

2025 FESTIVAL
SPONSORSHIP
PACKAGES

ALL ABOUT TWIN CITIES PRIDE



Festival and Parade Attendance

550,000 (2024)

Website Visits

7.8 million + per year

Social Media

Instagram: 17K+ followers & 145K+ reached

Facebook: 42K+ followers & 452K reached

Tik Tok: 2000 followers & 126K views

Subscribers to Newsletters: 8K+ with 87% open rate

Media Attention

Over 10.5 million hits via Television, Radio, and Print

Podcast/Radio Show

6000 Weekly Listeners and 20,000+ listening hours annually



The theme "Live Proud" celebrates self-acceptance, visibility, and resilience. It encourages individuals to embrace their identities and express themselves authentically, fostering a sense of community and solidarity among LGBTQ+ individuals and allies. Overall, "Live Proud" is a powerful call to embrace one's identity, advocate for equality, and celebrate the beauty of diversity within the LGBTQ+ community.

IMPACT



JUST A SMALL SAMPLE OF THE IMPACT YOUR 2024 SPONSORSHIP HAD

550,000+ LGBTQ+ community members had increased access to resources and spaces to live their most authentic life

More than 10,000 LGBTQ+ youth enjoyed access to events and spaces designed for them to freely express themselves without fear of judgment.

Provided \$20,000+ in gender affirming undergarments at no cost to our clients and gave a thousand people access to clothing, food, and personal care items through the Rainbow Wardrobe

Allowed us to remain the largest free-for-attendees Pride festival in the World (according to the Interpride organization)

Enabled us to provide low cost spaces for local LGBTQ+ nonprofits to provide resources such as education, cancer screenings and vaccines at Pride

Funded Artist in Residences program for 6 LGBTQ+ or BIPOC Artists to create and share their work throughout the year and at The Pride Festival

Allowed for dozens of regional pride organizations to present lower cost festivals through scholarships and the sharing of our resources

\$85,000+ went back into community resources specifically for LGBTQ+ education and small Minnesota Prides

FESTIVAL SPONSORSHIPS



\$100,000 THEME SPONSOR

- SPACE FOR ACTIVATION NEEDS
- TENTS FOR ACTIVATION NEEDS WITH SIDEWALLS, WIFI AND POWER
- TWO PARADE UNITS WITH FOUR VIP GRAND STAND TICKETS
- TWO TABLES (16) AT GRAND MARSHAL RECEPTION
- FOUR LOGOS AROUND PARK
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER
- PODAST/RADIO SHOW/SOCIAL MEDIA RECOGNITION AND DEDICATED NEWSLETTER

\$80,000 AMBASSADOR

- SPACE FOR ACTIVATION NEEDS
- TENTS FOR ACTIVATION NEEDS WITH SIDEWALLS, WIFI AND POWER
- TWO PARADE UNITS WITH TWO VIP GRAND STAND TICKETS
- 8 TICKETS FOR GRAND MARSHAL RECEPTION
- FOUR LOGOS AROUND PARK
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER
- PODAST/RADIO SHOW/SOCIAL MEDIA RECOGNITION AND THREE NEWSLETTER MENTIONS

\$50,000 DIAMOND

- SPACE FOR ACTIVATION NEEDS
- TENTS FOR ACTIVATION NEEDS WITH SIDEWALLS, WIFI AND POWER
- TWO PARADE UNITS WITH TWO VIP GRAND STAND TICKETS
- 8 TICKETS FOR GRAND MARSHAL RECEPTION
- THREE LOGOS AROUND PARK
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER
- PODAST/RADIO SHOW/SOCIAL MEDIA RECOGNITION AND THREE NEWSLETTER MENTIONS

\$30,000 PLATINUM

- 20X20 SPACE WITH 20X20 TENT, SIDEWALLS, POWER AND WIFI
- ONE PARADE UNIT WITH TWO VIP GRAND STAND TICKETS
- 8 TICKETS FOR GRAND MARSHAL RECEPTION
- THREE LOGOS AROUND PARK
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER
- PODAST/RADIO SHOW/SOCIAL MEDIA RECOGNITION AND TWO NEWSLETTER MENTIONS

\$20,000 GOLD

- 10X20 SPACE WITH 10X20 TENT, SIDEWALLS, POWER AND WIFI
- ONE PARADE UNIT
- TWO GRAND MARSHAL RECEPTION TICKETS
- TWO LOGOS AROUND PARK
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER
- GROUP SOCIAL MEDIA RECOGNITION AND A NEWSLETTER MENTION

