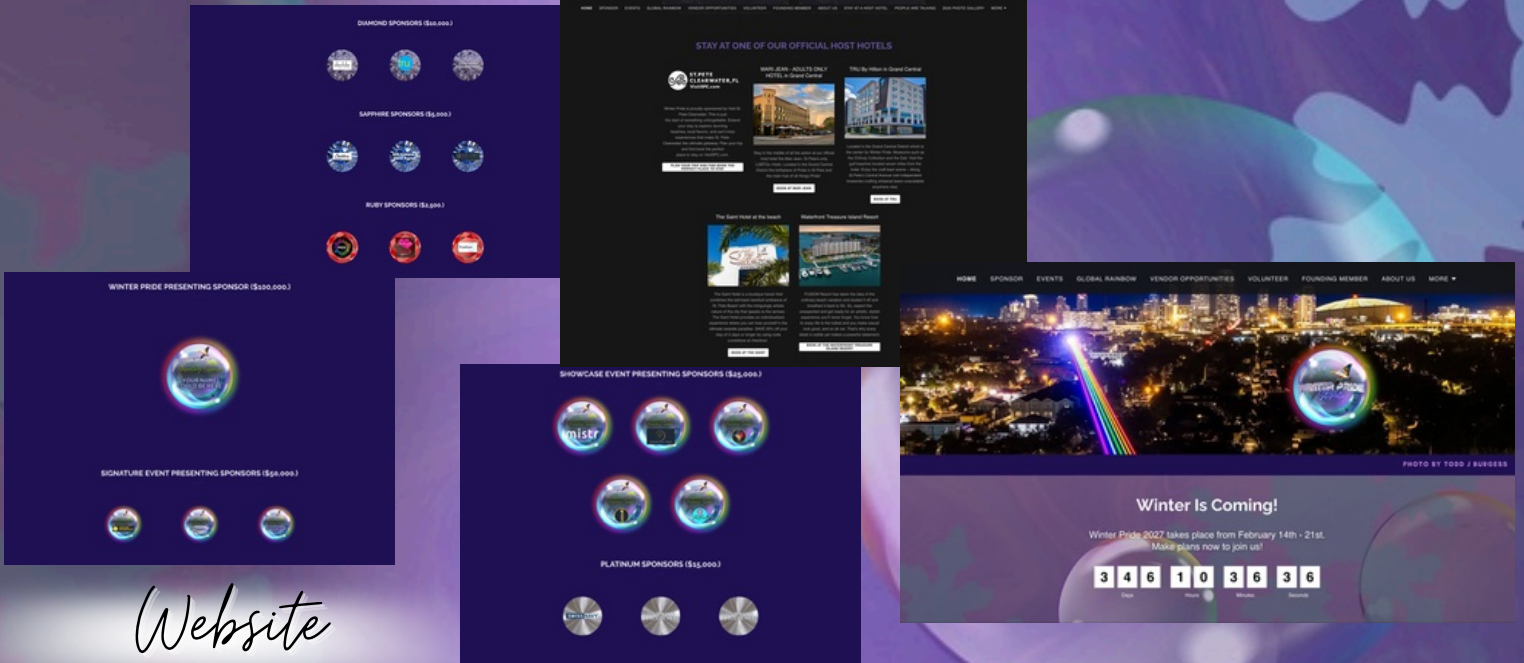
## Signature Event Signage



## Sponsor Story Pillars

Support Those Who Support You!

# We love Our Sponsors!

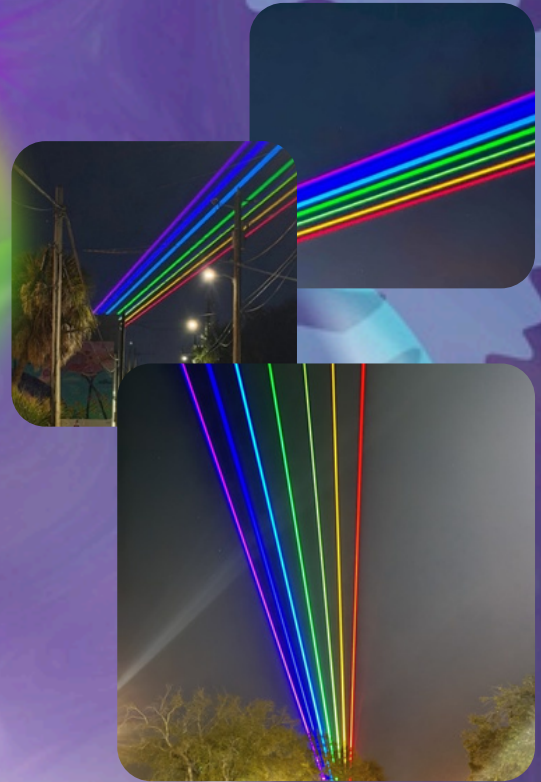


Website



Welcome, Stage and Event Banners  
Support Those Who Support You!

**GLOBAL RAINBOW**  
WE RISE IN LIGHT



**Key Social Media Moments**

- **City of St. Petersburg** posted an official Instagram Reel of the installation, reaching their institutional audience of residents and visitors.
- **Bay News 9 reporter Angie Angers** shared live video on X/Twitter the evening of the lighting, reaching the Tampa Bay digital news audience in real time.
- **TikTok generated a dedicated discovery page** for "St Petersburg FL Rainbow Lights in Sky" — indicating the installation crossed into organic trending territory on the platform.
- **Hashtags including #winterpride, #globalrainbow, and #stpete** saw elevated activity across Instagram, TikTok, Facebook, and X throughout the three-night run.
- **Aerial photography of the installation** was widely shared and picked up by national publications as their featured imagery.
- **Instinct Magazine embedded social media content directly** into their coverage, amplifying the reach of individual posts from the event.

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**Media Coverage**

The Global Rainbow generated extensive media coverage at the local, regional, national, and international level — a rare achievement for a single event activation within a week-long festival.

**Television & Radio**

Outlet	Market	Coverage Type
FOX 13 Tampa Bay	Tampa Bay (DMA #11)	TV segment + web article
Bay News 9 (Spectrum News)	Tampa Bay	TV segment + web article
WTSP (10 Tampa Bay / CBS)	Tampa Bay (DMA #11)	TV segment + web article + video
Tampa Bay 28 (WFTS / ABC)	Tampa Bay	Web article
WMNF 88.5 FM	Tampa Bay	Radio + web feature w/ photos

**Digital & Print Publications**

Outlet	Audience	Coverage Type
LGBTQ Nation	National LGBTQ+	Feature article
Instinct Magazine	National LGBTQ+	Feature article w/ embedded social
Good Good Good	National (positive news)	Feature article + weekly roundup
Yahoo News	National / Global syndication	Syndicated from FOX 13
Watermark Out News	Florida LGBTQ+	Feature article w/ photo gallery
St Pete Catalyst	St. Petersburg	Feature article
I Love The Burg	St. Petersburg	Feature article
Hoodline	Neighborhood news	Preview article
Axios Tampa Bay	Tampa Bay professionals	Event highlight
Gay Travel 4U	International LGBTQ+ travel	Event listing + editorial

**LEARN MORE**



**THANK YOU FOR  
MAKING A  
DIFFERENCE IN OUR  
GREAT COMMUNITY!**

