

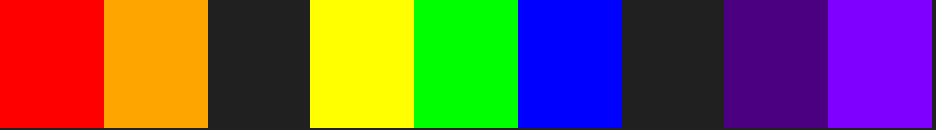


PRIDE
HOUSTON 365



PRIDE HOUSTON® SPONSORSHIP PROSPECTUS 2026

Invest in Visibility. Celebrate Boldly. Build a 365-Day Pride.



PRIDE HOUSTON 365

P

ADVOCACY

45+ years of
advocacy and
celebration

R

LARGEST

One of the
largest
LGBTQIA+ Pride
events in the
Southern U.S.

I

ATTENDANCE

350,000+
annual
attendees

D

365

Year-round
events,
programs, and
outreach

E

IMPACT

Committed to
intersectionality,
inclusion, and
impact

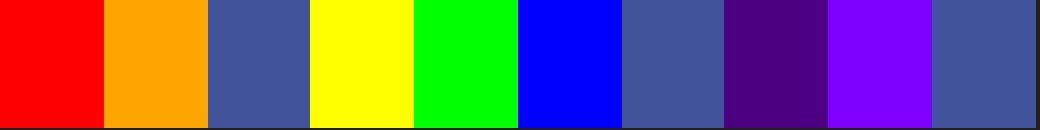




The City's Largest LGBTQ+ Celebration

Every June, Houston transforms into a hub of visibility, connection, and celebration. Pride Houston attracts 500,000+ attendees, making it one of the largest Pride celebrations in the nation. With over 200 parade entries, hundreds of corporate and community partners, and a digital reach of millions across social platforms, Pride Houston offers brands unparalleled exposure to a highly engaged and diverse audience.





WHY



550,000+ people.
200+ parade
entries. Millions
reached.

**One powerful
platform for
your brand**

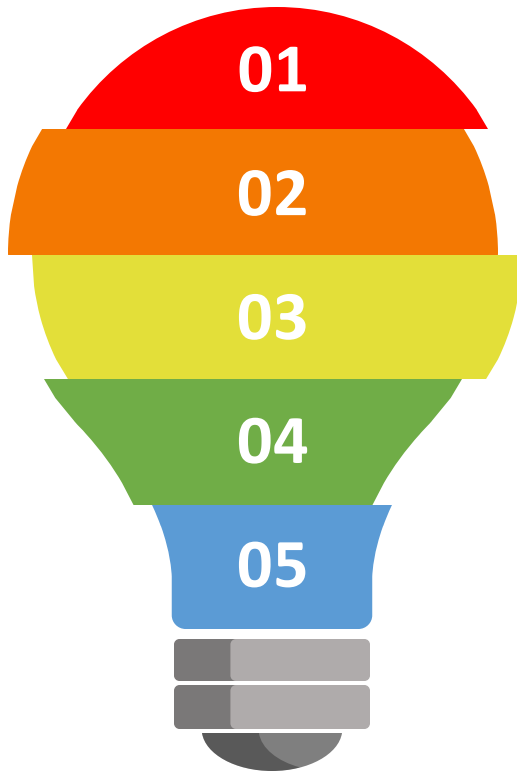


By partnering with Pride Houston, your brand gains access to:

- Unmatched Visibility – Showcase your brand to 550,000+ attendees and millions reached online, across local, national, and global markets.
- Direct Engagement – Build authentic connections with LGBTQ+ and ally communities through on-site activations and interactive experiences.
- DEI Leadership – Demonstrate a genuine commitment to diversity, equity, and inclusion, positioning your brand as a trusted ally.
- Proven ROI – Leverage powerful media impressions, consumer loyalty, and measurable outcomes that extend far beyond the celebration.



OUR STRATEGIC PILLARS



1

Driving Intersectional Advocacy & Community Impact: We promote inclusive 2SLGBTQIA+ advocacy that embraces the full range of identities and lived experiences within our community. By supporting Pride Houston, sponsors invest in grassroots leadership, equity-focused programming, and a movement that creates meaningful change throughout Houston and beyond.

