

WINTER PRIDE

in partnership with the

Grand
Central
DISTRICT

St Pete



*Sponsor
Opportunities*

2025 EVENTS

FEBRUARY 16TH - 23RD

WINTER PRIDE '25
STPETEWINTERPRIDE.COM

	SUNDAY 2/16/25	
	MONDAY 2/17/25	
	TUESDAY 2/18/25	
	WEDNESDAY 2/19/25	
	THURSDAY 2/20/25	
	FRIDAY 2/21/25	
	SATURDAY 2/22/25	
	SUNDAY 2/23/25	

JOIN US NEXT YEAR FOR WINTER PRIDE 2026
FEBRUARY 15TH - 22ND 2026

OPENING STREET PARTY & TEA DANCE -

KICK OFF A WEEK FILLED WITH PRIDE BY DANCING IN THE STREET! SPIRITED ENTERTAINMENT, DRINKS, LOCAL VENDORS, AND MORE!

DIVE IN MOVIE -

RELAX IN A HEATED POOL AND ENJOY SOME OF THE MOST ICONIC QUEER FILMS AS YOU SIP ON COCKTAILS & SAVOR DELICIOUS FOOD.

TRANS-N-DANCE -

A NIGHT OF LIBERATING DANCE FOR THE TRANS COMMUNITY AND THEIR LOVED ONES IN AN IMMERSIVE ATMOSPHERE WITH CRAFT COCKTAILS AND GREAT MUSIC!

ONE LOVE -

A VIBRANT CELEBRATION OF THE DIVERSE CULTURES WITHIN THE LGBTQIA+ COMMUNITY. THIS ELEVATED SHOWCASE WILL FEATURE STUNNING CULTURAL PERFORMANCES AND BREATHTAKING ART.

SNOW BUNNIES -

WE'RE INVITING QUEER WOMEN TO STEP BACK IN TIME FOR AN '80S SKI LODGE BASH! WILD BURLESQUE, SNOWY PHOTO OPS, CRAFT COCKTAILS, AND GOOD TIMES.

PRIDE IN PLAID -

WINTER JUST GOT HOTTER! A BLOWOUT PARTY FOR BEARS & BEYOND WITH A KILTED DRESS CODE. RED HOT DANCERS AND SEXY MUSIC TO KEEP YOU WARM!

PELICAN BALL -

AN EVENING OF OPULENCE HONORING OUR BELOVED COMMUNITY FEATURING OUR CITY'S FINEST FOOD, ART, AND DECOR.

DRAG RACE -

START YOUR ENGINES! CENTRAL AVE BECOMES A THRILLING RACE TRACK FOR CREATIVE TEAMS TO PUT THEIR BOX CARS TO THE TEST, HOSTED BY HILARIOUS DRAG QUEENS.

DRIPPING IN DIAMONDS -

SHINE BRIGHT DURING A JAW-DROPPING CIRCUIT PARTY GOING ALL NIGHT LONG, COMPLETE WITH STUNNING VISUALS AND CELEBRATED DJS.

STREET FEST -

LOCAL VENDORS, HEADLINER ENTERTAINMENT, AND COMMUNITY MEMBERS TAKE OVER THE GRAND CENTRAL DISTRICT FOR A LIVELY STREET FESTIVAL CELEBRATING PRIDE.

AFTERGLOW CLOSING PARTY -

FINISH WINTER PRIDE WITH A BANG WITH DANCING, DRINKS, AND INCREDIBLE ENTERTAINMENT AS WE REFLECT ON THE WEEK AND LOOK FORWARD TO THE FUTURE.

A FULL WEEK OF FUN!

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 LGBTQ 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 LGBTQ 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

