



PRIDE ROYAL OAK

2025 EVENT SPONSORSHIP PACKAGES

MISSION OF PRIDE ROYAL OAK:

Pride Royal Oak is a nonprofit organization committed to promoting diversity, equality, and inclusion for LGBTQ individuals. Our goal is to create a society where everyone is accepted and celebrated for who they are, regardless of their sexual orientation or gender identity. We believe that every individual deserves respect, dignity, and equal rights, and we work tirelessly to make that a reality by hosting annual events that promote these ideals.

DATE: Saturday, July 26, 2025

TIME: 1:00 PM - 11:00 PM

LOCATION: Royal Oak Farmers Market & Centennial Commons

2024 ATTENDANCE: 9,000

2025 ANTICIPATED ATTENDANCE: 10,000-15,000

Why Sponsor Pride Royal Oak 2025?

The LGBTQIA+ community takes notice of its allies and supporters from the business community, and there is no better way to represent commitment to our diverse community than by sponsoring an event which uplifts and encourages living authentically and out loud.

Sponsoring LGBTQIA+ events is not just considered great for your business optically, it can help increase your overall bottom line as well.

- A 2021 US Census data report indicates the the LGBTQIA+ community has close to \$1.4T in spending power in the United States
- A 2024 Gallup study revealed that 7.6% of Americans identify as LGBTQIA+, with 22.3% of Gen Z and 9.8% of Millennials identifying.

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.
3. Submit this form to prideroyaloak@gmail.com with the subject, "2025 Sponsor Form"
4. Allow the committee up to 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 recieved.
5. Once accepted, you will recieve 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.
6. Once paid, your business will begin receiving the partner benefits laid out in this document.

1,728,968 IMPRESSIONS FOR
PRIDE ROYAL OAK
2024

45K
WEBSITE
TRAFFIC

356K
SOCIAL MEDIA
REACH

1.3M
RADIO +
BILLBOARDS

MEDIA COVERAGE FROM

WDIV Click on Detroit
Fox 2 Detroit
Royal Oak Tribune
The Royal Oak Review
The Patch
Pride Source
OutPost
Ty Takes Today Podcast
+MORE

<i>Associated items dependent on sponsorship level.</i>	Presenting	Headline	Main Stage	Queen	Sound Stage	Dazzle	Shine
	\$20,000	\$15,000	\$10,000	\$10,000	\$5,000	\$5,000	\$2,500
<i>Quantity Available</i>	1	1	1	3	1	10	20
Naming Rights	♥	♥	♥	♥	♥		
Limited 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 so you get the best bang for your buck.

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 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

Event	Pride Royal Oak
Location	Centennial Commons & Royal Oak Farmers Market, Royal Oak, Michigan
Dates	Saturday, July 26, 2025 (1PM-11PM)

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

Selected Sponsorship level:

Presenting	\$20,000	
Headliner	\$15,000	
Main Stage	\$10,000	
Queen	\$10,000	
Sound Stage	\$5,000	
Dazzle	\$5,000	
Shine	\$2,500	

This agreement is made this _____ day of _____, 20____ by and between Pride Royal Oak ("PRO"), and the above-named Sponsoring Organization ("Sponsor").

1. Sponsor 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 PRO.
2. Sponsor 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. Sponsor agrees to provide PRO with an .eps format logo file for inclusion on PRO assets; and
4. PRO agrees to provide the Sponsor 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 PRO, 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.

Sponsor Representative Signature and Date	
Sponsor Representative Title	
PRO Representative Signature and Date	
PRO Representative Title	