2

Elevating LGBTQIA+ Culture Through Unforgettable Experiences: From the iconic Pride Festival and Parade to year-round community programming, we deliver high-impact events that celebrate LGBTQIA+ history, joy, and resilience. Sponsors are vital partners in creating experiences that unite thousands, elevate visibility, and leave a lasting cultural legacy across Houston.

3

Amplifying Voices & Deepening Community Connection: We build trust and foster belonging by creating inclusive communication channels that reflect the full diversity of Houston's LGBTQIA+ community. Through storytelling, outreach, and collaborative engagement, we bring people together and give sponsors a platform to connect authentically with a passionate, loyal audience.

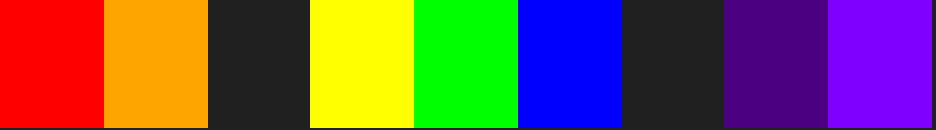
4

Championing Diversity, Equity & Inclusion: We lead with purpose by centering LGBTQIA+ voices across race, gender, ability, and identity. Through authentic representation and inclusive programming, we foster connection, challenge inequity, and create platforms where both community and corporate partners can live their values in action.

5

Strategic Partnerships & Sustainable Growth: We are committed to building a financially diverse, transparent, and forward-thinking organization. By investing in Pride Houston, sponsors fuel year-round programming, community impact, and the long-term strength of one of the South's largest LGBTQIA+ celebrations.





OUR PROGRAMS

365 MODEL 

We've marched, we've celebrated,
we've shown up.

Now, it's time to stay present — not
just in June, but all year long.

Join us as we expand our reach,
uplift more voices, and create lasting
change across Houston's LGBTQIA+
community.





365



TRANS & DYKE MARCH

MAY



PRIDE ANNUAL FESTIVAL + PARADE

JUNE



BACK TO MONTROSE BLOCK PARTY

JUNE



PRIDE 5K RUN / WALK

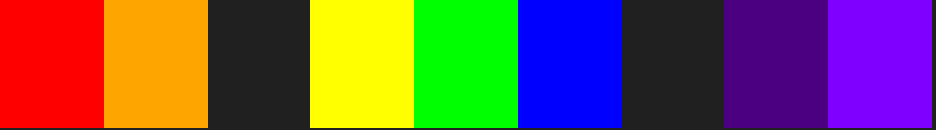
AUGUST



Pride Houston Kiki Gala – “LEGACY”

OCT





JOIN US

For Houston's LGBTQIA+
Community – 365 Days a Year

**With Pride, you're not just
showing up; you are stepping
into something bigger.**

We're creating more
opportunities to uplift,
engage, and build community
year-round, and it starts now.





PRIDE HOUSTON® SPONSORSHIP PROSPECTUS 2026

Benefits	Diamond (\$80K)	Platinum (\$50K)	Impact Leader (\$25K–49K)	Equality Advocate (\$10K–24K)	Visibility Partner (\$5K–9K)
Presenting Sponsor of Pride Houston’s 48th Festival & Parade	✓				
Main Stage Speaking Opportunity	✓				
Logo on Homepage (Top or Tiered)	✓ (Top)	✓ (Tiered)	✓ (Tiered)	✓ (Tiered)	
Logo on Printed Promotional Materials (Flyer & Pride 2026 program)	✓	✓	✓		
Logo on Volunteer Team Lead T-Shirts (Tiered)	✓	✓	✓	✓	
Logo on Pride Houston’s Board of Directors Polo as Presenting Sponsor	✓				
Logo on Step-and-Repeat Banners (Tiered)	✓	✓	✓	✓	
Logo or ad included in Event Programs	✓ (Full Page Ad)	✓ (Half Page Ad)	✓ (Quarter Page ad)	✓ (Logo Only)	✓ (Logo Only)
Logo in Email as Presenting Sponsor	✓				
Invitation to Pride Houston’s Opening	✓	✓	✓	✓	✓
Press Releases & Media Outreach	✓	✓	✓		
Email Newsletter Inclusion (footer)	✓	✓	✓	✓	✓
Logo in Email as Presenting Sponsor	✓				
Dedicated Social Media Features	✓	✓	✓		
Social Media Mentions – Story and/or Post	✓ (Post + Story)	✓ (Post + Story)	✓ (Story + Post)	✓ (Story + Post)	✓ (Story)
Year-Round Recognition	✓	✓	✓	✓	
Custom Activation Space at Festival & Parade	✓	✓	✓		
Parade Entry	3 (10x40)	2 (10x40)	2 (10x40)	1 (10x40)	
Festival Booth	4 (10x10)	2 (10x10)	2 (10x10)	1 (10x10)	✓ 1 (10x10)
VIP Tickets to Events (Quantity Varies)	20	12	8	4	2

