

PRIDE HOUSTON®  
SPONSORSHIP PROSPECTUS 2026



**PRIDE**  
**HOUSTON 365**

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





## TOGETHER. CELEBRATING DIVERSITY. CREATING CHANGE.

For more than 45 years, Pride Houston has united community leaders, businesses, and advocates to champion equality, celebrate diversity, and drive progress across the Greater Houston region.

Each year, we bring together hundreds of thousands of participants, partners, and changemakers to create meaningful impact—not just during Pride Month, but year-round.

Through collaboration and shared purpose, we continue to build a stronger, more inclusive Houston for everyone.



## PARTNERING FOR IMPACT & PURPOSE

Pride Houston 365 invites you to explore our 2025 Sponsorship Guide, featuring exclusive opportunities to align your brand with one of the most influential cultural movements in the South.

Your partnership goes beyond visibility; it becomes a statement of leadership, allyship, and commitment to Houston's diverse and dynamic LGBTQ+ community. Through collaboration and shared values, we create spaces that inspire connection, celebrate authenticity, and drive meaningful impact year-round.

Pride Houston's events and programs align with key areas of visibility, inclusion, and community impact.

- Pride Houston Festival & Parade
- Community Engagement Programs
- Youth & Empowerment Initiatives
- Community Forums & Partnerships

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## PRIDE HOUSTON'S REACH



85,000+  
FOLLOWERS



3.5M+  
VIEWS



80,000+  
ANNUAL  
WEBSITE  
VISIT



750,000+  
EVENT  
ATTENDEES

## MAXIMIZE YOUR REACH

Gain exposure to hundreds of thousands of attendees, community leaders, and businesses through the Pride Houston Parade and Festival, the largest LGBTQ+ celebration in the region. Whether you're looking to grow brand visibility, engage directly with diverse audiences, or show your commitment to equality and inclusion, our sponsorship packages offer impactful ways to connect, celebrate, and lead with pride.





# FESTIVAL + PARADE



## PRIDE HOUSTON ANNUAL FESTIVAL & PARADE

June 2026  
Sponsorship Opportunities Begin at \$10,000

Each year, the Pride Houston Festival & Parade stands as the largest LGBTQIA+ celebration in the South, uniting hundreds of thousands of attendees in the heart of downtown Houston.

This two-day experience brings together community, culture, and commerce, offering sponsors unparalleled visibility and engagement with one of the most diverse and dynamic audiences in the region.

The Festival showcases local and national talent, small businesses, and major corporate partners, while the Parade illuminates downtown streets with color, pride, and purpose, amplifying messages of equality, inclusion, and unity for all.

### AS A SPONSOR, YOU WILL:

- Showcase your brand to one of the largest and most diverse audiences in the South, reaching hundreds of thousands of attendees.



- Gain high-impact visibility through on-site activations, media coverage, and community engagement.



**EXPECTED ATTENDANCE**  
**700,000**



**EXPECTED BUSINESSES**  
**200+**

- Align your organization with Pride Houston's mission to celebrate inclusion, amplify visibility, and drive social and economic progress.





# COMMUNITY ENGAGEMENT PROGRAMMING



EXPECTED 100 - 300  
ACTIVE ATTENDANCE  
+ PARTICIPANTS

## COMMUNITY ENGAGEMENT + PROGRAMMING

Sponsorship Opportunities Begin at \$5,000

Pride Houston's Community Engagement & Programming brings together local organizations, advocates, and residents to address issues impacting Houston's LGBTQIA+ community. From workshops and educational panels to wellness initiatives and storytelling campaigns, these programs create spaces for learning, collaboration, and meaningful action.



