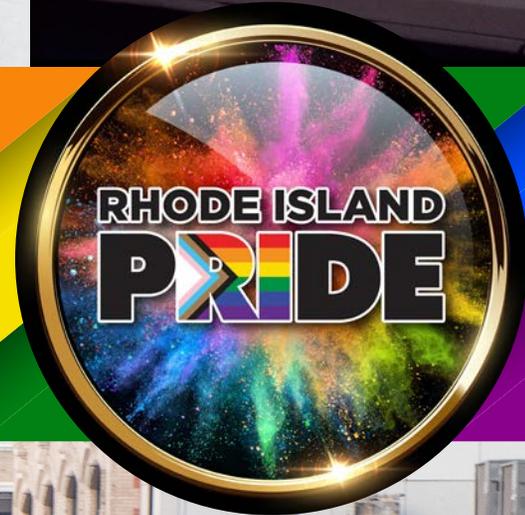


Years
ANNIVERSARY
1976-2026



Sponsorship Overview



Dear Rhode Island Pride Supporter,

In 1976, just 75 courageous individuals gathered in Rhode Island with a shared belief: that visibility matters, that community saves lives, and that pride is an act of resistance as much as it is a celebration. This year, as we mark the 50th Anniversary of Rhode Island Pride, we honor that legacy—and the generations of voices, stories, and movements that brought us here.

From those early beginnings, Rhode Island Pride has grown into one of the region's most vibrant and impactful celebrations, welcoming more than 125,000 LGBTQIA+ community members and allies each year. Our Pride events have earned national recognition for their inclusive spirit, dynamic programming, and deep community roots—transforming downtown Providence into a powerful expression of joy, visibility, and solidarity. With more than 250 participating organizations, local businesses, artists, and food vendors, Pride is not just an event—it is a living, breathing reflection of our community.

While some may see Pride as simply a large celebration, for so many attendees it represents something far more profound. It is often where people find their community for the first time—and, in doing so, begin the journey of truly finding themselves. That sense of belonging, affirmation, and discovery is at the heart of why Pride matters.

As we celebrate this historic milestone, we also look ahead. The strength and longevity of Rhode Island Pride have always been made possible through meaningful partnerships. The support of sponsors like you allows us to create spaces that are safe, affirming, accessible, and joyful—spaces where people can show up fully as themselves and feel seen, valued, and celebrated.

Supporting Rhode Island Pride during our 50th Anniversary year is more than a sponsorship opportunity. It is an investment in community. A statement of shared values. A commitment to equity, inclusion, and continued progress—at a moment when visibility and solidarity matter more than ever.

We invite you to explore the sponsorship opportunities for this landmark year and to share your ideas on how we can make this anniversary celebration even more impactful and inclusive. Together, we can honor the past, celebrate the present, and help shape a future where everyone belongs.

Thank you for considering this partnership. We are deeply grateful for your support and excited about the possibility of collaborating to make the 50th Anniversary of Rhode Island Pride a truly unforgettable and transformative celebration.

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.

50th Anniversary of Rhode Island Pride
2026 RI PrideFest & Illuminated Night Parade
SATURDAY, JUNE 20th

RI PRIDEFEST 2026

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 past and present on Webossett Street



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 2025

This year, we faced a shifting landscape of support, we are especially grateful for the sponsors who stood tall with us—loud, visible, and unapologetically proud. Your commitment to Rhode Island Pride speaks volumes in a time when allyship matters more than ever. While others may have stepped back, you leaned in. Thank you for being bold partners in this movement, and for helping us create a space where everyone can live, love, and celebrate out loud.

RED



ORANGE



YELLOW



GREEN



BLUE



CITIZENS



VIOLET



FRIENDS OF PRIDE



To view our 2025 Digital Pride Guide, scan the QR code

<https://simplebooklet.com/riprideguide2025>

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

- 10 x 30 premium booth space at PrideFest
- Premium Choice Placement in Illuminated Night Parade
- Use of the annual theme and RI Pride Logo
- Click-thru logo placement on sponsorship web page
- Admission for six at the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events
- Listing in Official RI Pride Guide
- Click-thru logo included in one Pre-Pride E-Blast
- Opportunity for ad placement on prideri.com homepage
- Two dedicated social media post (sponsor responsible for marketing materials)
- Premium ad placement in the official RI Pride Guide
- Special recognition in one regional media release
- Dedicated blog post featuring partnership with RI Pride

RED

\$15,000

- 10 x 20 premium booth space at PrideFest
- Premium Choice Placement in Illuminated Night Parade
- Use of the annual theme and RI Pride Logo
- Click-thru logo placement on sponsorship web page
- Admission for six at the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events
- Listing in Official RI Pride Guide
- Click-thru logo included in one Pre-Pride E-Blast
- Opportunity for ad placement on prideri.com homepage
- One dedicated social media post (sponsor responsible for marketing materials)
- Premium ad placement in the official RI Pride Guide
- Special recognition in one regional media release

ORANGE

\$10,000

- 10 x 20 premium booth space at PrideFest
- Premium Placement in Illuminated Night Parade
- Use of the annual theme and RI Pride Logo
- Click-thru logo placement on sponsorship web page
- Admission for four at the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events
- Listing in Official RI Pride Guide
- Click-thru logo included in one Pre-Pride E-Blast
- Opportunity for ad placement on prideri.com homepage
- One dedicated social media post (sponsor responsible for marketing materials)
- One half-page ad placement in the official RI Pride Guide*

YELLOW

\$7,000

- 10 x 20 premium booth space at PrideFest
- Premium Placement in Illuminated Night Parade
- Use of the annual theme and RI Pride Logo
- Click-thru logo placement on sponsorship web page
- Admission for four at the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events
- Listing in Official RI Pride Guide
- Name/logo included in one Pre-Pride E-Blast
- Opportunity for ad placement on prideri.com homepage

GREEN

\$5,000

- 10 x 10 booth space at PrideFest
- Placement in Illuminated Night Parade
- Use of the annual theme and RI Pride Logo
- Click-thru logo placement on sponsorship web page
- Admission for four at the RI Pride VIP Party
- Opportunity to table and promote brand at key Countdown to Pride events
- Listing in Official RI Pride Guide
- Name/logo included in one Pre-Pride E-Blast

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
- Listing in Official RI Pride Guide

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
- Listing in Official RI Pride Guide

* 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.

Community Pride Patron

\$500

The Community Pride Patron level is intended for individuals and small, community-based organizations whose resources may not align with traditional corporate sponsorship levels but whose commitment to LGBTQIA+ visibility and inclusion is strong. To preserve the purpose of this level and the overall sponsorship structure, opportunities are limited and offered on a first-come, first-served basis.

- Use of the annual theme and RI Pride logo
- Admission for one to the RI Pride VIP Party
- Listing in Official RI Pride Guide



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!

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.

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

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
& 2025

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 Westminster Street, Providence, RI 02903
www.prideri.org



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



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