RHODE ISLAND PRIDE 2027 Partnership Overview



BEST U.S.News & WORLD REPORT RANKINGS

Ranked as one of the "21 Top Pride Parades and Celebrations in the U.S."

OUT

"From PrideFest to the iconic Illuminated Night Parade... showcased the joy, resilience, and community that have defined the celebration for five decades."

NATIONAL GEOGRAPHIC

Recognized as one of the "World's Best Destinations for LGBT Pride Celebrations"

Fodor's

Named one of the Top "10 Small U.S. Cities Hosting Amazing Pride Celebrations"

BECAUSE SHOWING UP STILL MATTERS.

For 50 years, Rhode Island Pride has been built by people who chose to show up.

It began in 1976 with just 75 courageous individuals who believed that visibility matters, community has power, and LGBTQIA+ people deserve to be seen, heard and celebrated.

Generation after generation followed—as organizers, volunteers, artists, families, businesses, community organizations and allies. Together, they built one of New England's most vibrant LGBTQIA+ celebrations.

Our 50th Anniversary theme, We Are The People, reminded us that LGBTQIA+ people are woven into every part of the communities we call home. That truth continues with us into our next 50 years.

Pride exists because people invest their time, voices, creativity and resources in creating spaces of visibility, connection and belonging.

We invite you to show up with us.

Because Pride continues when we do.
Because showing up still matters.
Because we are the people.

With Pride and Gratitude,

Rodney P. Davis
President, Rhode Island Pride





Welcome To RHODE ISLAND PRIDE

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.

51st Anniversary of Rhode Island Pride
2027 RI PrideFest & Illuminated Night Parade

SATURDAY, JUNE 19th

@ri_pride PrideRI PrideRI.org



MORE THAN A CELEBRATION.

A Regional Cultural Experience.

For five decades, Rhode Island Pride has brought communities together through visibility, culture, and celebration. Today, PrideFest and the iconic Illuminated Night Parade are signature experiences that attract audiences to downtown Providence, connect businesses with a diverse community, and celebrate the people and stories that make Rhode Island unique.

50+
Years of Rhode Island Pride.

100K+
Reported attendees.

1 + 365
One Iconic Celebration. Because Pride Is More Than One Day.

RI PRIDEFEST

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

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, Inaya Day, Paris Bennett, Juicy Love Dion & Adore Delano

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.











THE ICONIC, WORLD-FAMOUS ILLUMINATED NIGHT PARADE

- New England's only Night-Time Illuminated Pride Parade
- 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





A COMMUNITY WITH POWER, INFLUENCE & IMPACT

$1.4 TRILLION IN ANNUAL SPENDING POWER

The estimated annual spending power of the U.S. LGBTQ+ population is approximately $1.4 trillion—reflecting the significant economic presence and consumer influence of the community nationwide.

44% OF U.S. ADULTS say they are more likely to purchase from brands that support the LGBTQ+ community, while **54% believe brands should demonstrate that support year-round —not only during Pride Month.**

Rhode Island PrideFest and the Illuminated Night Parade give sponsors and production partners meaningful opportunities for brand visibility, community engagement and direct connection with LGBTQIA+ people and allies.

Showing up matters–and our community notices who shows up with us.

Sources: OECD, The Economic Case for Greater LGBTI+ Equality in the United States (2024), citing LGBT Capital 2023; MRI-Simmons, LGBTQ+ & Gender Identity Study (2026).

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 posts (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

PARTNERSHIPS WITH PURPOSE

Make an impact beyond the celebration.



COMMUNITY HEALTH & WELLNESS PARTNER

$10,000+

Supports wellness resources, community health education, and visitor well-being at PrideFest



ACCESSIBILITY & INCLUSION PARTNER

$7,500+

Supports accessibility services, ASL interpretation, mobility access, and inclusive event experiences



LGBTQIA+ HISTORY & HERITAGE PARTNER

$10,000+

Supports exhibitions, historical banners, archival storytelling, and educational experiences



SUSTAINABILITY PARTNER

$5,000+

Supports recycling, hydration, waste reduction, and environmental initiatives



DIGITAL EXPERIENCE PARTNER

$10,000+

Supports event information, interactive content, digital guides, and audience engagement

Connect your brand with the programs and experiences that make a difference.

