



2026 Corporate Sponsorship

# TWIN CITIES PRIDE

Our Voices, Our Future



# TWIN CITIES PRIDE'S REACH



## **Festival and Parade Attendance**

475,000 (2025)

## **Website Visits**

7.8 million + per year

## **Social Media**

Instagram 23k Followers with 1.2M Views

Facebook 45K Followers with 2.2M Views

Total Social Media Reach in 2025 of 12.1M

## **Media Attention**

Over 10.5 million hits via Television, Radio and Print

## **Podcast/Radio Show**

6000 Weekly Listeners and 20,000+ listening hours annually

## **Newsletter**

8k Subscribers with an 87% open rate

## **2026 Twin Cities Pride Festival Theme**

# **OUR VOICES, OUR FUTURE**

**Our Voices, Our Future** reflects a moment in history when LGBTQIA2S+ people, especially trans and BIPOC community members, are faced with escalating political attacks, organized misinformation, and rising threats to safety, healthcare, and fundamental rights. In this climate, our voices are not just expressions of identity; they are acts of protection, resistance, and survival. This theme recognizes the courage it takes to speak out, the responsibility we share to uplift one another, and the truth that the future of our community is shaped by the voices we choose to listen to and amplify today.

# 2026 PRIDE FESTIVAL JUNE 27<sup>TH</sup> & 28<sup>TH</sup>



# FESTIVAL BASED SPONSORSHIPS



## **\$100,000** THEME SPONSOR

- ACTIVATION SPACE AND NEEDS
- EXCLUSIVE SIGNAGE WITH LOGO ON FESTIVAL MAP
- PREMIUM PARADE AND GRAND MARSHAL GALA OPTIONS
- INDIVIDUAL SOCIAL MEDIA POST AND EXTENSIVE RECOGNITION

## **\$50,000** AMBASSADOR

- ACTIVATION SPACE AND NEEDS
- LOGO ON FESTIVAL MAP
- PRIORITY PARADE PARTICIPATION
- INDIVIDUAL SOCIAL MEDIA RECOGNITION
- 8 GRAND MARSHAL GALA TICKETS

## **\$35,000** PRESENTER

- ACTIVATION SPACE AND NEEDS WITH BRAND EXCLUSIVE RECOGNITION IN AREA AND LOGO ON MAP
- PARADE PARTICIPATION IN FIRST HALF
- INDIVIDUAL SOCIAL MEDIA RECOGNITION
- 8 GRAND MARSHAL GALA TICKETS

## **\$30,000** DIAMOND

- 20X20 FESTIVAL SPACE WITH TENT POWER & WI-FI
- PARADE PARTICIPATION
- GROUP SOCIAL MEDIA RECOGNITION
- LOGO ON THREE SPONSOR BANNERS
- 8 GRAND MARSHAL GALA TICKETS

## **\$20,000** PLATINUM

- 10X20 FESTIVAL SPACE WITH TENT, POWER & WI-FI
- PARADE PARTICIPATION
- GROUP SOCIAL MEDIA RECOGNITION
- LOGO ON THREE SPONSOR BANNERS
- 4 GRAND MARSHAL GALA TICKETS

## **\$15,000** GOLD

- 10X20 FESTIVAL SPACE WITH TENT POWER & WI-FI
- PARADE PARTICIPATION WITH \$950 ADD ON
- GROUP SOCIAL MEDIA RECOGNITION
- LOGO ON TWO SPONSOR BANNERS
- 2 GRAND MARSHAL GALA TICKETS

## **\$10,000** SILVER

- 10X10 FESTIVAL SPACE WITH TENT POWER & WI-FI
- PARADE PARTICIPATION WITH A \$950 ADD ON
- GROUP SOCIAL MEDIA RECOGNITION
- LOGO ON TWO SPONSOR BANNERS
- 2 GRAND MARSHAL GALA TICKETS

## **\$8,500** BRONZE

- 10X10 FESTIVAL SPACE WITH TENT
- PARADE PARTICIPATION WITH A \$950 ADD ON
- GROUP SOCIAL MEDIA RECOGNITION
- LOGO ON TWO SPONSOR BANNERS
- 2 GRAND MARSHAL GALA TICKETS

• ALL SPONSORSHIPS INCLUDE A LOGO ON OUR WEBSITE AND IN OUR SPONSOR THANK YOU AD IN LAVENDER MAGAZINE. THERE ARE DEADLINES FOR THE AD, BANNERS, TENT AND POWER REQUESTS.



