



# PRIDE ROYAL OAK

## **2026 EVENT SPONSORSHIP PACKAGES**

### *MISSION OF PRIDE ROYAL OAK:*

Pride Royal Oak is dedicated to advancing equity, inclusion, and visibility for LGBTQIA+ people across Royal Oak and neighboring communities. We create safe, celebratory, and educational spaces where individuals of all identities feel affirmed and empowered.

**DATE:** Saturday, July 25, 2026

**TIME:** 1:00 PM - 11:00 PM

**LOCATION:** Royal Oak Farmers Market & Centennial Commons

## *Why Sponsor Pride Royal Oak 2026?*

Sponsoring our 2026 Pride Royal Oak event gives your business exposure in a thriving diverse community. With logo placement across event signage, digital promotion, and social media amplification, your business will gain direct access to thousands of engaged community members and visitors.

Sponsorship signals to loyal customers, allies and influential voices, that your brand values diversity, which drives repeat business, improves recruitment and retention, and creates opportunities that translate to real business value.

The LGBTQIA+ community, along with its broad network of allies, is an important and visible customer base with vast cultural influence, whose support increases commerce, produces word-of-mouth recommendations, and helps position your business as a trusted destination to a loyal and valued community.

***Support Pride Royal Oak and align your brand with a visible, loyal and engaged community.***

### What is the process for sponsoring?

1. Review this sponsorship package and determine what level best suits your desired outcomes for partnership.
2. Complete the sponsorship application at the rear of this packet and submit signed form to [prideroyaloak@gmail.com](mailto:prideroyaloak@gmail.com) with the subject, "2026 Sponsor Form"
3. Allow the committee 14 days to review your form and ensure that your requested level is still available for purchase; some levels are in limited quantity and will be accepted based on order they are received.
4. Once accepted, you will receive an invoice for the sponsorship amount that will be due no later than 14 calendar days after acceptance to that sponsorship level. This is to prevent instances in which businesses receive sponsor recognition without payment, ensuring our paid sponsors are getting the bang for their buck and that available levels can move to those interested in partnering with us.
5. Once paid, your business will begin receiving the partner benefits laid out in this document.

		Sponsorship Levels						
		Presenting	Headline	Main Stage	Queen	Sound Stage	Dazzle	Shine
		\$20,000	\$15,000	\$12,000	\$10,000	\$7,000	\$5,000	\$2,000
	Quantity Available	1	1	1	3	1	10	20
Included Items per Level	Naming Rights	✓	✓	✓	✓	✓		
	Premium Activation Space	✓	✓	✓	✓			
	10'x10' Vendor Space	✓	✓	✓	✓	✓	✓	✓
	VIP Tickets	10	8	4	4	2	2	
	Main Stage Mentions	10	8	6	6			
	Website & Social Media Mentions	✓	✓	✓	✓	✓	✓	✓

### What's Included?

Our sponsorship packages come with perks for our supporters, with each level receiving its own special combination.

### Booth or Activation Space

This is an optional benefit that will place you and your brand directly in front of our attendees, ultimately providing you with the opportunity to build relationships and potentially attract new customers. Premium activation spaces are available along with standard vendor space; Queen sponsors and above will have the ability to select a premium activation space separate from other standard vendors. Sponsors are responsible for providing their own 10'x10' tent, tables, chairs, and other items for display.

### VIP Tickets

This includes VIP Meet & Greet with headlining talent, access to VIP areas, and any VIP swag that is released for purchase to our attendees as part of the ticketing process.

### Stage Mentions, Signage, and Naming Rights

Certain top-level sponsorships come with naming rights for the event, various stages, performers, and activations. If there is something not specifically called out, please reach out and propose any special activations you would be interested in sponsoring at the event. We love innovative ideas, so please do not hesitate!

All sponsors are included in mentions during the entertainment programming, with top level sponsors receiving the ability to speak to the crowd and have the most exposure to attendees in the number of mentions.

All sponsors are included in the signage, social media, and website inclusion of their logo with top level sponsors receiving the largest digital real estate for brand exposure.



EVENT SPONSORSHIP PLEDGE AGREEMENT

Location: Centennial Commons & Royal Oak Farmers Market, Royal Oak, MI

Dates: Saturday, July 25, 2026 (1PM-11PM)

Sponsoring Organization	
Sponsoring Organization Representative	
Business Address	
Representative Phone	
Representative Email	
Organization Website	

Select Sponsorship Level

Presenting	\$20,000	
Headliner	\$15,000	
Main Stage	\$12,000	
Queen	\$10,000	
Sound Stage	\$7,000	
Dazzle	\$5,000	
Shine	\$2,000	

**This agreement is made and between Pride Royal Oak, and the above-named Sponsoring Organization.**

1. Sponsoring Organization agrees that submission of this pledge does not guarantee requested level due to limited quantity of top sponsorship level. Acceptance of pledge will be signified by execution of this agreement by an authorized representative from Pride Royal Oak.
2. Sponsoring Organization agrees to provide payment of sponsorship monies in the amount as determined above, no later than fourteen (14) days following the execution of this agreement; and
3. Sponsoring Organization agrees to provide Pride Royal Oak with an .eps format logo file for inclusion on Pride Royal Oak assets; and
4. Pride Royal Oak agrees to provide the Sponsoring Organization with the benefits as outlined in the attached Sponsorship packet (Attachment 1); and the term of this agreement shall be effective from the date first set forth above through the scheduled date of completion of the event or full payment for pledged funds is received by Pride Royal Oak, whichever is later.

Each party hereto represents and warrants to the other that it has the authority to enter into this agreement and that it is not a party to any other agreement which prohibits it from entering into this agreement or which renders any provision of this agreement ineffective or unenforceable.

Sponsoring Organization Representative Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_, 2026

Pride Royal Oak Representative Signature: \_\_\_\_\_

Date: \_\_\_\_\_, 2026