

DENVER PRIDE[®] JUNE 28 & 29



2025

SPONSORSHIP OPPORTUNITIES

ABOUT PRIDE

Denver Pride features a two-day festival that draws visitors from throughout the state of Colorado and the Rocky Mountain region. Saturday kicks off with the annual PRIDE 5K and continues with high-energy entertainment on three stages.

The festival includes over 250 exhibitors and 20 food vendors over the course of the weekend. The centerpiece of the festival is the Denver Pride Parade on Sunday morning. As the parade marches down to Civic Center Park, more than 100,000 spectators cheer on the floats and marchers, making Denver Pride one of the most popular annual festivals in Colorado.

Sponsors enjoy unparalleled access to Denver's LGBTQ+ community.

They can deliver their messages to a targeted, affluent, and responsive urban audience. In addition to one-on-one connections with community members at the festival and throughout the parade, sponsors benefit from PrideFest promotion and advertising that boosts the sponsor profile in the community. Sponsors also benefit from increased exposure through social media and web traffic.

Denver Pride honors the active and diverse achievements of the lesbian, gay, bisexual, and transgender communities of Colorado. The festival raises funds for The Center on Colfax, the largest LGBTQ+ non-profit community center in the Rocky Mountain region that engages, empowers, enriches, and advances the LGBTQ+ community of Colorado. Your sponsorship directly helps The Center offer support groups, community resources and referrals, and year-round programming for LGBTQ+ youth, families, and seniors.

ESTIMATED FESTIVAL
ATTENDANCE

500,000

PARADE
PARTICIPATION

17,000

PRIDE 5K
RACERS

3,600

ABOUT PRIDE



Denver Pride is one of the leading LGBTQ+ pride festivals in the United States with an estimated annual attendance of more than half a million people!

DENVER PRIDE 5K

Saturday, June 28, 9:30 AM
Denver Capitol Building

DENVER PRIDEFEST

Saturday, June 28, 11:00 AM to 7:00 PM
Sunday, June 29, 10:00 AM to 6:00 PM
Civic Center Park

DENVER PRIDE PARADE

Sunday, June 29, 9:30 AM
Cheesman Park to Civic Center Park



AT A GLANCE

Sponsorship Activations

Sponsors receive prominent placement in the highest-trafficked areas of the festival. Customized placement is also available.

Family Area

LGBTQ+ and allied families are right at home in our family area, enjoying special activities throughout the weekend created by local cultural institutions.

Exhibitors & Vendors

We attract high-quality local, regional, and national exhibitors, including nonprofits, retail, and corporate vendors. On average, attendees enjoy almost 5 hours of local outdoor dining in 2 food courts and refresh themselves at 20 beverage stands.

Sober Park

Denver Pride's Sober Park was created to provide space for adults wishing to celebrate Pride in a space free from alcohol. The Sober Park features its own sober bar with non-alcoholic beverages not found elsewhere in the festival.

Entertainment

Live and diverse entertainment thrills the crowd on three stages. Headliners light up our popular Center Stage, national and international acts excite the audience at the Latin Stage, and DJs from Denver and around the country wow the crowd at Dance World with high-energy dance music.



AT A GLANCE

Health & Wellness Lounge

The Health & Wellness Lounge is a peaceful retreat away from high-energy festivities, allowing visitors to recharge and prioritize self-care. The area features helpful resources, positive affirmations, and a cool-down zone.

Transgender Resource Area

Located on the lawn near our sponsor area, the Transgender Resource Area offers an open and welcoming area for the transgender community and allies to gather and celebrate.

VIP Area

Open Saturday and Sunday, the VIP Experience offers sponsors and major donors of The Center on Colfax complimentary food, beverages, and an unbeatable view of Center Stage entertainment. VIPs also receive tickets to our infamous rooftop Denver Pride Parade viewing party.