# 2026 PRIDE PARADE JUNE 28<sup>TH</sup>



# PARADE BASED SPONSORSHIPS



## **\$100,000** THEME SPONSOR

- PREMIUM PARADE POSITION WITH EXCLUSIVE SIGNAGE
- INDIVIDUAL SOCIAL MEDIA POST AND EXTENSIVE RECOGNITION
- FESTIVAL ACTIVATION SPACE AND NEEDS
- EIGHT GRAND MARSHAL GALA TICKETS

## **\$50,000** AMBASSADOR

- PREMIUM PARADE PARTICIPATION IN THE FIRST 20 UNITS
- INDIVIDUAL SOCIAL MEDIA POST AND EXTENSIVE RECOGNITION
- GOLD LEVEL FESTIVAL PARTICIPATION OPTION
- EIGHT GRAND MARSHAL GALA TICKETS

## **\$30,000** DIAMOND

- PREMIUM PARADE PARTICIPATION IN THE FIRST 20 UNITS
- SILVER FESTIVAL PARTICIPATION OPTION
- EIGHT GRAND MARSHAL GALA TICKETS
- INDIVIDUAL SOCIAL MEDIA POST WITH LOGO ON 3 BANNERS

## **\$20,000** PLATINUM

- PREMIUM PARADE PARTICIPATION IN THE FIRST 30 UNITS
- FOUR GRAND MARSHAL GALA TICKETS
- GROUP SOCIAL MEDIA POST WITH LOGO ON 3 BANNERS

## **\$15,000** GOLD

- PREMIUM PARADE PARTICIPATION IN THE FIRST THIRD
- FOUR GRAND MARSHAL GALA TICKETS
- GROUP SOCIAL MEDIA POST WITH LOGO ON 2 BANNERS

## **\$10,000** SILVER

- PREMIUM PARADE PARTICIPATION IN THE FIRST HALF
- FOUR GRAND MARSHAL GALA TICKETS
- GROUP SOCIAL MEDIA POST WITH LOGO ON 2 BANNERS

## **\$8,500** BRONZE

- PREMIUM PARADE PARTICIPATION IN THE FIRST HALF
- TWO GRAND MARSHAL GALA TICKETS
- GROUP SOCIAL MEDIA POST WITH LOGO ON 2 BANNERS

- ALL SPONSORSHIPS INCLUDE A LOGO ON OUR WEBSITE AND IN OUR SPONSOR THANK YOU AD IN LAVENDER MAGAZINE. THERE ARE DEADLINES FOR THE PARADE POSITION, AD AND BANNERS.



# BRAND EXCLUSIVE OPPORTUNITIES



## LIVING WELL PARK SMALL BUSINESS AREA YOUTH NIGHT GRAND MARSHAL GALA

- PRESENTER BENEFITS
- LARGER ACTIVATION SPACE
- EXCLUSIVE SIGNAGE
- LOGO ON BOTH THE DIGITAL AND PRINTED MAPS

**\$35,000**



# BRAND EXCLUSIVE OPPORTUNITIES



# 5K RAINBOW RUN SPONSORSHIPS



## **\$35,000** PRESENTING

- EXCLUSIVE PARTNERSHIP, ONLY ONE AVAILABLE
- 15 FREE ENTRIES, 30 50% OFF ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO ON THE BACK OF RACE SHIRT, ON WEBSITE AND IN LAVENDAR MAGAZINE
- FOUR SPONSOR BANNERS AT THE FESTIVAL AND INDIVIDUAL SOCIAL MEDIA POST
- SILVER LEVEL PARK ACTIVATION OPTION AND PARADE PARTICIPATION
- GRAND MARSHAL GALA TABLE (8 TICKETS)