SIGNATURE EVENT PARTNERSHIPS

Be part of the experiences that bring Pride to life.



ILLUMINATION FIREWORKS DISPLAY PARTNERSHIP

$15,000+

Help make the Illumination Fireworks Display possible while receiving Yellow-level sponsorship benefits.



KIDZONE PARTNERSHIP

$5,000

Support fun, inclusive family experiences through financial or in-kind contributions of activities, toys, creative supplies, and entertainment.



MAINSTAGE PARTNERSHIP

$20–30,000

Put your brand front and center alongside live local and national entertainment.



PARADE SQUARE PARTNERSHIP

$5,000+

Gain high-visibility placement along the Illuminated Night Parade in downtown Providence.



VOLUNTEER WELLNESS & HOSPITALITY PARTNERSHIP

$7,000+

Support the 300+ volunteers who help make PrideFest and the Illuminated Night Parade possible.

Looking for something different? Let's create a partnership that fits your goals.

IN-KIND PARTNERSHIP OPPORTUNITIES



MEDIA PARTNER

Media Partners can provide TV, radio, digital or print advertising and promotional support for Rhode Island Pride.

TRAVEL PARTNER

Travel Partners can provide airfare or travel support for staff, speakers, artists and other VIP guests.

HOST HOTEL PARTNER

Host Hotel Partners can provide complimentary rooms and accommodations for staff, artists, speakers and VIP guests.

TRANSPORTATION & VEHICLE PARTNER

Provides vehicles, transportation or mobility support for RI PrideFest, the Illuminated Night Parade and Pride Weekend guests.

PRODUCTION & INFRASTRUCTURE PARTNER

Provides essential equipment, accessibility services, technology, and production support for a safe, welcoming, and inclusive Pride experience.

STRATEGIC & MULTI-YEAR PARTNERSHIPS



Building partnerships that extend beyond Pride Weekend.

Rhode Island Pride welcomes opportunities to collaborate with regional and national companies seeking meaningful engagement with New England's LGBTQIA+ community.

Beyond our established sponsorship opportunities, we work with partners to develop customized experiences that connect their organizational goals with our mission of visibility, inclusion, celebration, and community connection.

Strategic partnerships may include signature event experiences, cultural and educational programming, employee engagement, community activations, and multi-year commitments.

Let's build a partnership that creates lasting impact.

BUILDING COMMUNITY THROUGHOUT THE YEAR





Rhode Island Pride's vision extends beyond PrideFest and the Illuminated Night Parade. With dedicated investment, we can create more opportunities for LGBTQIA+ people and allies to share their stories, connect with resources, celebrate community contributions, and build lasting relationships.



HISTORY & CULTURAL HERITAGE

Preserving our history. Sharing our stories.

Community conversations, oral histories, and creative collaborations can connect generations and share the experiences of LGBTQIA+ Rhode Islanders. Support would help document our history and bring these stories to broader audiences.



HEALTH, WELLBEING & CONNECTION

Bringing people and resources together.

Collaborations with affirming health providers and community organizations can create welcoming opportunities for education, connection, and access to resources. RI Pride would bring people together with partners who contribute professional expertise and services.



CELEBRATION & RECOGNITION

Honoring people who move our community forward.

An annual gala and other community gatherings could recognize leadership, celebrate milestones, and build relationships among community members, businesses, and supporters while raising funds to sustain RI Pride's mission.

INVEST IN THE PEOPLE BEHIND THE PROGRAMS

Reliable programming requires paid capacity and infrastructure. Your investment can support the planning, partnership development, communications, volunteer coordination, and administration that make these experiences possible.

Help RI Pride build the capacity to serve our community throughout the year.

Programming opportunities are under development. Scope and timing will depend on funding, partnerships, and organizational capacity.



RED

Providence Tourism Council · Park Lady · Alleycat · Rhode Island Foundation

ORANGE

CVS Health · Rhode Island Department of Health · ABSOLUT. Pernod Ricard · iHeartMEDIA · Enterprise Mobility Foundation · coast 933

YELLOW

360 · Harris Tribute Fund · Tiffany & Co.