### AUDIENCE

Community members · LGBTQIA+ advocates · Local leaders · Civic partners · Sponsors looking to connect directly with Houston's engaged LGBTQIA+ community



### AS A SPONSOR, YOU WILL

- Champion LGBTQIA+ Health & Safety – Support critical initiatives including HIV/AIDS awareness, domestic violence prevention, and trans visibility.
- Engage Directly with the Community – Connect with leaders, advocates, and residents actively shaping Houston's LGBTQIA+ landscape.
- Make Measurable Impact – Your sponsorship provides education, resources, testing, and healing opportunities that transform lives.





# YOUTH + EMPOWERMENT INITIATIVES



## YOUTH EMPOWERMENT + INITIATIVES

*Sponsorship Opportunities Begin at \$10,000*

Support Pride Houston's programs dedicated to uplifting and empowering LGBTQIA+ youth. Through initiatives such as the Pride Youth Prom, Scholarship Programs, and mentorship opportunities, these programs provide safe, affirming spaces for young people to celebrate identity, build confidence, and develop leadership skills.

Dynamic programming includes educational workshops, networking opportunities, mentorship sessions, and events that inspire personal and professional growth.

## AS A SPONSOR, YOU WILL:

- **Empower LGBTQIA+ Youth**
  - Support safe, affirming programs that foster confidence, leadership, and personal growth.
- **Connect with Emerging Leaders and Allies**
  - Engage directly with youth, educators, families, and community advocates shaping Houston's future.
- **Create Lasting Impact**
  - Your sponsorship enables scholarships, mentorship programs, and events that open doors and transform lives.



## AUDIENCE

- LGBTQIA+ youth
- Families
- Educators
- Community leaders
- Civic partners
- Sponsors invested in youth empowerment and inclusion



**50-300 EXPECTED PARTICIPANTS PER PROGRAM**





## OUT ON MONTROSE: HONORING STONEWALL & PRIDE HISTORY

The Back to Montrose celebration marks a historic return to Pride Houston's roots in the Montrose neighborhood, offering a meaningful tribute to the Stonewall legacy and the origins of Pride.

As our annual festival must take place on June 6 this year due to FIFA, this homecoming event provides an opportunity to honor Pride weekend, celebrate LGBTQIA+ culture, and engage the community in reflection, connection, and joy.

Through music, storytelling, art, and community activations, Back to Montrose serves as a bridge between history and today — keeping the spirit of Stonewall alive in Houston.

## AUDIENCE

Houston's LGBTQ+ Community members and allies, local business owners, artists, activists, and civic leaders who value LGBTQIA+ history, culture, and connection.



10,000+  
EXPECTED  
PARTICIPANTS

## AS A SPONSOR, YOU:

- Celebrate and honor the legacy of Stonewall and the enduring fight for LGBTQIA+ rights.
- Connect with community leaders, advocates, and residents invested in Houston's LGBTQIA+ culture.
- Demonstrate your organization's commitment to inclusion, history, and cultural preservation.
- Gain high-visibility recognition through event branding, press features, and social media promotion.





# COMMUNITY FORUMS + PARTNERSHIPS

## COMMUNITY FORUMS + PARTNERSHIPS

*Sponsorship Opportunities Begin at \$5,000*

Pride Houston's Community Forums & Partnerships bring together civic leaders, advocacy groups, and community stakeholders to discuss issues affecting Houston's LGBTQIA+ community. These sessions offer powerful opportunities to exchange ideas, strengthen connections, and inspire collaborative action toward a more equitable and inclusive Houston.



**50–500 EXPECTED PARTICIPANTS ENGAGED IN DIALOGUE**

Each forum features expert speakers, local leaders, and changemakers offering insights, research, and lived experiences on key topics impacting the Houston region. Sessions are designed to foster authentic dialogue, build partnerships, and create pathways to action.