\$10,000 SILVER

- 10X20 SPACE WITH 10X20 TENT, SIDEWALLS, POWER AND WIFI
- TWO LOGOS AROUND PARK
- TWO GRAND MARSHAL RECEPTION TICKETS
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER
- GROUP SOCIAL MEDIA RECOGNITION AND A NEWSLETTER MENTION

\$8,500 BRONZE

- 10X10 SPACE WITH 10X10 TENT AND SIDEWALLS
- TWO GRAND MARSHAL RECEPTION TICKETS
- LOGO ON WEBSITE AND TC PRIDE AD IN LAVENDER AND IN PARK
- GROUP SOCIAL MEDIA RECOGNITION AND A NEWSLETTER MENTION

BRAND EXCLUSIVE OPPORTUNITIES



Living Well Park

\$35,000

- Platinum Level Benefits
- Additional Activation Space
- Signage Over Area
- Logo on the Map

Quorum Village

\$35,000

- Platinum Level Benefits
- Signage Over Area
- Logo on the Map

Youth Night

\$35,000

- Platinum Level Benefits
- Additional Activation Space
- Signage Over Area
- Logo on the Map



SPONSORSHIP LEVELS AT A GLANCE		BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	AMBASSADOR	THEME SPONSOR
		\$8500	\$10,000	\$20,000	\$30,000	\$50,000	\$80,000	\$100,000
SPACE AND TENTS	10x10							
	10x20							
	20x20							
	Activation Needs							
TENT EXTRAS	Sidewall							
	Power							
	WIFI							
PARADE	Number of Parade Units			1	1	2	2	2
VIP TICKETS	Grand Marshal Tickets	2	2	4	8	8	8	16
	VIP Grand Stand Tickets				2	2	2	4
SHOW YOUR BRAND	Logos around the Park	1	2	2	3	3	4	4
	Logo on TC Pride Ad in Lavender							
	Logo on Website							
LET'S TALK ABOUT YOU	Podcast/Radio show Recognition							
	Group Social Media Post							
	Individual Social Media Post							
	Newsletter Recognition	1	1	1	2	2	3	INDIVIDUAL NEWSLETTER



As you review our available 2025 Festival sponsorship packages, we encourage you to consider joining our Twin Cities Pride Year-Round Supporter Program, Rainbow Circle. This initiative allows companies to have a significant impact on our year-round programming efforts and community outreach initiatives. With an additional investment beyond your chosen Festival sponsorship level, your company can access exclusive benefits and also showcase your strong dedication to LGBTQ+ rights and inclusion throughout the year. More details are available upon request.





PRIDE PARADE SPONSORSHIP



\$50,000 PRESENTING

- THREE PARADE UNITS PLACED IN THE FIRST 10 UNITS
- EIGHT GRAND MARSHAL RECEPTION AND FOUR VIP GRAND STAND TICKETS
- 2 LOGOS AT PARK, LOGOS AT PARADE, TWO LOGO LOCATIONS ON WEBSITE
- PODCAST/RADIO SHOW SPOT, INDIVIDUAL SOCIAL MEDIA POST, FOUR NEWSLETTER RECOGNITIONS, LOGO AND RECOGNITION IN LAVENDER MAGAZINE

\$30,000 PLATINUM

- TWO PARADE UNITS PLACED IN THE FIRST 20 UNITS
- SIX GRAND MARSHAL RECEPTION AND TWO VIP GRAND STAND TICKETS
- 2 LOGOS AT PARK AND ONE ON WEBSITE, LOGO AT PARADE AND IN LAVENDER MAGAZINE, PODCAST SPOT, INDIVIDUAL SOCIAL MEDIA POST AND 3 NEWSLETTER MENTIONS

\$20,000 GOLD

- ONE PARADE UNIT PLACED IN THE FIRST 30 UNITS
- FOUR GRAND MARSHAL RECEPTION TICKETS
- LOGO AT PARK, PARADE, ON WEBSITE AND IN LAVENDER MAGAZINE
- PODCAST MENTION, GROUP SOCIAL MEDIA POST AND 2 NEWSLETTER MENTIONS

