

# WINTER PRIDE

in partnership with the

**Grand  
Central**  
DISTRICT

*St Pete*



*Sponsor  
Opportunities*

# 2025 EVENTS

FEBRUARY 16TH - 23RD

**WINTER PRIDE '25**  
STPETEWINTERPRIDE.COM

Day	Date	Event
Sunday	2/16/25	Opening Street Party & Tea Dance
Monday	2/17/25	Dive in Movie
Tuesday	2/18/25	Trans-N-Dance
Wednesday	2/19/25	One Love
Thursday	2/20/25	Snow Bunnies
Friday	2/21/25	Pride in Plaid
Saturday	2/22/25	Pelican Ball
Saturday	2/22/25	Drag Race
Saturday	2/22/25	Dripping in Diamonds
Sunday	2/23/25	Street Fest
Sunday	2/23/25	Afterglow Closing Party

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 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

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 \*\*

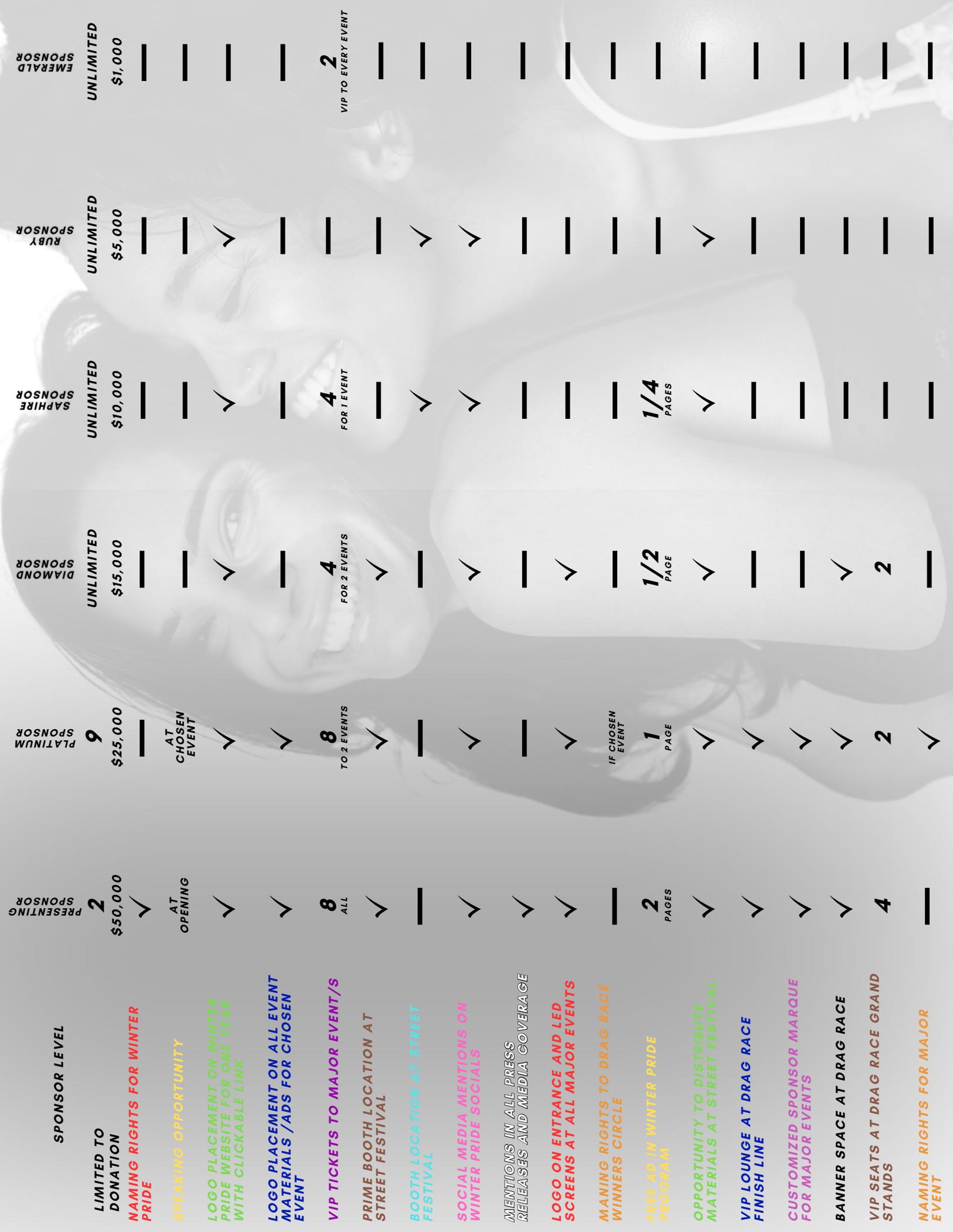


JUNE PRIDE ALSO BROUGHT IN

**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	9	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
NAMING RIGHTS FOR WINTER PRIDE	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000
SPEAKING OPPORTUNITY	✓	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	2	2 VIP TO EVERY EVENT
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	—	IF CHOSEN EVENT	—	—	—	—
FREE AD IN WINTER PRIDE PROGRAM	2 PAGES	1 PAGE	1/2 PAGE	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	—	—	—
NAMING RIGHTS FOR MAJOR EVENT	—	✓	—	—	—	—

# WINTER PRIDE

*Opening Street Party & Tea Dance*

PRESENTED BY SPONSORS NAME

FEBRUARY  
SUNDAY 16 4 PM - 12 AM  
2025

THE WET SPOT 2349 CENTRAL AVE | THE WET SPOT RESIDENT DJ TEX FLEX

**W'LL BE DANCING IN THE STREETS AND THE POOL!**

# WINTER PRIDE

## DIVE IN MOVIE

PRESENTED BY SPONSORS NAME

FLOAT, SIP, & DINE UNDER THE STARS WHILE A MYSTERY MOVIE PLAYS ON OUR MEGA LED SCREEN

FEBRUARY  
MONDAY 17 8 PM - 12 AM  
2025

THE WET SPOT 2349 CENTRAL AVE | DOUBLE FEATURE FREE POPCORN

**CATCH THE MOVIES IN OUR 93° HEATED POOL!**

# WINTER PRIDE

## Tras-n-Dance

PRESENTED BY SPONSORS NAME

FEBRUARY  
TUESDAY 18 7 PM - 12 AM  
2025

?? INTERNATIONAL DJ ??

**A NIGHT OF LIBERATING DANCE!**

# WINTER PRIDE

## One Love

EXPLORING THE DIVERSE ROADS THAT BRING US TOGETHER

PRESENTED BY SPONSORS NAME

FEBRUARY  
WEDNESDAY 19 7 PM - 12 AM  
2025

?? INTERNATIONAL DJ'S ??

**A CULTURAL SHOWCASE! ENTERTAINMENT AND VENDORS REPRESENTING OUR DIVERSE BACKGROUNDS!**

# WINTER PRIDE

## Snow Bunnies

A SNOWY SAPPIC CELEBRATION

PRESENTED BY SPONSORS NAME

FEBRUARY  
THURSDAY 20 8 PM - 1 AM  
2025

?? ENTERTAINMENT ??  
CENTRAL AVE

**HIT THE SLOPES IN YOUR RETRO GEAR FOR AN 80'S SKI LODGE BASH!**

# 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 12PM - 5PM  
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!**