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

7% MORE

THAN NON-LGBTQ+ CONSUMERS***



THE US LGBTQ+ BUYING POWER ESTIMATES SURPASSED*

3.2 TRILLION



ANNUAL SPEND ON TRAVEL BY LGBTQ+ PEOPLE WORLDWIDE*

218 BILLION

JUNE PRIDE HAD AN ECONOMIC IMPACT IN ST PETE OF

67.2 MILLION

INCLUDING

38.6 MILLION

DIRECT SPENDING FROM ATTENDEES **



JUNE PRIDE ALSO BROUGHT IN

28 MILLION

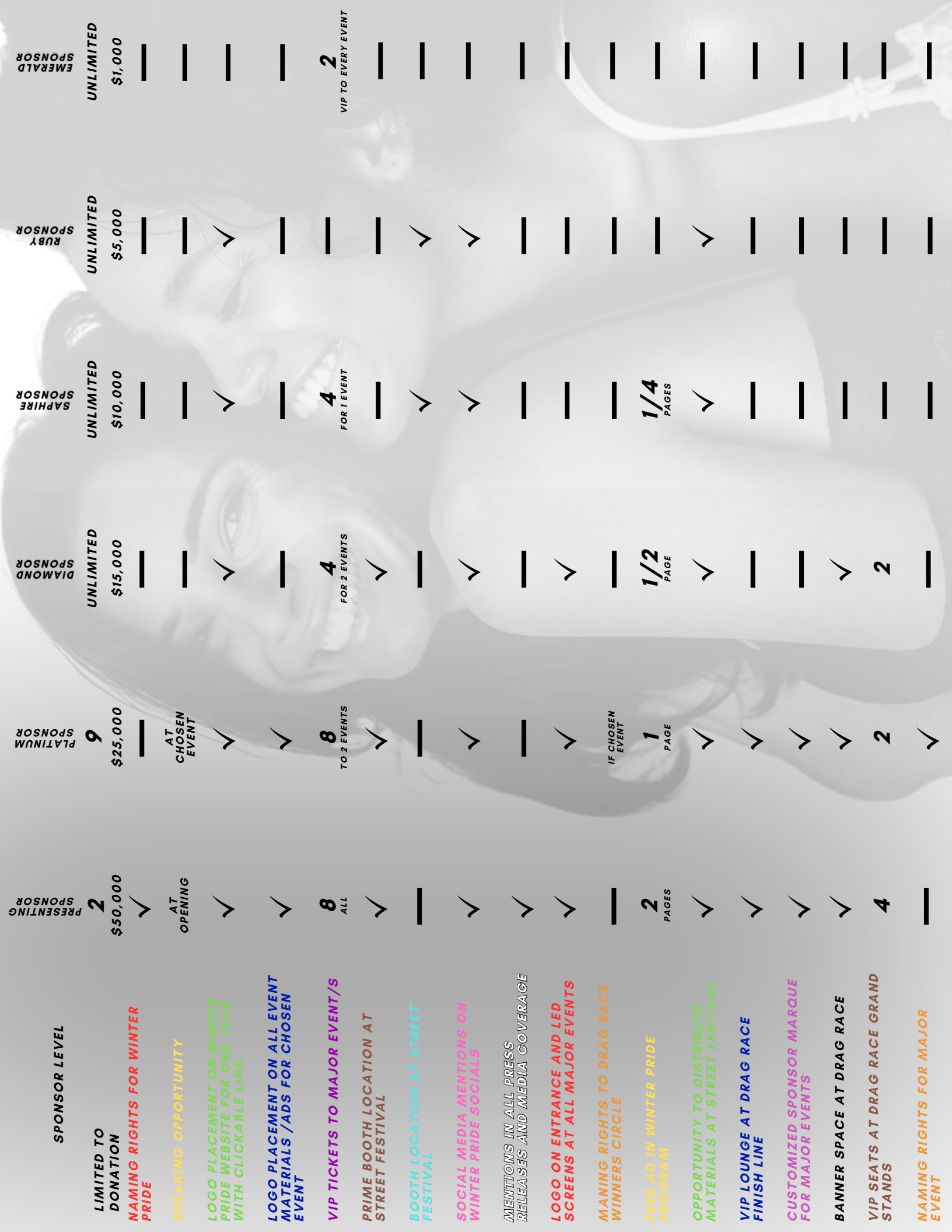
IN TAXES, INCLUDING OCCUPANCY TAXES, PROPERTY TAXES PAID BY THE LODGING INDUSTRY AND RETAIL SALES TAXES **