\$10,000 SILVER

- ONE PARADE UNIT PLACED IN THE FIRST 30 UNITS
- FOUR GRAND MARSHAL RECEPTION TICKETS
- LOGO AT PARK, PARADE, ON WEBSITE AND IN LAVENDER MAGAZINE
- PODCAST MENTION, GROUP SOCIAL MEDIA POST AND 2 NEWSLETTER MENTIONS

\$8,500 BRONZE

- ONE PARADE UNIT PLACED IN THE FIRST 30 UNITS
- TWO GRAND MARSHAL RECEPTION TICKETS
- LOGO AT PARK, PARADE, ON WEBSITE AND IN LAVENDER MAGAZINE
- PODCAST MENTION, GROUP SOCIAL MEDIA POST AND 2 NEWSLETTER MENTIONS

FAMILY FUN DAY

A June afternoon full of Families and Friends. This pre festival event provides a fully accessible event for anyone in our community and includes a free meal, resource sharing and many fun activities.

\$10,000 GOLD

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- ACTIVATION SPACE AT EVENT
- INDIVIDUAL RECOGNITION ON SOCIAL MEDIA POST
- SIX TICKETS TO GRAND MARSHAL RECEPTION
- NEWSLETTER RECOGNITION

\$5,000 SILVER

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- 10X10 SPACE AT EVENT
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- TWO TICKETS TO GRAND MARSHAL RECEPTION
- NEWSLETTER RECOGNITION

\$2,500 BRONZE

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- NEWSLETTER RECOGNITION
- SPACE AT THE EVENT





5K RAINBOW RUN SPONSORSHIP



\$30,000 PRESENTING

- EXCLUSIVE PARTNERSHIP, ONLY ONE AVAILABLE
- TEN FREE ENTRIES, 30 50% OFF ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO ON RACE BIB, FRONT AND BACK OF RACE SHIRT, AND IN LAVENDAR MAGAZINE
- TWO LOGOS IN THE PARK
- TEN GRAND MARSHAL RECEPTION TICKETS AND 2 VIP GRAND STAND TICKETS
- PODCAST/RADIO SHOW SPOT, INDIVIDUAL SOCIAL MEDIA POST, AND NEWSLETTER RECOGNITION
- LOGO ON BANNER AT RUN

\$20,000 GOLD

- FIVE FREE ENTRIES, 20 50% OFF ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO BACK OF RACE SHIRT, IN THE PARK AND IN LAVENDAR MAGAZINE
- FIVE GRAND MARSHAL RECEPTION TICKETS AND 2 VIP GRAND STAND TICKETS
- INDIVIDUAL SOCIAL MEDIA POST AND NEWSLETTER RECOGNITION
- LOGO ON BANNER AT RUN

\$15,000 SILVER

- TWO FREE ENTRIES, 10 50% OFF ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO BACK OF RACE SHIRT, IN THE PARK AND IN LAVENDAR MAGAZINE
- TWO GRAND MARSHAL RECEPTION TICKETS
- NEWSLETTER RECOGNITION AND GROUP SOCIAL MEDIA POST
- LOGO ON BANNER AT RUN

\$8,500 BRONZE

- TWO FREE ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO BACK OF RACE SHIRT, IN THE PARK AND IN LAVENDAR MAGAZINE
- TWO GRAND MARSHAL RECEPTION TICKETS
- NEWSLETTER RECOGNITION AND GROUP SOCIAL MEDIA POST
- LOGO ON BANNER AT RUN

GRAND MARSHAL



The Grand Marshal Reception is our formal kick off to Pride. We honor community members and our sponsors with a night of dining, celebration and fun as we look towards the Pride Festival and reflect on the impact of our work throughout the year.

\$30,000 PRESENTING

- LOGO AT RECEPTION AND ON WEBSITE
- VISIBILITY OF SUPPORT IN MEDIA REGONITION
- LOGO ON ALL EVENT SOCIAL MEDIA POSTS
- ONE TABLE (8) AT EVENT
- TIME ON STAGE AT EVENT
- NEWSLETTER RECOGNITION

\$15,000 DIAMOND

- LOGO AT RECEPTION AND ON WEBSITE
- LOGO ON ALL EVENT SOCIAL MEDIA POSTS
- SIX TICKETS TO THE EVENT
- NEWSLETTER RECOGNITION

\$8,500 PLATINUM

- LOGO AT RECEPTION AND ON WEBSITE
- LOGO ON ALL EVENT SOCIAL MEDIA POSTS
- TWO TICKETS TO THE EVENT
- NEWSLETTER RECOGNITION