## **\$15,000** GOLD

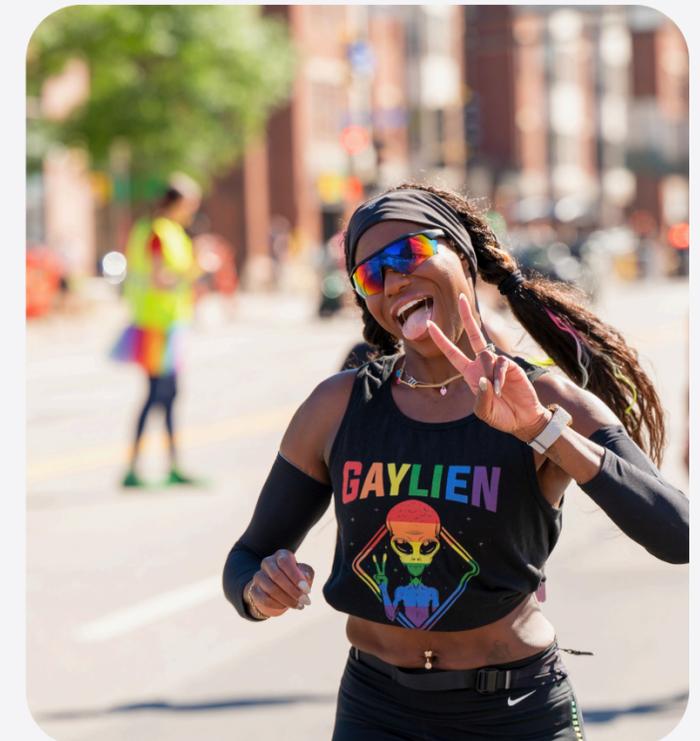
- 8 FREE ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO ON THE BACK OF RACE SHIRT, ON WEBSITE AND IN LAVENDAR MAGAZINE
- TWO SPONSOR BANNERS AT THE FESTIVAL AND GROUP SOCIAL MEDIA POST
- PARADE PARTICIPATION WITH \$950 ADD ON
- FOUR TICKETS TO THE GRAND MARSHAL RECEPTION

## **\$10,000** SILVER

- 6 FREE ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO ON THE BACK OF RACE SHIRT, ON WEBSITE AND IN LAVENDAR MAGAZINE
- TWO SPONSOR BANNERS AT THE FESTIVAL AND GROUP SOCIAL MEDIA POST
- PARADE PARTICIPATION WITH \$950 ADD ON
- FOUR TICKETS TO THE GRAND MARSHAL RECEPTION

## **\$8,500** BRONZE

- 4 FREE ENTRIES, UNLIMITED \$5 OFF ENTRIES
- LOGO ON THE BACK OF RACE SHIRT, ON WEBSITE AND IN LAVENDAR MAGAZINE
- TWO SPONSOR BANNERS AT THE FESTIVAL AND GROUP SOCIAL MEDIA POST
- TWO TICKETS TO THE GRAND MARSHAL RECEPTION



# FAMILY FUN DAY SPONSORSHIPS



A June afternoon full of Families and Friends. This pre festival event takes place on June 21<sup>st</sup> at Como park and provides a fully accessible event for the community and includes a free meal, resource sharing and many fun activities.

## \$10,000 GOLD

- LOGO AT EVENT, IN LAVENDER MAGAZINE AD AND ON WEBISTE
- ACTIVATION SPACE AT EVENT
- INDIVIDUAL RECOGNITION ON SOCIAL MEDIA POST
- SIX TICKETS TO GRAND MARSHAL RECEPTION
- PARADE PARTICIPATION



## \$5,000 SILVER

- LOGO AT EVENT, IN LAVENDER MAGAZINE AD AND ON WEBISTE
- 10X10 SPACE AT EVENT
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- TWO TICKETS TO GRAND MARSHAL RECEPTION

## \$2,500 BRONZE

- LOGO AT EVENT, IN LAVENDER MAGAZINE AD AND ON WEBISTE
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- 10X10 SPACE AT THE EVENT