## MONTHLY TOPICS MAY INCLUDE:

- LGBTQIA+ Rights & Policy
- Mental Health & Wellness
- Arts, Media & Culture
- Youth Empowerment & Education
- Economic Opportunity & Entrepreneurship
- Health Equity & HIV Awareness
- Transgender Visibility & Advocacy
- Diversity, Inclusion & Corporate Responsibility
- Community Safety & Violence Prevention
- Faith, Family & Intersectionality

## AS A SPONSOR, YOU:

- **Shape Conversations That Matter**
  - Support forums and partnerships addressing policy, equity, and inclusion within Houston's LGBTQIA+ community.
- **Engage with Community Leaders**
  - Connect directly with advocates, civic partners, and organizations driving meaningful change.
- **Amplify Your Impact**
  - Your sponsorship enables dialogue, collaboration, and programs that foster stronger, more inclusive communities.





# FUNDRAISER



## PRIDE HOUSTON ANNUAL GALA

**November 2026**

Sponsorship Opportunities Begin at \$5,000

Pride Houston's Annual Gala is a premier evening celebrating leadership, visibility, and community impact. This signature event honors local LGBTQIA+ leaders, allies, and changemakers while raising critical funds to support Pride Houston's year-round programs and initiatives.

The Gala combines recognition, entertainment, and networking, offering sponsors high-profile visibility and alignment with Houston's largest Pride organization.

### AUDIENCE

- Corporate partners
- Community leaders
- Elected officials
- Philanthropists
- Sponsors invested in equity, inclusion, and cultural impact



### AS A SPONSOR YOU WILL:

- Position your brand among Houston's most distinguished LGBTQIA+ leaders, changemakers, and allies.
- Gain premium visibility through red-carpet moments, press coverage, and exclusive on-site recognition.
- Connect with influential guests, honorees, and community partners shaping culture, equity, and progress.
- Demonstrate your company's commitment to inclusion, visibility, and the advancement of LGBTQIA+ excellence.
- Build a legacy of leadership and allyship by supporting initiatives that strengthen and empower the community.





## PRIDE HOUSTON COMMUNITY IMPACT LUNCHEON

**Spring 2026**

Sponsorship Opportunities Begin at \$1,200

The Pride Houston Community Impact Luncheon brings together civic leaders, corporate partners, and community advocates for an inspiring afternoon dedicated to celebrating those driving meaningful progress in Houston's LGBTQIA+ community.

This annual luncheon spotlights initiatives that advance equity, inclusion, and belonging while recognizing individuals and organizations making a measurable difference through advocacy, innovation, and service.

### AS A SPONSOR:

- Position your organization as a leader in diversity, equity, and community advancement.
- Engage directly with Houston's most influential corporate and civic voices.
- Demonstrate your company's commitment to supporting year-round LGBTQIA+ visibility and impact.
- Receive high-profile recognition across event materials, media coverage, and digital platforms.

### AUDIENCE

This event attracts business and nonprofit leaders, government representatives, diversity and inclusion executives, Pride Houston board members, and community changemakers.

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# R.I.S.E





## RISE RECIPIENTS

*Sponsorship Opportunities Begin at \$5,000*

The RISE Recipient Program honors and uplifts LGBTQIA+ trailblazers, entrepreneurs, artists, and community advocates who embody resilience, impact, strength, and empowerment. This annual initiative provides financial and professional support to local changemakers, helping expand their visibility, amplify their voices, and further their contributions to the Houston community.

Through mentorship, grants, and recognition, Pride Houston continues to invest in the next generation of leaders who are shaping the future of equality, innovation, and inclusion.



10-25  
EXPECTED  
RECIPIENTS

### AS A SPONSOR, YOU:

- Champion emerging LGBTQIA+ leaders and changemakers making measurable community impact.
- Gain meaningful brand alignment with empowerment, leadership, and sustainable progress.
- Build direct connections with RISE honorees, mentors, and program partners.
- Receive elevated recognition through digital campaigns, press features, and live event visibility.
- Present a RISE Award on stage and be featured in recipient highlight videos and media coverage.
- Demonstrate your company's lasting investment in equity, innovation, and community development.

### AUDIENCE

Emerging leaders, corporate partners, philanthropic organizations, and community advocates dedicated to advancing diversity, equity, and representation across industries.