* LGBT CAPITAL RESEARCH CENTER

** DESTINATION ANALYSTS A PARTNER OF VISIT ST. PETE/CLEARWATER

*** NEILSON LGBTQ CONSUMER REPORT

**** LYFT DATA



SPONSOR LEVEL		PRESENTING SPONSOR	PLATINUM SPONSOR	DIAMOND SPONSOR	SAPPHIRE SPONSOR	RUBY SPONSOR	EMERALD SPONSOR
LIMITED TO DONATION	2	\$50,000	9	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
NAMING RIGHTS FOR WINTER PRIDE	✓	✓	✓	\$15,000	\$10,000	\$5,000	\$1,000
SPEAKING OPPORTUNITY	AT OPENING	AT CHOSEN EVENT	✓	✓	✓	✓	✓
LOGO PLACEMENT ON WINTER PRIDE WEBSITE FOR ONE YEAR WITH CLICKABLE LINK	✓	✓	✓	✓	✓	✓	✓
LOGO PLACEMENT ON ALL EVENT MATERIALS /ADS FOR CHOSEN EVENT	✓	✓	✓	✓	✓	✓	✓
VIP TICKETS TO MAJOR EVENT/S	8 ALL	8 TO 2 EVENTS	4 FOR 2 EVENTS	4 FOR 1 EVENT	4 FOR 1 EVENT	2 VIP TO EVERY EVENT	2
PRIME BOOTH LOCATION AT STREET FESTIVAL	✓	✓	✓	✓	✓	✓	✓
BOOTH LOCATION AT STREET FESTIVAL	✓	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA MENTIONS ON WINTER PRIDE SOCIALS	✓	✓	✓	✓	✓	✓	✓
MENTIONS IN ALL PRESS RELEASES AND MEDIA COVERAGE	✓	✓	✓	✓	✓	✓	✓
LOGO ON ENTRANCE AND LED SCREENS AT ALL MAJOR EVENTS	✓	✓	✓	✓	✓	✓	✓
MANING RIGHTS TO DRAG RACE WINNERS CIRCLE	✓	✓	✓	✓	✓	✓	✓
FREE AD IN WINTER PRIDE PROGRAM	2 PAGES	1 PAGE	1/2 PAGE	1/4 PAGES	1/4 PAGES	1/4 PAGES	1/4 PAGES
OPPORTUNITY TO DISTRIBUTE MATERIALS AT STREET FESTIVAL	✓	✓	✓	✓	✓	✓	✓
VIP LOUNGE AT DRAG RACE FINISH LINE	✓	✓	✓	✓	✓	✓	✓
CUSTOMIZED SPONSOR MARQUE FOR MAJOR EVENTS	✓	✓	✓	✓	✓	✓	✓
BANNER SPACE AT DRAG RACE	✓	✓	✓	✓	✓	✓	✓
VIP SEATS AT DRAG RACE GRAND STANDS	4	2	2	2	2	2	2
NAMING RIGHTS FOR MAJOR EVENT	✓	✓	✓	✓	✓	✓	✓



WINTER PRIDE

PRIDE IN PLAID

PRESENTED BY SPONSORS NAME



FEBRUARY
THURSDAY 20 8 PM - 1 AM
2025

?? INTERNATIONAL DJ
??

**BEARS AND OTTERS AND WOLVES, OH MY!
COME TILT YOUR KILT!**

WINTER PRIDE

Pelican Ball

PRESENTED BY SPONSORS NAME



FEBRUARY
FRIDAY 21 8 PM - 12 AM
2025

?? DRINKS, DINNER, DANCING
CENTRAL AVE AND ENTERTAINMENT

**AN EVENING OF ART, FOOD AND FUN!
DRESS TO IMPRESS!**

WINTER PRIDE

DRAG RACE

PRESENTED BY SPONSORS NAME



FEBRUARY
SATURDAY 22 11 AM - 5 PM
2025

CENTRAL AVE BETWEEN 23RD & 25TH | THEY BUILD IT AND COMPETE
FOR THE ULTIMATE PRIZE

DIG IN YOUR HEELS GURLS!

WINTER PRIDE

dripping in diamonds

WINTER PRIDE'S PREMIER CIRCUIT PARTY
PRESENTED BY SPONSORS NAME



FEBRUARY
SATURDAY 22 10 PM - 3 AM
2025

?? INTERNATIONAL DJ
?? DAN SLATER

**A NIGHT OF WILD WINTER FANTASY!
COME ICED OUT!**

WINTER PRIDE

Street Fest

PRESENTED BY SPONSORS NAME



FEBRUARY
SUNDAY 23 12 PM - 5 PM
2025

GRAND CENTRAL DISTRICT BLOCKS 2000-2800 CENTRAL AVE | ENTERTAINMENT, VENDORS,
FOOD, COMMUNITY PARTNERS

**WITH LIVE SHOWS, & HUNDREDS OF
PARTICIPATING BUSINESSES & ORGANIZATIONS,
THERE WILL BE SOMETHING FOR EVERYONE!**

WINTER PRIDE

Afterglow

CLOSING TEA DANCE
PRESENTED BY SPONSORS NAME



FEBRUARY
SUNDAY 23 5 PM - 9 PM
2025

THE WET SPOT 2349 CENTRAL AVE | RESIDENT DJ
TEX FLEX

**GO OUT WITH A BANG!
ENTERTAINMENT, DANCING AND DRINKS!**

Own a local artist painted

WINTER PRIDE

Pelican

To represent the diversity of our city, we will commission 12 local artists to paint these statuesque (5' Tall) pelicans, the official city bird of St. Pete.



The statues will then be on display during Winter Pride and auctioned off to the highest bidders. Our hope is that winners display their pelicans outside around our great city as a visual representation of our celebrated diversity.

LEARN MORE



THANK YOU FOR
MAKING A
DIFFERENCE IN OUR
GREAT COMMUNITY!