GREEN

Mother Earth Wellness · Amazing · Bally's · Centreville Bank · Blue Cross Blue Shield of Rhode Island · Eastern Bank

BLUE

UNFI · FM · ViiV Healthcare · Rhode Island · AIDS Care Ocean State · High Output · Rhode Island Energy · Brown Health University · Stop & Shop · Citizens · Care New England · EssilorLuxottica · Amica · Boston · Cumberland Farms · Bud Light · Mancini Beverage Company · Washington Trust · Fidelity Investments · Planned Parenthood Southern New England · Ocean State Media

VIOLET

Siemens · AARP Rhode Island · Bank5 · Coastal1 · New York Life · apri · FSRI Family Service of Rhode Island · Hallman's · Gilead · macy's · Foxwoods · United Way Rhode Island · Navigant · Brown Physicians, Inc. · Neighborhood Health Plan of Rhode Island · Bank Newport · Chase Canopy · William James College · Colosseum · Free Play · Glaceau smartwater · Imperial Court of Rhode Island at Providence · Coast Cannabis Co. · Escalante Creative · Power

FRIENDS OF PRIDE

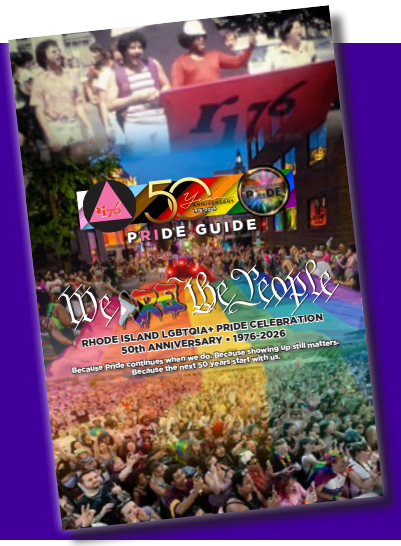
195 District Park · Minabar · The Vu · Eagle · Dunkin' · John Re-Elect Goncalves · Whalers · InterPride · USA Prides · G.A.L.A. Bowling League · Options · Providence Performing Arts Center · Art Culture + Tourism



As Rhode Island Pride celebrates its 50th anniversary, this year's theme — **We Are The People** — honors the community that has carried Pride forward for generations. We are the people who showed up when visibility was an act of courage. We are the people who built spaces of belonging, joy, protest, and celebration. And we are the people who continue to move this movement forward together.

Your sponsorship is more than support for a single event. It is an investment in visibility, inclusion, and community power. At a time when allyship matters deeply, we are especially grateful for the sponsors who continue to stand with Rhode Island Pride. Your partnership helps make Rhode Island PrideFest and the Illuminated Night Parade possible, supporting one of the most visible and meaningful celebrations of LGBTQIA+ life in New England. Thank you for believing in this community, investing in this movement, and helping us carry Pride forward for the next 50 years.

To view our 2026 50th Anniversary Digital Pride Guide, scan the QR code



https://simplebooklet.com/riprideguide2026











OPTIONS

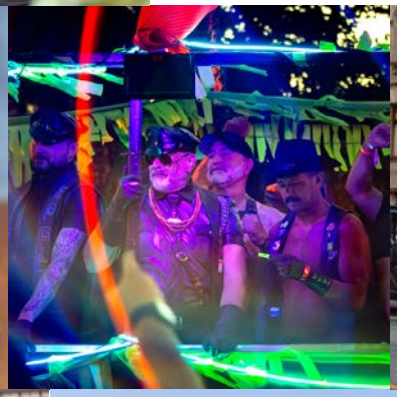
Best LGBTQ Event of 2022, 2023, 2024, 2025 & 2026

Illuminated Night Parade and PrideFest







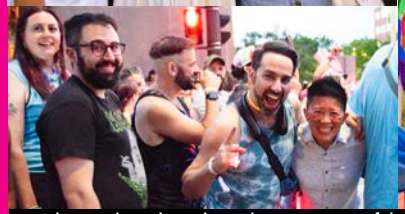




















RHODE ISLAND PRIDE

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