



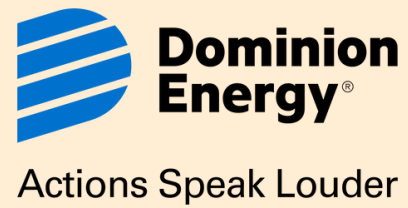
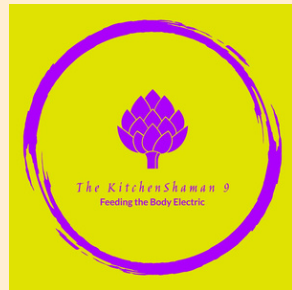
**"Moving Forward Together"**  
**June 23rd-25th, 2023**

# **The 2023 Arlington Pride Festival**

## **Sponsorship Opportunity Guide**



# 2022 Arlington Pride Sponsors





# The Inaugural Arlington Pride Festival was a Success!

The Arlington Pride Festival was Arlington's premiere event of the 2022 Summer roster and we are back for 2023! In 2022, Arlington really came out to show their pride, and we ended up welcoming over 3,000 attendees throughout the day!

Through social media campaigns, print advertisements, and grass-roots marketing, we anticipate over 5,000 attendees from in & around Arlington for our 2023 Festival.

**(Click the images below to check out our Interviews)**



Learn more at [arlvapride.com](http://arlvapride.com)



# Pride By The Numbers



Here are areas of The Arlington Pride Festival that exceeded our expectations:



**3,000 Attendees**

Throughout the day of the Festival



**100% Vendor Satisfaction**



**30 Amazing Volunteers**



**30 Vendors**

Participated in Arlington's 1st Pride Festival

- Outreach
- Food
- Merchandise
- Art



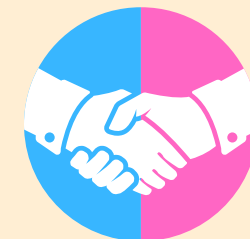
**0 Injuries**

No attendees required any serious medical attention throughout the festival



**+\$50,000 Economic Impact**

Estimated in a single day on our local community



**23 Incredible Sponsors**



**15 Entertainers**

- 11 Professional Drag Performs
- 3 Professional DJs
- 1 Face Painter

**The 2022 Arlington Pride Festival came together in only a few months.**

**We anticipate even more success in 2023.**

# Arlington Pride is Official



Senators, County officials & representatives came out to support Arlington Pride! From Katie Cristol (2022 Honorable Chairperson of the Arlington County board) giving the Opening Proclamation, to the Arlington Police & Fire Departments LGBTQIA+ ERGs, our work with the elected 2023 Arlington County Board will continue in growing The Arlington Pride Festival.



