Sponsor with Pride

ORGANIZATION
- 501(c)(3) not-for-profit.
- Pride Houston will support, educate and promote the LGBTQIA+ community in order to commemorate our history and advocate for our rights for current and future generations by producing Pride events that represent our diverse community.
- Its vision is to inspire pride and change for the future while acting as a central resource of engagement dedicated to providing an environment of service, value, diversity and equity to all members of the LGBTQIA+ community year round.

LGBTQ+ BUYING POWER
America’s LGBTQ+ buying power is listed over $1 Trillion as of 2020.
- As a community, our purchasing power is inarguable – an estimated $3.7 trillion globally, according to LGBTQ+ Capital. Brands that go beyond “Rainbows for June” and instead work to capture the essence of LGBTQ+ culture will win our dollars again and again.
- 4 out of 10 LGBTQ+ consumers prefer to purchase products from companies that advertise in LGBTQ+ media and celebrate their culture.
- 27% of LGBTQ+ consumers ask for brand names, especially with alcohol.
- 55% of LGBTQ+ consumers choose to do business with companies that they know have a commitment to diversity and equal treatment of employees.
- 8% of Boomers consider themselves LGBTQ+. Each generation has a successively larger LGBTQ+ demographic, showing that 31% of Centenarians or Gen Z identify as LGBTQ+.
- 54% of consumers under 34 years old say they’re more likely to do repeat business with an LGBTQ+ friendly company. Of them, more than 67% also say they’d choose an equality-focused brand over a competitor.

HOUSTON DEMOGRAPHICS
- Houston is the 4th largest city in the United States, the largest city in Texas, has 6.7 million residents in its greater metro area and is currently considered the most diverse city in America.
- More than 300,000 residents in the greater Houston area identify as either lesbian, gay, bisexual or transgender.
- 20% of attendees traveled from outside the state of Texas.
- 70% are 18–35 years of age. Of that, 59% are 21–34 years of age.
- 52% of attendees earned between $45,000 and $69,000 annually.

POTENTIAL OPPORTUNITIES
- Event & Assets Naming Rights
- Media Advertising (Digital, Print, Database Marketing, Social Media, Television, Radio, Web Advertising)
- Official Products
- Logo Placement (Apparel, Pride Guide, Etc.)
- Event Tickets (General Admission or VIP)

PAST & CURRENT SPONSORS

EVENTS + INITIATIVES

Scholarships
Supporting the next generation of LGBTQ+ leaders

Official After Parties
Once Celebration is done, the After Parties have just begun.

Accessibility
Keeping Pride Houston open and accessible to all.

Kick Off/Logo Unveiling
Annual Celebration Kick Off + Logo Reveal.

Genderless
Event celebrating our Trans, Gender Non Binary and Gender Non Conforming Family.

Official Pool Party
The Hottest LGBTQ+ Pool Party in Texas.

Eden
Dance party for the ladies and lovers in the LGBTQ+ community.

Reel Pride
Annual International LGBTQ+ Film Festival

Sober Pride Night
Annual Dry Pride Night + Family Fun Event

Rights Are Human Conference
Pride 365 Initiative + Symposium focusing on Human Rights

Rock The Runway
Houston’s Annual LGBTQ+ Fashion Show

Outreach
Activism, education and crisis management in action

Special Customized Events
Curated events with community partners.
## HIGHLIGHTED OPPORTUNITIES

### ACCESSIBILITY
Increasing Efforts to be Open and Accessible to All

### CELEBRATION POOL PARTY
The Hottest LGBTQ+ Pool Party in Texas

### ROCK THE RUNWAY
Houston’s Annual LGBTQ+ Fashion Show

### RIGHTS ARE HUMAN
Pride 365 Initiative + Symposium focusing on Human Rights

<table>
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<tr>
<th>Sponsorship Opportunity</th>
<th>Bronze $5,000</th>
<th>Silver $10,000</th>
<th>Gold $20,000</th>
<th>Platinum $40,000</th>
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<td>1 Logo on Pride Website</td>
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Value in-kind will qualify for their appropriate market value.

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**We Want to Celebrate With You**

To sponsor at a lower level or to create a custom package

[info@pridehouston.org](mailto:info@pridehouston.org)