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**JOIN US AS A  
SPONSOR FOR  
SEASON 48**





## WHY BECOME A SIGNATURE SPONSOR

Pride Houston's integrated marketing ecosystem connects your brand to one of the most engaged and diverse audiences in the region. Through strategic digital, social, and live event channels, sponsors gain measurable visibility and high-impact engagement across Houston and beyond.

With **87,000+** website visitors, **3.5 million+** views and impressions, **87,000+** social media followers, **50,000+** email subscribers, and hundreds of thousands of Parade and Festival attendees annually, your sponsorship delivers multi-channel exposure, strengthens brand reputation, and demonstrates your commitment to equity, inclusion, and community impact.

### JOIN US AS A 2026 SIGNATURE SPONSOR

**Pride Houston** invites your organization to become a 2026 Signature Sponsor, an exclusive opportunity to elevate your brand, engage meaningfully with Houston's LGBTQIA+ community, and showcase leadership in inclusion, equity, and visibility.

Our team will craft a custom engagement plan across Pride Houston's signature events and programs, providing year-round exposure, meaningful activations, and exclusive benefits tailored to your organization's objectives.

Opportunities in the 2026 Signature Sponsor program are limited, with only one Platinum Signature Sponsor position available — securing exclusive naming rights for Pride Houston's iconic Parade and Festival activations.



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# PRIDE INVESTMENT:

## Platinum Signature Sponsorship - \$80,000 — Exclusive (1 available)

- Includes naming rights for Pride Houston's signature events and Festival activations, year-round brand visibility, and premium engagement across all major initiatives.

## Premier Partner Sponsorship - \$50,000

- Includes elevated recognition across Pride Houston's Parade, Festival, and community programs, with customized engagement opportunities and high-profile visibility.

## Signature Sponsorship - \$30,000

- Show your commitment to inclusion by supporting Pride Houston's outreach, education, and local impact programs while gaining meaningful exposure.

## Pride Champion Sponsorship - \$20,000

- Perfect for organizations looking to align with Pride Houston's mission and participate in select events with visible community presence.

## Community Impact Partner Sponsorship- \$5,000

- Perfect for organizations looking to align with Pride Houston's mission and participate in select events with visible community presence.

We invite you to partner with us as we create a customized sponsorship package that aligns with your business objectives, drives meaningful engagement, and deepens your impact across Houston's diverse LGBTQIA+ community.

## 2026 PLATINUM SIGNATURE SPONSOR BENEFIT

- **Exclusive Visibility** – Gain year-round exposure across Pride Houston's events, digital platforms, and media campaigns.
- **Premium Access** – Connect directly with community leaders, corporate partners, elected officials, and influencers.
- **Strategic Alignment** – Showcase your organization's commitment to equity, inclusion, and community impact.
- **Custom Engagement** – Work with our team to create a tailored plan that maximizes your objectives and amplifies your brand.
- **High-Profile Recognition** – Stand out as a champion of LGBTQIA+ visibility and progress, with naming rights and priority placement for the Platinum Signature Sponsor.





## AS THE PLATINUM SIGNATURE SPONSOR, YOU RECEIVE:

- Elevated branding and naming rights for key Pride Houston events or activations
- Premier logo placement across all print, digital, and on-site materials
- Reserved seat at all events including Leadership Roundtables with Pride Houston executives and community partners
- Invitation to the Annual Executive Reception with Pride Houston's President, Board Chair, and Signature Sponsors
- Recognition at every major Pride Houston event, including stage signage and premium placement at event entrances
- Opportunity for executive speaking role or branded segment at select Pride Houston programs
- Includes all Signature Sponsor benefits

## Leverage Sponsorship as a Catalyst for Impact and Growth

As a sponsor, you have the opportunity to amplify your brand while standing alongside Pride Houston's legacy of advocacy, visibility, and community empowerment.