## **Arlington Supports Arlington Pride**

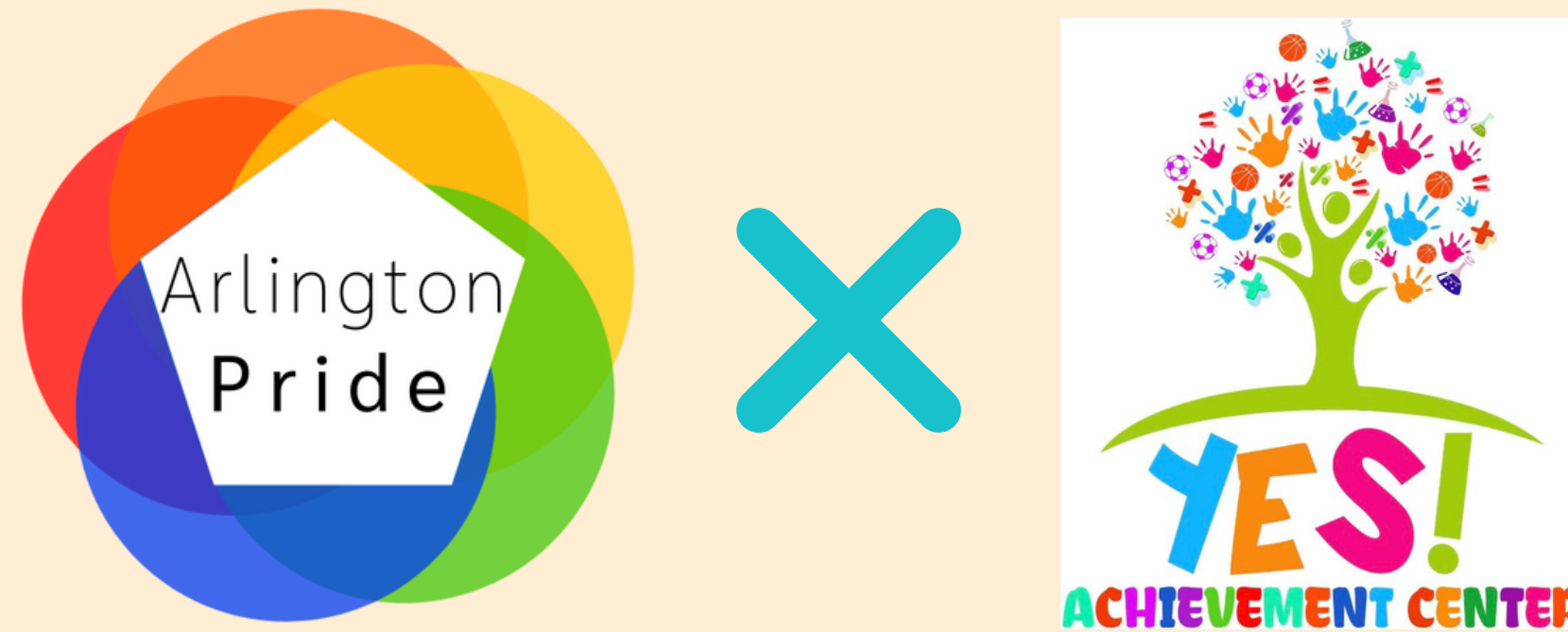


**Partnership will show the Arlington Community that you have aligned values with the officials that represent and protect them**

**Learn more at [arlvapride.com](http://arlvapride.com)**



# Non-Profit Partnership



**The Polished Kreative is proud to partner with  
YES! Achievement Center**

YES! Achievement Center's mission aligns with values of The Arlington Pride Festival . We are working closely together to cultivate several projects that will be integrated into The 2023 Arlington Pride Festival.

## Ally to the Community.



As with all Festivals, sponsors make the difference! From local small businesses, to corporations local headquarters, The Arlington Pride Festival team knows that you want the most value out of your sponsorship. That is why this year we have developed a sponsorship system that properly accommodates all.

Sponsors now have the option to choose and customize which combination of activations they would like receive for their support of The Arlington Pride Festival.



**Partner to show your support for the LGBTQIA community!**

Learn more at [arlvapride.com](http://arlvapride.com)

## Arlington Pride is Growing.

Our goal is for The Arlington Pride Festival to grow year after year. For 2023 we have decided to expand Arlington Pride to an entire weekend of celebration.

### **Arlington Pride Pageant**



**Friday**

June 23rd, 2023  
National Landing

### **Arlington Pride Festival & After Party**



**Saturday**

June 24th, 2023  
Gateway Park, Rosslyn

### **Arlington Pride Drag Brunch**



**Sunday**

June 25th, 2023  
TBD

There are several ways for you to partner with Arlington Pride!

Contact us at [connect@arlvapride.com](mailto:connect@arlvapride.com) to discuss sponsorship opportunities





# Festival Sponsorship Opportunities

## Official Shirt Sponsor (\$350.00)

This Sponsorship helps to provide Arlington Pride T-shirts to our wonderful Event Staff and Volunteers.

**Your logo will be printed on all the shirts worn by each Arlington Pride event staff member.**

## Official Signage Sponsor (\$350.00)

This Sponsorship helps to provide the signs and banners that will drape Gateway Park with Pride.

**Your logo will be displayed on 2023 Arlington Pride Festival Signage.**

## Official Social Media Marketing Sponsor (\$500.00)

This Sponsorship helps to provide the marketing necessary to spread the word about the 2023 Arlington Pride Festival.

**Your logo will be placed on all social media and printed 2023 Arlington Pride Festival materials and content.**

## Official Photography Sponsor (\$600.00)(Limited Availability)

This Sponsorship helps to support the photography & Videography at the Arlington Pride Festival.

**Your logo will be printed on step and repeat backdrop photo moment stations.**

## Official Lanyard Sponsor (\$1000.00)(Limited Availability)

This Sponsorship helps to provide festival attendees with a free official 2023 Arlington Pride festival commemorative Lanyard.

**Your logo on custom Arlington Pride Festival Lanyard band to be given to Festival Patrons.**

## Official Hydration Station Sponsor (\$5,000.00)(One Availability)

The Hydration station is a vital part of keeping the 1,000's festival attendees safe and sound. This Sponsorship helps to provide festival attendees with a designated area to cool off from the June heat.

**Your business acknowledged as hydration station sponsor throughout event , and your logo throughout hydration station.**

## Official "Momento tote" Sponsor (\$1,200.00)(Limited Availability)

This Sponsorship helps to provide free momen-tote (momento tote bag) to all of our Arlington Pride Festival attendees.

**Sponsorship logo displayed on each momen-tote bag given to Arlington Pride Festival attendees.**

**One item in the Arlington Pride Festival momen-tote bags.**

## Official Main Stage Sponsor (\$2,500.00)(Limited Availability)

This Sponsorship helps to provide the entertainment that will take our main stage.

**Your company representative given time slot to speak directly to the Arlington Pride patrons.**

For Arlington Pride **Pageant, After Party, and Drag Brunch** partnership opportunities, please contact us at [connect@arlvapride.com](mailto:connect@arlvapride.com)



**"Moving Forward Together"**

**June 23rd-25th, 2023**

Thank you for taking the time to review our Sponsorship guide. We appreciate your support of our event! Contact us soon to secure your spot as The 2023 Arlington Pride Sponsor. The earlier you register, the earlier you can start seeing the benefits of your sponsorship.

[connect@arlvapride.com](mailto:connect@arlvapride.com)

[arlvapride.com](http://arlvapride.com)

**Come celebrate our neighborhood with us!**