PRIDE CHAMPION \$80,000 +

Presented by” Naming Rights + Premier Year-Round Exposure

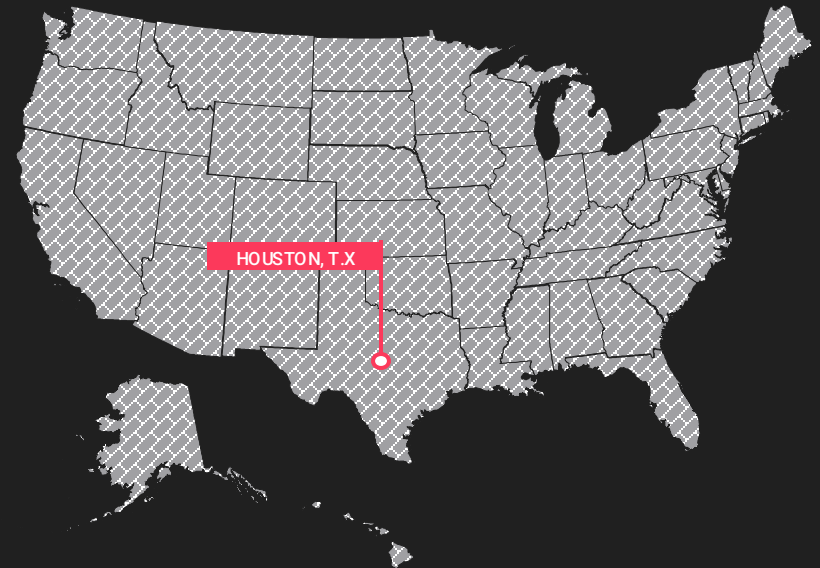
- ✓ Brand Visibility & Recognition - Exclusive designation as the Presenting Sponsor of the Pride Houston Festival & Parade.
- ✓ Presenting Sponsor of the Pride Houston Festival & Parade - Premium speaking opportunity during the Festival to address thousands of attendees.
- ✓ Main stage speaking opportunity - Premium speaking opportunity during the Festival to address thousands of attendees.
- ✓ Custom Branded Activation
 - Up to three (4) Prime 10x10 Booths in a high-traffic zone
 - Up to four (3) Parade Units (10' x 40' each) with option to include branded vehicle(s)
- ✓ VIP ACCESS
 - 20 VIP tickets to all Pride Houston events throughout the season. Festival VIP Lounge, Parade Grandstand Seating, Eden, RTR, Opening Reception, 5k Run/Walk, Kiki Ball, Grand Marshal Reception
- ✓ Logo Placement Across Platforms
 - All Official Signage & Printed Materials
 - Board of Directors Polo Shirts (back and arms, as presenting sponsor)
 - Volunteer Team Lead T-Shirts (worn throughout Pride Weekend)
 - Step-and-Repeat Banners at key events
 - Official Event Programs & Marketing Materials
- ✓ Dedicated Social Media Features - Inclusion in social media campaigns, tagged posts, and a dedicated newsletter highlights as the presenting sponsor
- ✓ Year-Round Recognition & Email Integration - Positioned as a Premier Partner of Pride Houston across all communications and promotions, and your logo included in the footer of all outgoing Pride Houston correspondence through February 2027.