### AS A PREMIER SPONSOR, YOU RECEIVE:

- Company logo featured on all major Pride Houston event webpages and marketing materials
- Digital recognition on [PrideHouston365.org](http://PrideHouston365.org) and across official event communications
- Logo inclusion on all promotional emails, event pages, and social media highlights
- Recognition banner or digital display at all Signature Events
- On-screen and verbal acknowledgment during key moments at major events
- Invitations to VIP receptions and sponsor networking events
- Access to event attendee registration lists upon request
- Recognition in Pride Houston's annual impact report

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## AS THE SIGNATURE SPONSOR, YOU RECEIVE:

- Logo displayed on all major Pride Houston event webpages and digital promotions
- Recognition in email communications promoting events and programs
- On-screen and verbal acknowledgment during Signature Events (Festival, Parade, and select programs)
- Inclusion on Signature Event banners or digital displays
- Invitations to VIP receptions and networking events
- Access to event attendee registration lists upon request
- Priority consideration for community program activations and sponsorship opportunities

## Leverage Sponsorship as a Catalyst for Impact and Growth

As a sponsor, you have the opportunity to amplify your brand while standing alongside Pride Houston's legacy of advocacy, visibility, and community empowerment.

## AS A COMMUNITY IMPACT PARTNER, YOU GET:

- Recognition as a supporting partner for community programs such as World AIDS Day, TDOR, DV Forum, and Youth Initiatives
- Logo featured on select digital materials, event signage, and resource guides
- Mention in program materials and verbal acknowledgment at sponsored community events
- Invitation to community partner mixers and networking opportunities
- Opportunities to collaborate on awareness campaigns and impact reporting
- Visibility in Pride Houston's annual recap and community impact communications

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## Premium Add-Ons & Custom Activation Opportunities

Take your impact even further with high-visibility enhancements designed to elevate brand presence, deepen engagement, and create unforgettable guest experiences:

- Branded Event Fencing
- On-Stage VIP Areas
- Artist Green Room Sponsorship
- Immersive Brand Activations
- Interactive Digital Festival Map
- Festival Banners & Flagpoles
- Photo & Content Creation Zones
- Wellness or Hydration Stations
- Community Impact Wall
- VIP Shuttle or Ride-Share Pick-Up Zone
- Stage Segment Naming Rights