Youth Alley

A safe and substance-free space for youth ages 12-21, Youth Alley provides entertainment and resources for LGBTQ+ teens. Youth Alley is produced by The Center's youth program, Rainbow Alley.

West of 50 Resource Area

The West of 50 Resource Area provides information and activities for adults 50+ looking to build community with other older LGBTQ+ adults.

BRANDED SPONSORSHIP OPPORTUNITIES



CENTER STAGE ENTERTAINMENT SPONSORSHIP*

Exclusive | \$50,000

High-quality entertainment takes a high-quality investment from our sponsors. As a sponsor of our weekend entertainment, you'll receive unparalleled access to Denver PrideFest, exclusive recognition at Center Stage, and be named in all PR and media opportunities. Each year, Denver Pride secures some of the most prominent names in entertainment. Past years' Center Stage entertainment has included Todrick Hall, Alyssa Edwards, En Vogue, Betty Who, and Big Freedia.

HEADLINER SPONSORSHIP*

\$25,000

Each year, Denver Pride brings together some of the best artists, musicians, and entertainers to headline specific areas of PrideFest. As a sponsor, you'll receive unparalleled access to the respective performance areas your company is supporting.

** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED SPONSORSHIP OPPORTUNITIES



GAYBORHOOD MARKET SPONSORSHIP*

Exclusive | \$30,000

Denver Pride's Gayborhood Market gives its sponsor the exclusive opportunity to help support local LGBTQ+ small businesses, entrepreneurs, organizations, craft-makers, artisans, and more by lowering the barriers to access PrideFest and carrying the cost of participation. The Center on Colfax wants Denver Pride to be accessible to our diverse community and we need YOUR help! You will receive unparalleled access to Denver PrideFest, exclusive recognition at the Market, and you will be named and referred to in all PR and media opportunities.

** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED SPONSORSHIP OPPORTUNITIES



SUSTAINABILITY SPONSORSHIP*

Exclusive | \$30,000

Creating an environmentally sustainable festival will require additional funding to implement and maintain. This sponsorship funds the infrastructure to create and support this new program. This sponsor enjoys additional marketing and visibility opportunities associated with the Denver PrideFest Program.

** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED SPONSORSHIP OPPORTUNITIES



CENTERPIECE ART INSTALLATION SPONSORSHIP*

Exclusive | \$25,000

As a tribute to our movement, Denver Pride brings together some of the most renowned LGBTQ+ artists to create an art installation in the center of Civic Center Park. With your support, we'll be able to showcase the work of these partners while highlighting the history and challenges of achieving full equality.

DANCE WORLD SPONSORSHIP*

Exclusive | \$25,000

It's your favorite local and national DJs, all in one place. Dance World is where you'll find the best beats and magnetic melodies in Civic Center Park. Located just south of the Seal Pond, Dance World is two days of pure, high-energy dance fun open to all ages.



** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED SPONSORSHIP OPPORTUNITIES



LATIN STAGE SPONSORSHIP*

Exclusive | \$25,000

Featuring artists from around the world performing in both Spanish and English, Denver PrideFest's Latin stage offers their sponsor the opportunity to promote themselves to Colorado's LGBTQ+ Latin American community and beyond.

HEALTH & WELLNESS LOUNGE

Exclusive | \$20,000

The Health & Wellness Lounge is a peaceful retreat away from high-energy festivities, allowing visitors to recharge and prioritize self-care. Produced by The Center's Glass Lawler Mental Health program, the area features helpful resources, positive affirmations, and a cool-down zone.



** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED SPONSORSHIP OPPORTUNITIES



TRANSGENDER RESOURCE AREA

Exclusive | \$20,000

Located on the lawn near our sponsor area, the Transgender Resource Area offers an open and welcoming area for the transgender community and allies to gather and celebrate.

WEST OF 50 RESOURCE AREA

Exclusive | \$20,000

The West of 50 Resource Area provides information and activities for adults 50+ looking to build community with other older LGBTQ+ adults.



** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED SPONSORSHIP OPPORTUNITIES



YOUTH ALLEY SPONSORSHIP**

Exclusive | \$20,000

Youth Alley is the go-to spot for LGBTQ+ youth and young adults at PrideFest. This performance stage features youth drag performers, musicians, and other community partners who provide family-friendly entertainment to a diverse audience.

FAMILY AREA SPONSORSHIP**

Exclusive | \$20,000

Featuring interactive and educational programming, drag story-hour, and much more, this sponsorship is ideal for an organization looking to support LGBTQ+ and ally families with young children.



** This sponsorship includes Stonewall level benefits

BRANDED SPONSORSHIP OPPORTUNITIES



VOLUNTEER HQ SPONSORSHIP†

Exclusive | \$15,000

Volunteer Headquarters is the heart of Denver PrideFest operations. This sponsorship gives its sponsor the opportunity to showcase its brand on volunteer t-shirts* that will be seen by hundreds of thousands of festival-goers.

**Volunteer t-shirts provided by sponsor*

SOBER PARK SPONSORSHIP‡

Exclusive | \$10,000

Denver Pride's Sober Park was created to provide space for adults wishing to celebrate Pride in a space free from alcohol. The Sober Park features its own sober bar with non-alcoholic beverages not found elsewhere in the festival. This sponsorship provides its organization with a marketing opportunity to a unique LGBTQ+ demographic.



† This sponsorships includes Advocate level benefits

‡ This sponsorship includes Friend level benefits

SPONSORSHIP LEVELS



BENEFIT	STONEWALL (\$20,000)	ADVOCATE (\$12,500)
Activation at PrideFest	10x20 booth on sponsor row	10x20 booth on sponsor row
Complimentary Parade Entry	Premier Placement, Section 1A	Premier Placement, Section 1B
Parade Inclusions	100 participants, Float, Distribution	100 participants, Standard Vehicle
Denver Pride Sponsor Page Logo Placement	Premier Placement	Prominent Placement
Social Media**	2 posts	1 post
Email Engagement**	Sponsor logo in all Pride e-blasts; Sponsor message or offer in 2 e-newsletters	Sponsor message or offer in 1 e-newsletter; Sponsor logo in "Thank You" e-blast
Licensing Allotment - Utilize "Denver Pride" for offsite events (subject to approval)	3 events	2 events

**All marketing collateral (logos, social posts, messages, and digital assets) must be provided by April 30, 2025

SPONSORSHIP LEVELS



BENEFIT	FRIEND (\$7,500)	NONPROFIT PARTNER* (\$3,000)
Activation at PrideFest	10x10 booth on sponsor row	10x10 booth on sponsor row
Complimentary Parade Entry	Select Placement, Section 1C	General Placement, Section 1C
Parade Inclusions	50 participants, Standard Vehicle	50 participants, Standard Vehicle
Denver Pride Sponsor Page Logo Placement	Select Placement	Listing
Social Media**	1 post	N/A
Email Engagement**	Sponsor logo in "Thank You" e-blast	Sponsor logo in "Thank You" e-blast
Licensing Allotment - Utilize "Denver Pride" for offsite events (subject to approval)	1 event	N/A

*Nonprofit Partner is a special sponsorship opportunity for 501c3 organizations with annual budgets under \$3 million.