PRIDE IMPACT LEADER \$25,000 - \$50,000

Featured Sponsor of the Pride Festival or Parade – Only 2 at this tier

- ✓ Brand Visibility & Recognition - Featured sponsor of either the Festival or the Parade.
- ✓ Logo placement on:
 - Pride Houston website (tiered sponsor listing)
 - Select event signage & printed materials
 - Press releases & media outreach
 - Social media mentions before and during Pride Weekend
 - Year-round brand exposure across select Pride Houston programs
- ✓ On-Site Presence & Engagement
 - Premium booth placement at the Festival
 - Up to two 10x10 tents in high-traffic areas
 - Parade entry with branded signage
 - Up to two 10x40 spaces
- ✓ VIP ACCESS
 - 12 VIP Tickets to all Pride Houston events, including:
 - Festival VIP Lounge
 - Parade Grandstand
 - Select year-round events
- ✓ Social Media Features
 - Year long inclusion in tagged social media posts
- ✓ Email Integration
 - Positioned as an Impact Leader of Pride Houston across all communications and promotions,
 - Logo included in the footer of all outgoing Pride Houston correspondence through February 2027.



PRIDE EQUITY ADVOCATE \$10,000 - \$24,000

Presented by” Naming Rights + Premier Year-Round Exposure

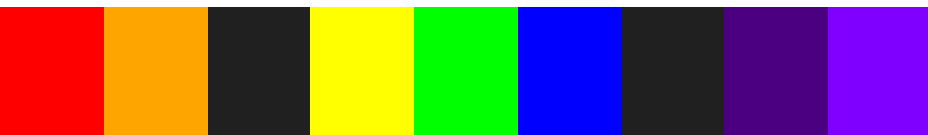
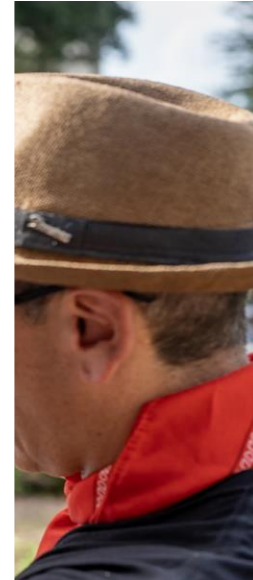
- ✓ Brand Visibility & Recognition
 - Logo featured on the Pride Houston website and select printed materials
 - Inclusion in email newsletters and official sponsor recognition listings
- ✓ Social media mentions across Pride Houston’s official channels
 - Year-round recognition as an Equality Advocate-level sponsor
- ✓ On-Site Presence & Engagement
 - One 10x40 Parade entry with branded signage
- ✓ Standard booth space at the Festival
 - One 10x10 festival entry with branded signage
- ✓ VIP Access
 - 8 VIP Tickets to Pride Houston events, including:
 - Festival VIP Lounge
 - Parade Grandstand Seating



PRIDE EQUITY ADVOCATE \$5,000 - \$9,900

Supporting Pride Through Presence and Partnership

- ✓ Brand Visibility & Recognition
 - Name or logo listed on the Pride Houston website
 - Inclusion in the footer of email newsletters
- ✓ Social media mentions across Pride Houston's official channels
 - Year-round recognition as an Equality Advocate-level sponsor
- ✓ Standard booth space at the Festival
 - One 10x10 festival entry with branded signage
- ✓ VIP Access
 - 2 VIP Tickets to Pride Houston events, including:
 - Festival VIP Lounge
 - Parade Grandstand Seating



À La Carte Add-Ons

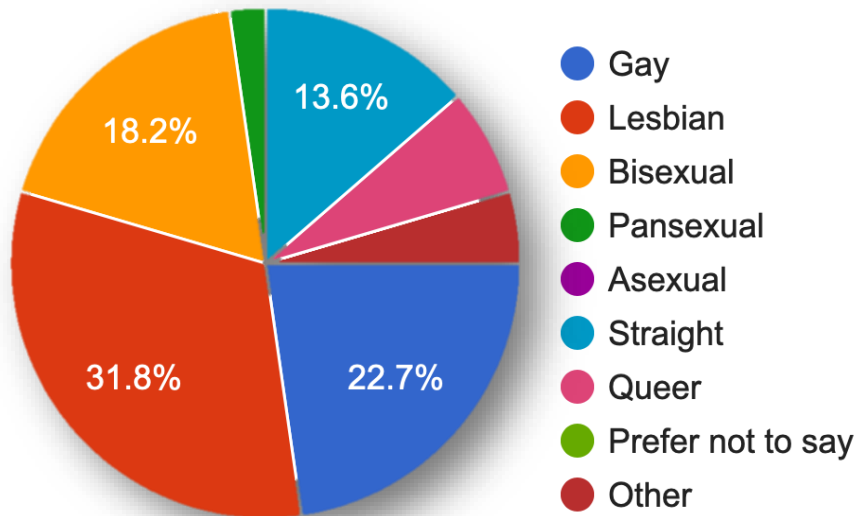
Affordable options to amplify your brand before, during, and after Pride.

