

# 2024 ARLINGTON PRIDE

*"You are heard. You are seen"*

## JUNE 2024 LOCAL SPONSOR GUIDE



ARLINGTON, VA

PHOTO: @JWORKSPHOTOGRAPHY



# Welcome Back to **Arlington Pride**

This year, We have partnered with the non profit organization “**The Inclusive Kreative**” in curating one of the most anticipated Pride Festivals in the D.M.V area (District of Colombia, Maryland , Virginia) for 2024.

While our primary focus audience is the LGBTQIA+ community and its allies, our commitment is to empower and provide resources for marginalized and underserved surrounding community members through scholarships, connecting with the appropriate companies aligned with the growth and education of our local communities.

We aim to educate and inspire through the arts, mental and sexual health training and entrepreneurship with an emphasis on inclusion, diversity, equity and access with our Kreative initiative grant.





## The Arlington Pride Mission

- Produce spaces to foster a sense of community that encourages LGBTQIA+ individuals to live with purpose and intention
- Educate minds in our society and within the LGBTQIA+ and allied communities on the basis of sexual orientation and gender identity
- Foster communication, education, and mutual support among LGBTQIA+ persons and allied communities
- Encourage support & fellowship among businesses, professionals, individuals, and charitable pursuits in the LGBTQIA+ and allied communities
- Provide positive role models in the LGBTQIA+ and allied communities.





# Arlington Pride Community Impact

Arlington Pride has a simple but impactful message; Moving Forward Together. This reminds us all of the importance of working together to make our community stronger through education and visibility.

Arlington Pride influences our community to collaborate in new ways. Making sure to bring visibility to trailblazers in our community, and shine light on today's heroes. This will ensure that all LGBTQIA+ individuals, their families & friends, and community feel empowered and supported.

Here are a few ways in which Arlington Pride has and will continue to Supports our Community:

- Honoring local LGBTQIA+ Icons
- Hiring LGBTQIA+ Entertainers
- Supporting LGBTQIA+ Advocacy Programs
- Highlighting LGBTQIA+ Creators
- Providing Sponsorships & Grants
- Creating Spaces to cultivate LGBTQIA+ Culture & Education

**Arlington Pride is continuing to create spaces that allow LGBTQIA+ individuals to move forward together within our community**

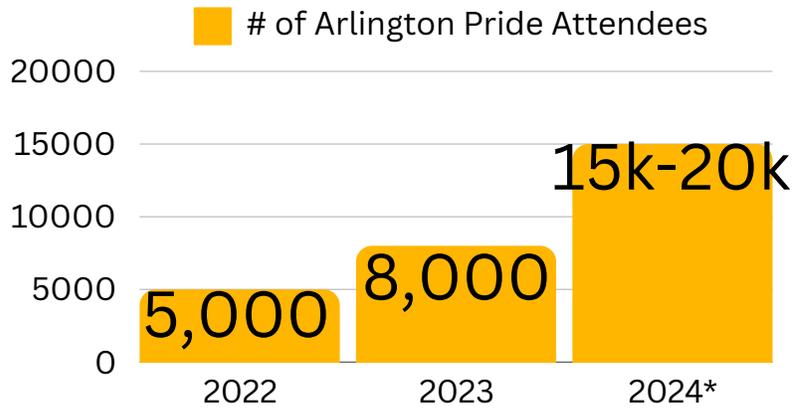


# Growth Of Arlington Pride

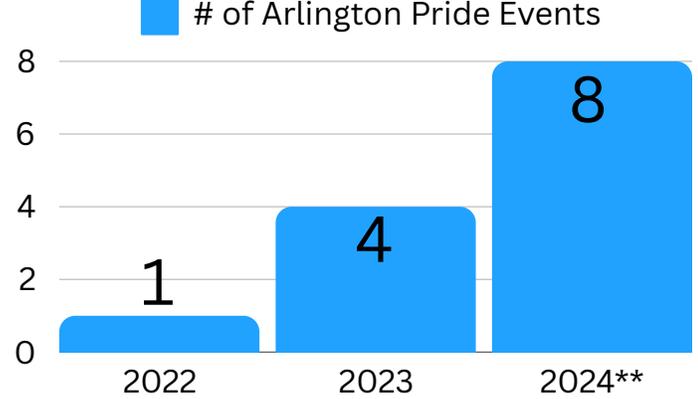
Arlington Pride has been a labor of love to organize since our inaugural Pride in 2022. Since then we have continued to extend our mission of diversity and inclusion in our community. We have continued to grow and expand our relationships with Arlington County, local businesses, and colleagues within our industry.



