



# RHODE ISLAND PRIDE

## Sponsorship Overview 2025

Dear Rhode Island Pride Supporter,

From the first gathering of 75 courageous individuals in 1976 seeking visibility and equality, Rhode Island Pride has grown into a celebration that draws over 125,000 members of the LGBTQIA+ community and their allies—united in solidarity, love, and pride.

Each year, Rhode Island Pride continues to break new ground. Our celebration has been hailed as one of the nation's standout Pride events, drawing widespread recognition for its inclusive atmosphere and the meaningful connections it fostered. Our event showcased over 250 participating organizations, local businesses, and food vendors, turning downtown Providence into a beacon of celebration and solidarity.

As we build on that momentum, we recognize that the strength of Rhode Island Pride lies in the partnerships that make it possible. It is the support from sponsors like you that enables us to create a safe, vibrant, and celebratory space where love and identity can be fully embraced. Supporting Rhode Island Pride this year means making a meaningful impact. It's more than a sponsorship—it's an investment in community, and a commitment to progress.

We invite you to explore the array of sponsorship opportunities for this year's Pride, and we welcome your ideas on how we can make this celebration even more inclusive and engaging. Together, we can create an experience that uplifts, inspires, and unites all who participate.

Thank you for considering this partnership. We are thrilled at the possibility of collaborating to make this year's Rhode Island Pride a truly memorable and transformative event 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.

**2025 RI PrideFest &  
Illuminated Night Parade  
SATURDAY, JUNE 21**



SCAN ME

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



Video production by d.o.p.e. productions and photos by the RI Pride Photography Team

# RI PRIDEFEST 2025

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

A/V 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 2024

## PRESENTING



## RED



## ORANGE



Tito's



Handmade  
VODKA  
AUSTIN \* TEXAS

## YELLOW



TIFFANY & CO.



## GREEN



## BLUE



Rhode Island Energy™  
a PPL company

Lifespan  
Delivering health with care™



## VIOLET



## FRIENDS OF PRIDE



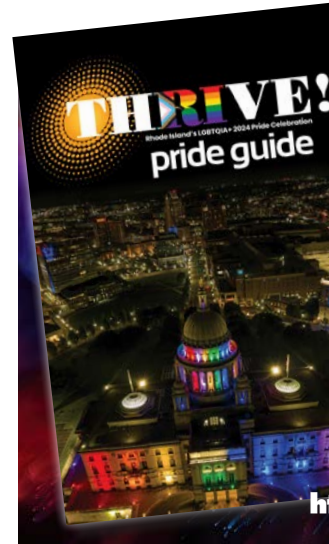
EssilorLuxottica



McLaughlin & Moran



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!



To view our 2024 Digital Pride Guide, scan the QR code



<https://simplebooklet.com/riprideguide2024>

# 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

**\* Limited Base-Level Opportunities**

To ensure that our sponsors receive the maximum return on their investment and align with our event's mission, we are making updates to our sponsorship program. This year, we will be limiting the number of base-level sponsorships available. These spots will be offered on a first-come, first-served basis.



## ILLUMINATION FIREWORKS DISPLAY PARTNERSHIP \$15,000+

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



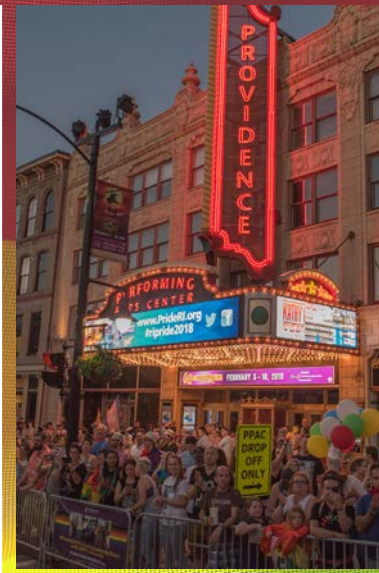
## KIDZONE PARTNERSHIP \$5,000

For almost 50 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 \$5,000

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 \$7,000

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 & 2024

Illuminated Night Parade  
and Festival - RI Pride



**RHODE ISLAND**  
**PRIDE**

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