Add-On	Rate	Details
Additional Parade Entry	\$500	Add one extra 10x20 parade unit with branded signage
Photo Wall Branding	\$750	Logo on the official Pride photo wall backdrop at Festival
Panel or Workshop Co-Presenter	\$1,000	Co-branding opportunity and shout-out during official programming
Activation Zone Sponsorship	\$1,500	Small branded activation area within festival grounds
Dedicated Newsletter Feature	\$500	Your brand, message, and link featured in one dedicated email section (20K+ subscribers)
Newsletter Logo Placement (2 emails)	\$250	Logo in footer of two Pride Houston newsletters
Standalone Social Media Post	\$400	One branded image post on Instagram, Facebook & X (with tag)
Instagram Story Set (3 slides)	\$300	3-frame branded story with swipe-up or tag (saved to event highlights)
TikTok or Instagram Reel Mention	\$600	Brand tagged in an official video reel or short-form post with reach push



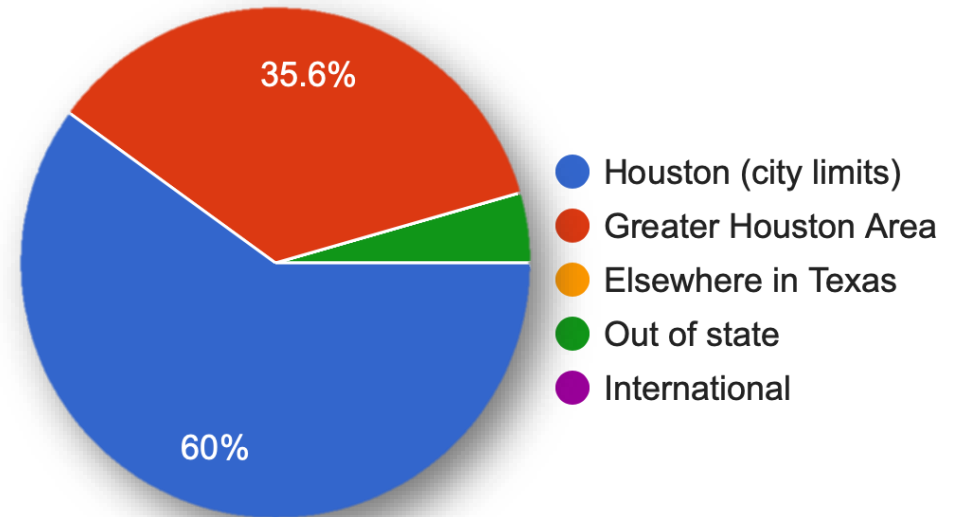
CELEBRATION ATTENDEE DEMOGRAPHICS

ORIENTATION



The 4th largest city
7.8 million people live in the ten-county
Houston-Pasadena-The
Woodlands MSA.