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VIP BRANDED ENTRY

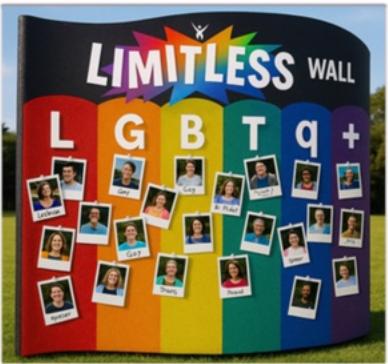


PHOTO WALL



BRANDED MINI BAR



BRANDED VIP BAR



BRANDED BARS



FUN ZONE

# SPONSOR ACTIVATED ZONES



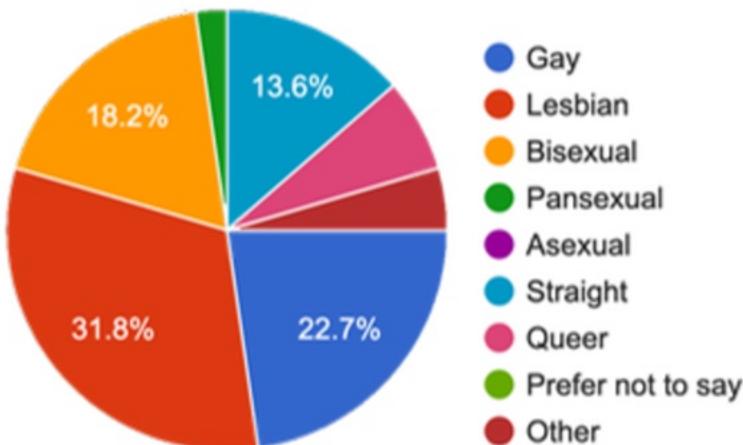


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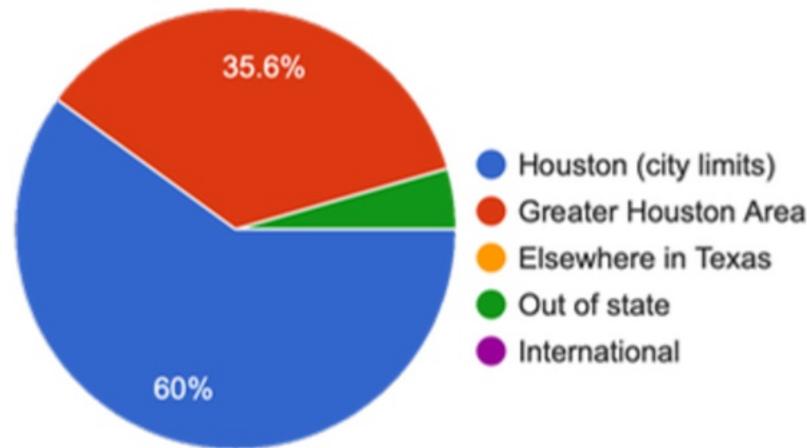


# CELEBRATION DEMOGRAPHICS

## ORIENTATION



## ATTENDEES BY AREA



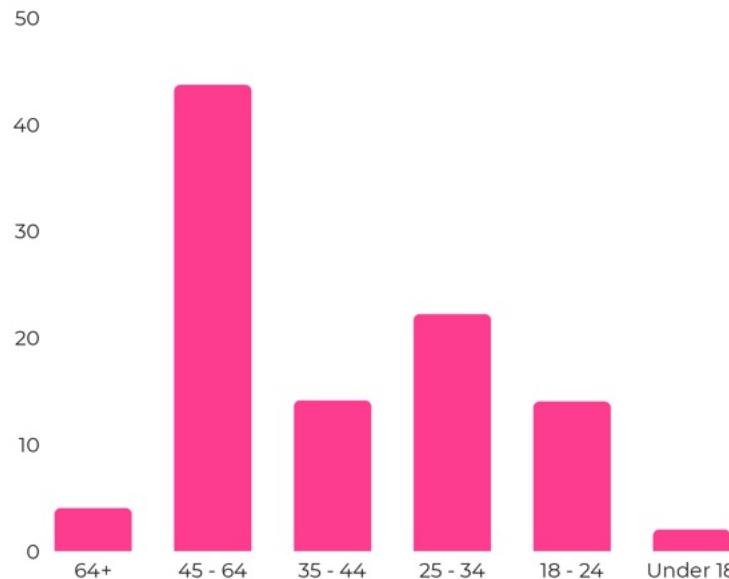
The 4<sup>th</sup> largest city  
7.8 million people live in the ten-county Houston-Pasadena-The Woodlands MSA.

Pride Houston draws a highly engaged, diverse audience across age, gender, and income levels, with a strong presence of LGBTQIA+ community members, allies, and culturally conscious consumers.