**All marketing collateral (logos, social posts, messages, and digital assets) must be provided by April 30, 2025

2024

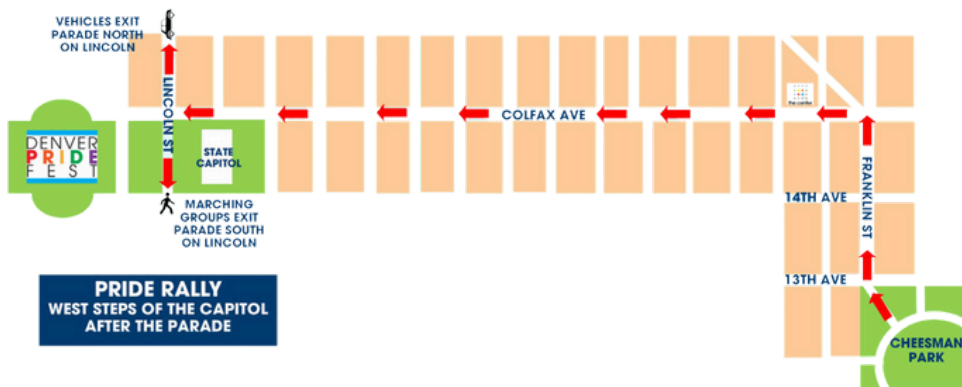
LEGEND

- First Aid
- Exhibitors
- Gate Entrances
- Sponsor Area
- Sponsors
- Information Booth
- ATM
- Water Fountain
- Portable Toilets
- ASL Interpreter
- Accessibility Viewing
- Food & Beverages
- Food Trucks
- Ticket Booth
- Food Vendors

DENVER PRIDEFEST



DENVER PRIDE PARADE*



*Route subject to change

PRIDE 5K



SATURDAY, JUNE 28

4,000 Participants

The PRIDE 5K kicks off Denver Pride with thousands of racers lining up on Saturday morning at the steps of the Capitol for a chip-timed race to Cheesman Park and back. The PRIDE 5K offers potential sponsors an ideal opportunity to address the health-conscious segment of the LGBTQ+ community.



SPONSORSHIP LEVELS

BENEFIT	PRESENTING* (\$25,000)	GOLD (\$10,000)	SILVER (\$5,000)
Race Start Activation	10x20 booth	10x20 booth	10x10 booth
Activation at PrideFest	10x20 booth on Sponsor Row	10x10 booth on Sponsor Row	N/A
Complimentary Parade Entry	Premier Placement, Section 1A	Moderate Placement, Section 1B	Ask about guaranteed application
Parade Inclusions	100 participants, standard vehicle, distribution	100 participants, standard vehicle	N/A
Logo Placement on 5K Digital Assets**	Above 5K Logo	Premier	Prominent
Logo Placement on 5K Poster**	Above 5K Logo	Premier	Name Listed
Logo Placement on Race Arch**	Above 5K Logo	Premier	Prominent
Logo Placement on Race Shirts**	Above 5K Logo	Premier	Prominent
Race Entries	20	15	10
Social Media Posts**	2	1	N/A
Email Engagement**	Sponsor Logo in all Pride e-blasts, Sponsor message or offer in 2 e-newsletters	Sponsor Logo in "Thank You" e-blast, Sponsor message or offer in 1 e-newsletters	Sponsor Logo in "Thank You" e-blast
Denver Pride Sponsor Page Logo Placement**	Premier	Prominent	Select
Licensing Allotment - Utilize "Denver Pride" for off-site events (upon approval)	3	1	N/A
Promotional Item in Race Packets ‡	✓	✓	✓
Promotional Fundraising Incentive Item	✓	✓	✓

SPONSORSHIP LEVELS



BENEFIT	BRONZE (\$2,500)	PARTICIPATING (\$1,000)
Race Start Activation	10x10 booth	N/A
Logo Placement on 5K Digital Assets**	Name Listed	N/A
Logo Placement on Race Shirts**	Name Listed	N/A
Race Entries	5	5
Email Engagement**	Sponsor name listed in "Thank You" e-blast	Sponsor name listed in "Thank You" e-blast
Denver Pride Sponsor Page Logo Placement**	Name Listed	Name Listed
Promotional Item in Race Packets ±	✓	
Promotional Fundraising Incentive Item	✓	

*This exclusive sponsorship includes a homepage web banner and PR Mentions

**All marketing collateral (logos, social posts, messages, and digital assets) must be provided by April 30, 2025
± Sponsors must provide 4,000 items to access this benefit