ATTENDEES BY AREA

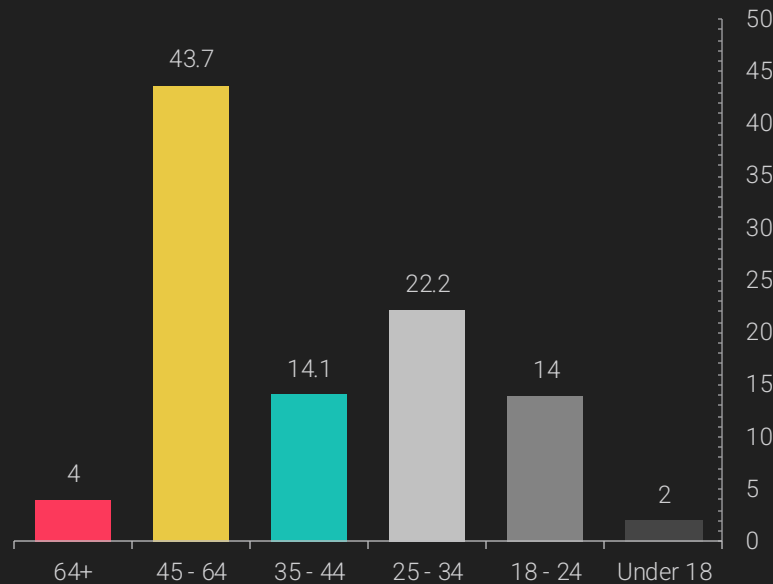


The Houston-Pasadena-The Woodlands MSA has an estimated LGBTQ+ population of 3.5%. This translates to roughly 169,000 adults identifying as LGBTQ+. Within the broader state of Texas, an estimated one in every 11 adults identifies as LGBTQ+, according to Every Texan.

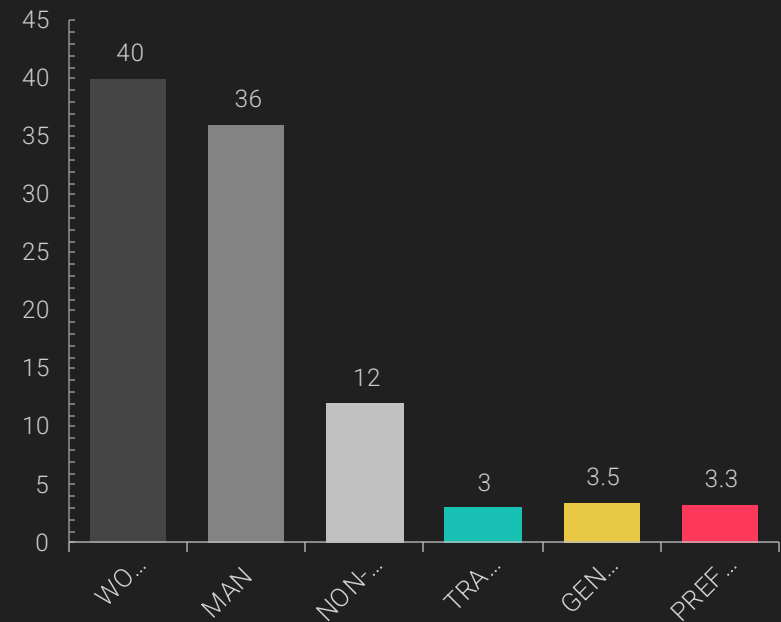


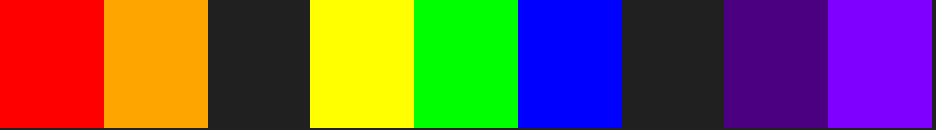
DEMOGRAPHICS LGBTQIA+

AGE



GENDER IDENTITY





ABOUT US

Pride Houston is a volunteer-run 501(c)(3) nonprofit that organizes the largest LGBTQ+ festival and parade in Texas. For nearly five decades, we have produced the official Houston LGBT Pride Celebration, including the Houston Pride Festival® and Houston Pride Parade® held annually in Montrose or downtown Houston.

What began in 1976 as a grassroots march to honor the Stonewall Riots has grown into a dazzling night parade that lights up the city with joy, resilience, and unapologetic visibility. The event has remained a powerful symbol of unity and resistance through political opposition, the AIDS crisis, and ongoing fights for equality. For many, Pride is not just a celebration; it is a life-affirming reminder that they are seen, supported, and never alone.



MISSION

Our mission is to raise public awareness around the need for diversity, equity, and equal rights while commemorating and celebrating the rich history of Houston's LGBTQIA+ community. We work year round, not just in June, to uplift queer voices, foster connection, and create inclusive spaces that reflect the heart of our city.

Through thoughtful programming, community-driven education, and initiatives like youth scholarships and health and wellness outreach, Pride Houston is committed to long-term impact and transparency.





VISION

PRIDE HOUSTON

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OUR SPONSORS





CONTACT US

We cannot do this without you



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www.pridehouston.org



**THANK YOU FOR YOUR
SPONSORSHIP**

PRIDE HOUSTON 365