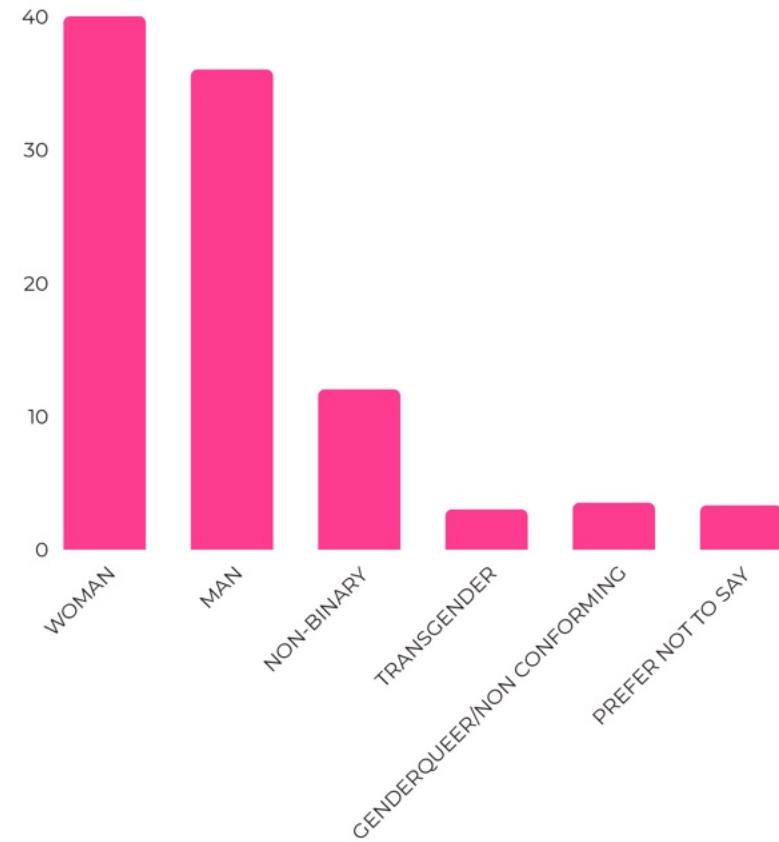


# DEMOGRAPHICS

## AGE



## GENDER IDENTITY



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## 2025 PREMIUM SPONSORS



## 2025 NOTABLE SPONSORS



JPMORGAN CHASE & CO.



BEYOND DISTILLING



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## CONTACT US

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WE CANNOT DO THIS  
WITHOUT YOU!



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Pride Houston partners with local community organizations through our R.I.S.E. Program and ongoing collaborations that uplift, empower, and connect. Through R.I.S.E., we invest directly into grassroots initiatives that advance mental health, leadership development, advocacy, and belonging across Greater Houston's LGBTQIA+ community.

Together, these partnerships fuel year-round impact — strengthening resilience, inclusion, and pride in every corner of our community.

## OUR PAST R.I.S.E. GRANT RECIPIENTS INCLUDE:

- **Tony's Place**
  - Craft Your Pride Program, providing creative, healing spaces for LGBTQ+ youth aged 14–25.
- **Parents of Trans Youth**
  - Building education, resources, and community for families of transgender and nonbinary youth.
- **Trans & GenderQueer Houston**
  - Empowering visibility, connection, and peer support.
- **Resurrection MCC: Black History Month Initiative**
  - Celebrating inclusion and faith through an LGBTQ-affirming lens.
- **Camp For All**
  - Offering barrier-free, life-changing experiences for youth and adults with special needs.
- **FLAS, Inc.**
  - Promoting health equity through behavioral health, HIV/STD prevention, and wellness support.
- **Bayou Village School**
  - Creating inclusive, accessible education environments that celebrate diversity.
- **iKan Outreach**
  - Providing compassionate, evidence-based recovery programs for LGBTQIA+ individuals.
- **Wellness on Wheels HTX**
  - Supporting youth mental health through movement, mentorship, and adventure therapy.





## YOUR BRAND. OUR COMMUNITY. ONE PURPOSE.

### COLLABORATE. ACTIVATE. INSPIRE.

Every brand has its own story — and at Pride Houston 365, we help you tell it with purpose. Whether you want to grow visibility, support inclusion, or connect with Houston's most dynamic audiences, we'll create a sponsorship experience that shines.

With a variety of vibrant celebrations, panels, community activations, and purpose-driven programs, your partnership fuels both your brand's growth and Pride Houston's mission to uplift and unite.



