

RHODE ISLAND PRIDE

Sponsorship Overview 2024



The Boston Globe

ADVOCATE



One of the "21 Top Pride Parades and Celebrations in the U.S."

"From the early-in-the-afternoon festivities to the iconic Illuminated Night Parade, festival-goers came prepared to celebrate."

"Wet, Wild, and Wonderful . . . not even a downpour could keep them from celebrating Pride to the fullest!"

One of the "World's Best Destinations for LGBT Pride Celebrations"

Dear Rhode Island Pride Supporter,

Every year as we prepare for another vibrant Rhode Island Pride celebration, I am reminded of the long journey we have traversed together - from the 75 passionate individuals seeking visibility and rights in 1976 to today's expansive celebration that brings together over 125,000 members of the LGBTQIA+ community and their allies. Our mission, to celebrate diversity, foster inclusion, and advocate for equality, remains steadfast, echoing the brave efforts of those who first marched the streets of Providence.

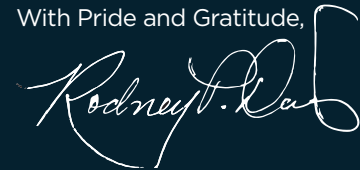
As we gear up for this year's festivities, we are keenly aware that the magnitude of our impact is directly proportional to the strength of our partnerships. Our collaboration with you, our valued sponsors and partners, is crucial in amplifying our message and expanding our reach. Your support empowers us to create a space where love, identity, and pride can be celebrated freely, and where the voices of the LGBTQIA+ community can resonate louder and reach further.

Joining with Rhode Island Pride means more than just a sponsorship; it's a powerful statement of your commitment to our diverse community and the relentless pursuit of equality. It is an opportunity to align with a cause that not only celebrates the progress we've made but also paves the way for future generations to live authentically, without fear, to thrive!

We invite you to review the array of sponsorship opportunities available this year and encourage you to reach out with any questions, comments, or suggestions. Together, we can ensure that Rhode Island Pride continues to be a vibrant, exciting, and unifying celebration of all that we have achieved and all that we aspire to become.

Thank you for considering this partnership. We are excited about the possibility of working together to make this year's Rhode Island Pride an unforgettable experience for everyone involved.

With Pride and Gratitude,



Rodney P. Davis
President, Rhode Island Pride



RHODE ISLAND PRIDE

Who are we?

Rhode Island Pride brings together the greater LGBTQIA+ community to commemorate our diverse heritage, foster inclusion, educate and create awareness of issues, and celebrate achievements in equality. Producers of the Rhode Island Annual PrideFest Celebration and Illuminated Night Parade, we create events that are open and inviting to everyone in the community, providing a safe environment in which individuals can feel free to celebrate their relationships and their identity. Rhode Island Pride is committed to supporting, promoting, and collaborating with community groups in service to the greater LGBTQIA+ community.



To view our 2023
Digital Pride Guide,
scan the QR code below!



To view our event video, just scan the QR code!



SCAN ME

RI PRIDEFEST 2024

New England's Largest GLBT Marketplace & Business Expo with 250+ vendors, exhibitors and organizations represented!

Full-Service Beer, Wine and Spirits Garden

Local & national talent have included Jennifer Holliday, Martha Wash, from RuPaul's Drag Race: Jujubee, Monét X Change, Alexis Mateo and Robin Fierce, Ultra Nate, CeCe Peniston, Kristine W, Crystal Waters, Simone Denny, Thea Austin, Frenchie Davis, Kimberley Locke, David Hernandez, Tiffany, Deborah Gibson, Amber, Thelma Houston, Ada Vox, Pangina Heels, David Hernandez & Inaya Day

Audio/video broadcasting available

Massive visibility in the heart of the capital city close to the Arts District and Providence's vibrant Nightlife

Opportunities for involvement include event, stage and entertainment sponsorship and can be tailored to your specific interests and objectives.

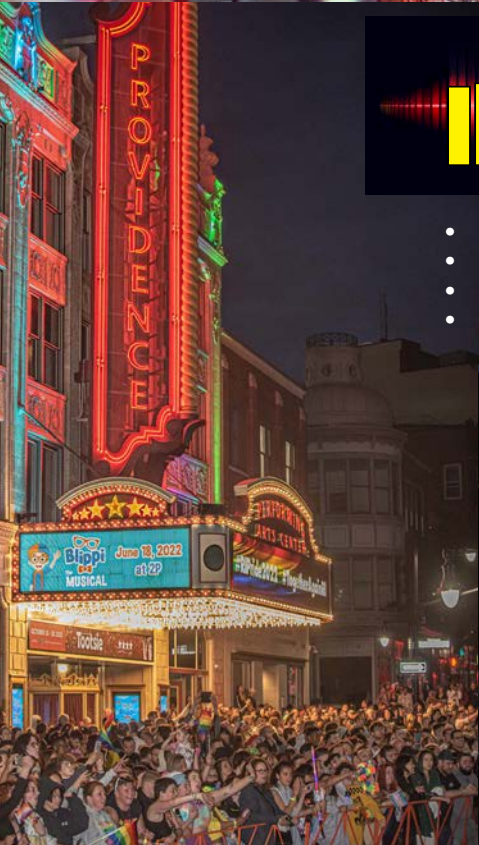


RI PrideFest, hosted annually in Providence, is a vibrant celebration of love, acceptance, and visibility for the LGBTQIA+ community. This day-long festival, typically held on the third Saturday of June to coincide with Pride Month, transforms the **195 District Park** into a bustling hub of activity, showcasing a diverse array of performances, food, and community vendors. As one of the most anticipated events in the state, RI PrideFest draws attendees from all over the East Coast and beyond. The festival features live entertainment, including local and national acts, drag performances, and a rally produced by LGBTQ+ activists and allies. Beyond the entertainment, the festival serves as a platform for community outreach and education, with numerous organizations participating to provide resources and support for the community.