## Number of Attendees



## Number of Events



**Our goal is for The Arlington Pride Festival to grow year after year.**

\*Anticipated number of attendees for 2024  
 \*\*Tentatively planned events





# Community Partners



At Arlington Pride, sponsors make the difference when it comes to meeting goals for our community. We partnered with an amazing array of sponsors in 2022 for Arlington's 1st Pride, and again in 2023. Their partnership garnered invaluable engagement with this diverse community within Arlington



## Some Arlington Pride Partners





# Arlington Pride 2024 Events

Arlington Pride has grown so much since our Inaugural Pride in the Park Festival back in 2022. That's why for 2024, Arlington Pride is spreading our events throughout the entire month of June. This way, we are able to highlight multiple areas of Arlington county, and ensure that our community has several opportunities to show & celebrate their pride.

(Dates & Locations to be announced soon)



**3rd Arlington Pride  
Wellness in the Park**



**3rd Annual Arlington  
Pride In the Park  
Festival**



**2nd Annual Arlington  
Pride Pageant**



**Arlington Pride  
Kick-off Party**



**Arlington Pride  
Speed Dating**



**Arlington Pride  
Drag Brunch &  
Comedy Show**



**Arlington Pride  
After Dark**



**Arlington Pride  
Plock Party**





# Arlington Pride needs your Support!

As with any Pride celebration, sponsorship is an integral part to creating safe spaces for our community. Here are some of the areas of Arlington Pride 2024 that your sponsorship will support:

## What Your Sponsorship Supports

- **Hosts** (\$5,000)
- **DJs** (\$10,000)
- **Photographers** (\$5,000)
- **Videographers** (\$8,000)
- **Live Music** (\$5000)
- **Venue Fees** (\$20,000)
- **Stages** (\$3,000)
- **Pride Puppy Center** (\$2,000)
- **Fitness Instructors** (\$1,500)
- **Obstacle Course Installation** (\$5,000)
- **Volunteer Stations** (\$6,000)
- **Volunteer Refreshments** (\$5,000)
- **Volunteer "Thank you" Gifts** (\$3,500)
- **Volunteer Apparel** (\$3,000)
- **Giveaways** (\$3,500)
- **A/V Technicians** (\$7,500)
- **Local Performer** (\$500)
- **Face Painters** (\$500)
- **Giveaways** (\$2,000)
- **A/V Technician** (\$6,500)
- **ASL Interpreters** (\$3,000)
- **Promo Material** (\$2,000)
- **ASL Interpreters** (\$8,000)
- **Marketing & Advertisements** (\$15,000)
- **Venue Decor** (\$8,000)
- **Advertisement** (\$5,000)
- **Headliner** (\$10,000)
- **Security** (\$6,000)





# Local Sponsorship Opportunity

**Local Sponsor\* \$500**

- Quarter-page color ad in the Pride Guide
- Logo on Arlington Pride's Website
- (1) Social Media Post
- (1) Item in Swag Bag Giveaways
- Listed as a Local sponsor in the Arlington Pride Guide
- Participation in Arlington Pride Local Sponsor activation\*\*

**Larger Sponsorship Packages still available**

**For more information on our available sponsorship opportunities,  
contact us at:**

**[ThePolishedKreativeSponsorship@gmail.com](mailto:ThePolishedKreativeSponsorship@gmail.com)  
[www.arlvapride.com](http://www.arlvapride.com)**



\*This level of sponsorship is intended for small businesses

\*\*Activation name & date tbd



## **World Pride 2025**

World Pride is coming to the D.C./Northern VA area in 2025. Arlington Pride has been in communication with Capital Pride, Arlington County, and the World Pride Alliance for preparations.

Arlington, VA will be full of tourist from across the globe. All ready to celebrate pride!

Sponsorship with Arlington Pride now is the perfect opportunity to set the foundation for expansion of your brands awareness to a diverse marketable demographic at World Pride.

**Partnering with Arlington Pride is a lucrative opportunity for your brand**





## *Move Forward with Arlington Pride*

**JUNE 2024**

Thank you for taking the time to review our Sponsorship Opportunity Guide.

With preparations being made for Arlington Pride 2024 and World Pride 2025, this provides us the opportunity to expand our reach into the community.

Bringing unique experiences, while highlighting your brand & growing Arlington Pride.

**For more information, contact us at:**  
[ThePolishedKreativeSponsorship@gmail.com](mailto:ThePolishedKreativeSponsorship@gmail.com)  
[www.arlvapride.com](http://www.arlvapride.com)