### SPONSORSHIP OPPORTUNITIES & ACTIVATIONS

Your partnership can shine in dynamic, high-visibility ways. Mix and match options to fit your goals and audience engagement strategy.

Craft your signature presence across Pride Houston's Festival, Parade, Women in Pride events, Opening Pride Reception, and year-round initiatives. Each activation offers a chance to engage audiences in ways that are vibrant, interactive, intuitive, and fun.

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# YOUR BRAND. OUR COMMUNITY. ONE PURPOSE.

## SPONSORSHIP OPPORTUNITIES & ACTIVATIONS

### Brand Visibility

- Logo placement on event signage, main stage, step-and-repeat, fence banners, or volunteer apparel
- Branded entry, VIP tent, or Festival activation zones
- Experiential photo ops and interactive brand displays
- "Our Colors Won't Fade" Crosswalk installation (Emerald City concept – bold, lasting community art)
- Logo inclusion on event merchandise, swag bags, Women in Pride brunch collateral, and Opening Pride Reception materials
- Recognition on Pride Houston website, press releases, and social media channels (100K+ reach)

### Community Connection

- Branded Volunteer Zone or Community Impact Station at Festival or Parade
- Sponsored Mini-Grant or Women in Pride Leadership Award
- Partner-hosted panel, workshop, or performance segment at Women in Pride Brunch
- Opportunities to connect with leaders, sponsors, organizations, and our Grand Marshal at the Opening Pride Reception
- Share co-branded content or resources in Pride Houston newsletters and digital communications

### Engagement & Experience

- Sponsor interactive elements such as the Brunch Mimosa Bar, Photo Lounge, Networking Tent, or Festival/Parade experiential zones
- Curate a custom activation (art installation, pop-up, interactive display)
- VIP guest access and on-stage acknowledgment at Women in Pride Brunch & Panel, Parade/Festival highlights, or Opening Pride Reception
- Sponsorship of Parade float, Festival stage segment, or artist/performer showcase
- Recognition during Grand Marshal introductions and special program moments

### Digital & Media Exposure

- Dedicated feature in Pride Houston e-newsletter and post-event highlights
- Inclusion in social campaigns such as HerStory in Pride
- Tagged mentions across Instagram, Facebook, TikTok, and LinkedIn
- Sponsored short videos or stories highlighting your brand's commitment to equity, inclusion, and LGBTQ+ leadership



## SPONSORSHIP OPPORTUNITIES & ACTIVATIONS

### Women in Pride & Year-Round Opportunities

- Stage Naming Rights for the Women in Pride Brunch and Panel Discussion.
- Reserved Table Sponsorships at brunch, networking mixers, or Opening Pride Reception
- Custom giveaways or Co-Branded Swag Bags that keep your brand visible beyond the event.
- Co-Presenter for Community Recognition Awards honoring women and queer leaders
- Logo placement across volunteer shirts, lanyards, event signage, and digital promotions
- Exclusive Media Feature in Pride Houston's post-event highlights and social recaps.
- Sponsorship of an Artist or Performer Segment to uplift local talent.

YOUR BRAND. OUR COMMUNITY.  
ONE PURPOSE.

## LET'S COLLABORATE

**We'll work with you to:**

- Define goals and audience engagement metrics
- Design creative, authentic activations
- Deliver measurable ROI and meaningful community impact

**TOGETHER, WE'LL ELEVATE YOUR BRAND AND EMPOWER PRIDE YEAR-ROUND.**



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# P

## PURPOSE

Celebrate, advance advocacy, and create safe, affirming spaces for visibility, connection, and empowerment.

# R

## REACH

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

# I

## IMPACT

Make an impact on 400,000+ attendees with Pride Houston's year-round, 365-day engagement

# D

## DAYS

Year-round events, programs, and outreach

# E

## EQUITY

Committed to intersectionality, inclusion, and impact



Thank You

WE LOOK FORWARD TO  
WORKING WITH YOU!



**PRIDE**  
HOUSTON 365