

DENVER
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SPONSORSHIP OPPORTUNITIES



WE USE THE TOOLS OF CAPITALISM TO FUND LIBERATION

How? By redirecting corporate dollars into free, life-affirming LGBTQ+ services and programs. Profit should not exist without responsibility, and our work ensures that economic power is reinvested where it can do the most good. Corporate sponsors and partners ensure The Center is able to support the community with essential resources year-round. To become a sponsor, contact partnerships@denverpride.org.

PRESENTING SPONSOR:

\$50,000+

We rely on Presenting Sponsors to enable the core elements of the Denver Pride experience including the Pride 5K, parade, and PrideFest—the free festival.

These opportunities offer the most visibility to sponsors as they appear almost everywhere the Denver Pride logo appears throughout the month of June.



HEADLINE SPONSORS:

\$30,000

From travel, to performances, to hotels, to transportation, headline partners ensure seamless activations for Denver Pride participants—both local and visitor.

Headline sponsors receive preferred visibility through official partnership representation (travel, hotel, transportation) or prime connections to major events.





SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSORS

BENEFIT	FRIEND (\$7,500)	ALLY (\$10,000)	ADVOCATE (\$12,500)
16TH STREET			
10x10 Booth	—	✓	✓
VIP Ticket	2	4	6
PARADE			
Standard Entry	✓	✓	✓
Add-on Red/Orange/ Yellow Placement	✓	✓	✓
Add-on 50 marchers	—	✓	
VIP Ticket	2	2	2
ADDITIONAL BENEFITS			
Standard Event Visibility	✓	✓	✓
Middle Sponsor Bar One Color Logo Website Visibility	✓	✓	✓
Sponsor Listing Text on Sponsor Page Advocate	✓	✓	✓

**All marketing collateral (logos, social posts, messages, and digital assets) must be provided by April 30, 2026.



SPONSORSHIP OPPORTUNITIES

5K SPONSORS

BENEFIT	BRONZE (\$2,500)	SILVER (\$5,000)	GOLD (\$10,000)	PLATINUM (\$12,500)
5K				
Race Entry	5	10	15	15
Tshirt Listing	✓	✓	✓	✓
10x10 Booth	✓	✓	✓	✓
Poster	—	✓	✓	✓
Arch	—	✓	✓	✓
EMAIL VISIBILITY				
5K Coaching	—	✓	✓	✓
WEBSITE VISIBILITY				
5K Sponsor Page	✓	✓	✓	✓
Sponsor Bar One Color Logo	—	—	✓	✓
Sponsor Listing Text on Sponsor Page	—	—	✓	✓
PARADE				
Standard Entry	—	—	✓	✓
Add-on Red/Orange/Yellow Placement	—	—	✓	✓
Add-on 50 marchers	—	—	✓	✓
VIP Ticket	—	—	2	2
16TH STREET				
10x10 Booth	—	—	—	✓
VIP Ticket	—	—	—	6
ADDITIONAL BENEFITS				
Denver Pride Ally Visibility	—	—	✓	✓



SPONSORSHIP OPPORTUNITIES

NON-PROFIT SPONSORS

BENEFIT	FRIEND (\$2,500)	ALLY (\$5,000)
16TH STREET		
10x10 Non-Profit Booth	✓	✓
VIP Ticket	2	4
PARADE		
Standard Entry	✓	✓
Add-on Red/Orange/Yellow Placement	✓	✓
VIP Ticket	2	2
ADDITIONAL BENEFITS		
Sponsor Listing Text on Sponsor Page	✓	✓
Partner Sponsor Bar One Color Logo Website Visibility	✓	✓
Standard Event Visibility	—	✓

*Nonprofit Partner is a special sponsorship opportunity for 501c3 organizations with annual budgets under \$3 million.
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ADD-ONS & EVENT VISIBILITY

EXHIBITOR/PARADE ADD-ONS

Sponsors receive priority access. Learn more about participating as a vendor or exhibitor at: denverpride.org/participate

EVENT VISIBILITY

With the new girls on the block, we will be partnering with sponsors to offer visibility at these new activations as a part of each package. For information, contact partnerships@denverpride.org