WELCOME TO THE RHODE ISLAND PRIDE Illuminated Night Parade

- New England's only Night-Time Illuminated Pride Parade
- Over 100+ contingents, marching groups, floats and vehicles
- Reviewing Stand at the historic Providence Performing Arts Center
- A detailed listing of sponsorship opportunities can be found later in the document



RHODE ISLAND PRIDE Sponsorship Opportunities



The total buying power of the adult U.S. lesbian, gay, bisexual, transgender and queer population is projected to be **\$917 billion** - Witeck Communications

70% OF LGBTQIA ADULTS stated they would pay a premium for a product from a company that supports the LGBTQIA community. Rhode Island PrideFest and Illuminated Night Parade sponsors and production partners receive a tremendous amount of brand exposure both through direct and indirect marketing. - Community Marketing, Inc & Harris Interactive

Pride Sponsors 2023

PRESENTING



RED



ORANGE



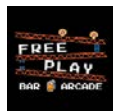
YELLOW



GREEN



BLUE



VIOLET



VIOLET



FRIENDS OF PRIDE



Rhode Island Pride is grateful for the partnership with our sponsors. This collaboration allows us to produce one of the best Pride celebrations in the world, thank you!

PRESENTING

\$25,000

- 10x30 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo prominently displayed on the RI PrideFest Jumbotron
- Choice ad placements (2) in the official digital RI Pride Guide
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- Special recognition in one regional media release

RED

\$15,000

- 10x20 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo prominently displayed on the RI PrideFest Jumbotron
- Choice ad placements (2) in the official digital RI Pride Guide
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- Special recognition in one regional media release

ORANGE

\$10,000

- 10x20 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for four to the RI Pride VIP Party
- Ad placement in the official digital RI Pride Guide
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast

YELLOW

\$7,000

- 10x20 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for four to the RI Pride VIP Party
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events

GREEN

\$5,000

- 10x10 vendor booth during PrideFest
- Placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for four to the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events

BLUE

\$3,000

- 10x10 vendor booth during PrideFest
- Placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for two to the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events

VIOLET

\$1,500

- 10x10 vendor booth during PrideFest
- Use of the annual theme and RI Pride logo
- Static logo placement on sponsorship web page
- Admission for two to the RI Pride VIP Party



ILLUMINATION FIREWORKS DISPLAY PARTNERSHIP \$15,000+

Receive yellow level sponsorship benefits and make the first Illumination Fireworks Display possible through this unique partnership



KIDZONE PARTNERSHIP \$3,500

For over 40 years, Rhode Island PrideFest has opened its gates to everyone. The Rhode Island Pride KidZone is an area where families can go and have their own Pride experience. Packed with fun games, interactive performances and more! This production partnership allows businesses to brand the KidZone with their business and funding will be used to pay for programing and logistics related to the Rhode Island Pride KidZone production.



MAINSTAGE PARTNERSHIP \$20-30,000

Brand our mainstage and have your business front and center for over 100,000 people to see. The opportunities for this production partnership are endless and really allow businesses to benefit from our live local and regional acts and the diverse exposure that they bring.



PARADE SQUARE PARTNERSHIP \$3,500

New England's only Illuminated Nighttime Pride Parade, brand your business with this production partnership and receive exposure to over 100,000 people in Downtown, Providence



VOLUNTEER WELLNESS & HOSPITALITY PARTNERSHIP \$3,500

Help us say thank you to the 300+ volunteers that make Rhode Island PrideFest and the Illuminated Night Parade possible. This production partnership allows businesses to brand the volunteer hospitality area (a 20' x 20' centrally located tented space) and the option of including their name/logo* on the rear side of volunteer t-shirts. Funding through this partnership also allows us to provide sunscreen, water, snack, lunch and more for our team!

*logos are screen printed in one color, multiple colors are available at increased cost.

The sponsorship packages in this presentation are not limited to what is listed. Rhode Island Pride's sponsorship team are more than happy to customize a sponsorship to fit your needs.

IN-KIND PARTNERSHIP OPPORTUNITIES



MEDIA SPONSOR

Media Sponsors can offer TV, radio, and digital or print advertising for Rhode Island Pride.



AIRLINE SPONSOR

Airline sponsors can offer seats for staff, speakers, artists, and other VIP guests.



HOST HOTEL SPONSOR

Sponsors should have the ability to provide 8-10 comp rooms for two-nights.



CAR DEALERSHIP SPONSOR

Sponsors should have the ability to provide 5-10 vehicles to be used in the Illuminated Night Pride Parade.



RAFFLE/AUCTION SPONSOR

Sponsors should provide items to use in our gift-bags, event prizes, drawings, etc.



Best LGBTQ Event
of 2022 & 2023

Illuminated Night Parade
and Festival - RI Pride



RHODE ISLAND PRIDE

Office: 401-467-2130 • Fax 401-214-0098
PO Box 1082 Providence, RI 02901
1055 Westminister Street. Providence, RI 02903
www.prideri.org

