

HERE COMES THE SUN



st pete pride™

2026
SPONSORSHIP
OPPORTUNITIES

Pride



St Pete Pride is Florida's largest LGBTQ+ nonprofit and the producer of the state's biggest Pride celebration, drawing **400,000+ attendees** each year across **20+ annual events**—from Youth & Family Day and Pride Connect to our iconic Parade & Festivals—**plus our NEW Pride Kickoff Weekend event**, while delivering year-round brand exposure through **140,000+ social followers, 30,000+ email subscribers, and millions of impressions** across digital, print, and in-person platforms. Partnering with St Pete Pride demonstrates a visible commitment to inclusion, equality, and community impact while supporting over **\$80 million in economic impact** for the Tampa Bay area. We offer both **Annual Sponsorships** for year-round visibility and **Individual Event Sponsorships** to align your brand with specific Pride experiences.

How to Register Your Sponsorship

- Review the sponsorship levels below
- Select the package that best fits your goals
- Click the Eventeny link listed under your chosen level
- Complete the online registration form
- We will review your registration and follow up soon
- **Questions? Contact Pride26@stpetepride.com**

2026
SPONSORSHIP
OPPORTUNITIES



ANNUAL SPONSORSHIPS

Become a St Pete Pride sponsor and let your brand shine as brightly as our city.

Enjoy year-round visibility, meaningful impact, and premium perks that spotlight your commitment to equality. Join our highest-level St Pete Pride sponsorship and unlock year-round impact, visibility, and premium benefits, all while showing your brand's bright commitment to equality.

Visionary (\$100,000)

Strategic (\$75,000)

Impact (\$50,000)

SIGNATURE EVENT SPONSORSHIPS

Pride Kickoff Weekend
(Welcome, Tournament, Brunch)
\$1,000 to \$10,000
May 29-31, 2026

Family Day
on the Pier
\$2,500 to \$20,000
June 7, 2026

Pride Weekend Festival & Parade
(Concert, Parade, 2 Festivals)
\$1,000 to \$50,000
Jun 26-28, 2026

SPECIAL EVENT SPONSORSHIPS

Mx St Pete Pride Pageant
\$2,500 to \$20,000
April 25, 2026

Stonewall Reception
\$2,500 to \$20,000
Jun 11, 2026

Lipstick
Masquerade
\$2,500 to \$20,000
Jun 13, 2026

Shades of Pride
\$2,500 to \$20,000
Jun 19, 2026

TransPride
\$2,500 to \$20,000
Jun 25 & 28, 2026

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Pride Kickoff

HERE COMES THE SUN

ST PETE PRIDE



STREET FAIR

GRAND CENTRAL DISTRICT

FRIDAY MAY 29
6-10 P.M.

BRING YOUR BESTIE!

st pete pride



PICKLEBALL
Tournament & Celebration

st pete pride

SATURDAY, MAY 30



SUNDAYS
ARE A DRAG
BRUNCH

st pete pride

SUNDAY
MAY 31
11 a.m.-2 p.m.

SKY BEACH
RESORT

2026 Kickoff Weekend - Sponsorship Information

St Pete Pride's Kickoff Weekend launches Pride with a vibrant celebration of community, movement, and joy. The weekend begins Friday night on Grand Central—where it all began—with music and energy filling the streets, continues Saturday with a friendly Pickleball Tournament and a Sunset on the Beach Party blending golden-hour vibes with coastal celebration, and concludes Sunday with a sparkling Drag Brunch featuring bold performances and brunch favorites for a joyful Pride finale.

Deliverables	Presenting	Sunrise	Golden	Daybreak
	\$10,000	\$5,000	\$2,500	\$1,000
Activation: Vendor - Space(s) at Kickoff on Central	10'x20'	10'x10'	10'x10'	10'x10'
Activation: Vendor - Space(s) at Saturday Tournament	10'x10'	10'x10'	10'X10'	10'x10'
Admission: Pickleball Team Registration	2	2	1	-
Admission: Sponsor Tickets - Sunday Brunch	8	6	4	2
Admission: Sponsor Tickets - Stonewall	8	6	4	2
Marketing: Event - Recognition/Shoutout at Saturday Celebration	Yes	-	-	-
Marketing: Event - Recognition/Shoutout at Sunday Brunch	Yes	-	-	-
Marketing: Event - Registration site: Logo	Yes	Yes	Yes	Yes
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	½ Page	¼ Page	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes

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FAMILY DAY



SUNDAY
7
JUNE
10 A.M.-2 P.M.



ON THE PIER

2026 Family Day on the Pier – Sponsorship Information

A welcoming, all-ages celebration for families of every kind. Family Day on the Pier features kid-friendly activities, community resources, and the return of the 2nd Annual Pet Parade, filling the waterfront with smiles, wagging tails, and Pride.

Deliverables	Presenting	Shine Together	Bright New Day	Golden Horizon
	\$20,000	\$10,000	\$5,000	\$2,500
Activation: Vendor - Space	10'x20'	10'x10'	10'x10'	10'x10'
Activation: Vendor - Space Priority Location	Zone 1	Zone 2	Zone 3	Zone 4
Admission: Sponsor Tickets - Stonewall	8	6	4	2
Marketing: Event - Archway Banner: Logo	Yes	-	-	-
Marketing: Event - Event Map	Yes	Yes	Yes	Yes
Marketing: Event - Recognition/Shoutout from Stage	Yes	-	-	-
Marketing: Event - Registration site: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	1 Page	1/2 Page	1/4 Page	-
Marketing: General - Pride Guide Feature	Yes	-	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes

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HERE COMES THE SUN



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Pride Weekend

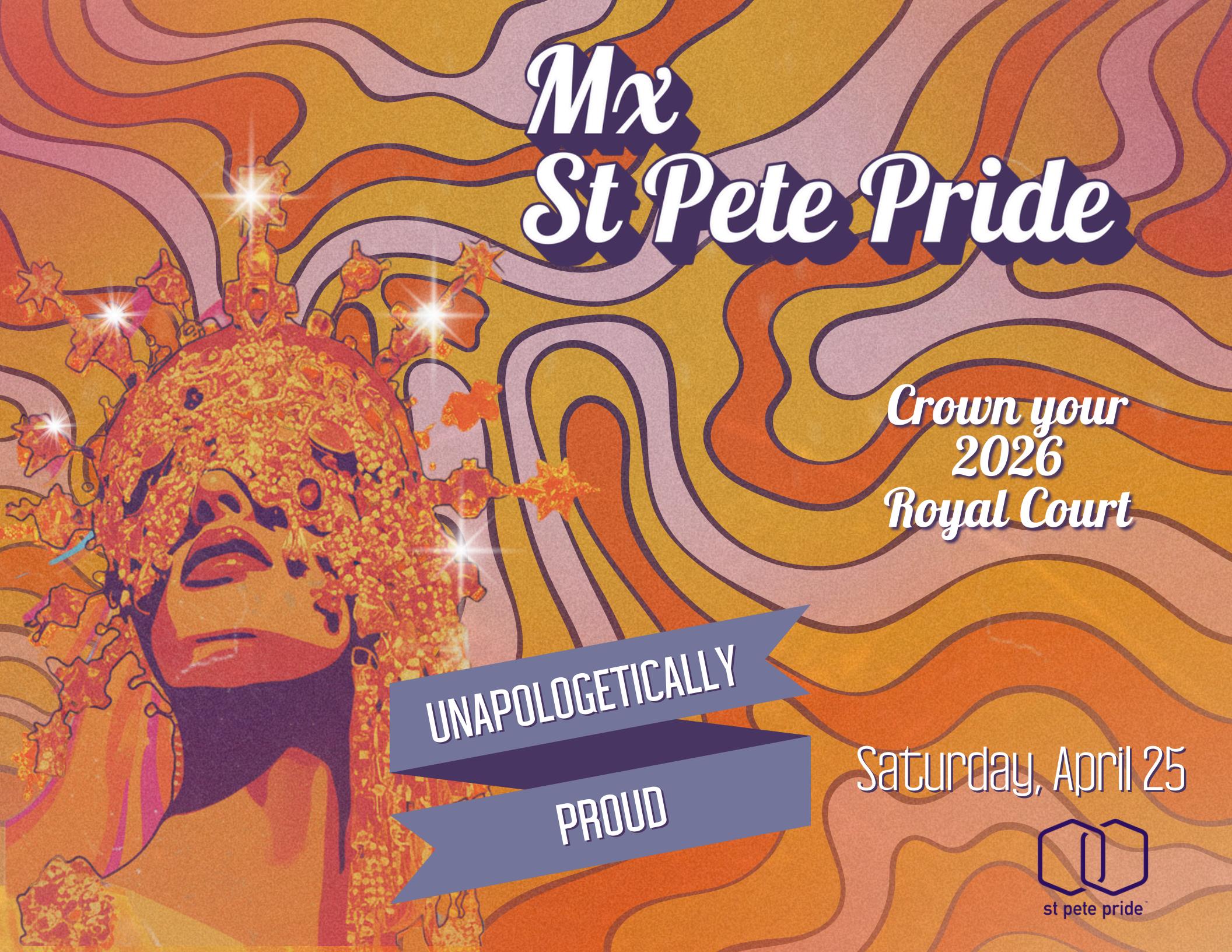
2026 Pride Weekend – Sponsor Information

St Pete Pride Weekend returns for three days of celebration, connection, and community as we shine a light on love, visibility, and joy. This sponsorship supports three powerful community experiences: FRIDAY NIGHT CONCERT & MARKET ON THE WATERFRONT, SATURDAY PARADE & FESTIVAL, and SUNDAY STREET FAIR.

Deliverables	Presenting \$50,000	Rainbow \$25,000	Glow \$15,000	Shine \$10,000	Sunbeam \$7,500	Sunrise \$5,000	Golden \$2,500	Daybreak \$1,000
Activation: Parade - Entry (Registration)	Yes	Yes	Yes	Yes	Yes	Yes	-	-
Activation: Parade - Float/Towing Vehicle	Yes	Yes	Yes	Yes	Yes	-	-	-
Activation: Parade - Priority Placement (Zone)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	-	-
Activation: Parade - Vehicle(s)	6	4	2	1	1	1	-	-
Activation: Parade - Walkers	150	125	100	75	50	25	-	-
Activation: Vendor - Space at Friday Concert	10x40	10x20	10x10	-	-	-	-	-
Activation: Vendor – Space at Parade Festival	10x40	10x20	10x10	10x10	10x10	10x10	10x10	10x10
Activation: Vendor - Space at Street Fair	10x40	10x20	10x10	10x10	10x10	-	-	-
Activation: Vendor - Space Priority Location (Zone)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Admission: Sponsor Tickets - Concert	20	10	8	6	4	-	-	-
Admission: Sponsor Tickets - Parade Festival	20	10	8	6	4	4	-	-
Admission: Sponsor Tickets - Stonewall	12	10	8	6	4	4	2	-
Marketing: Event - Archway Banner(s): Logo	Yes	-	-	-	-	-	-	-
Marketing: Event - Event Map	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Marketing: Event - Parade Day Banner: Sponsor Ad (Linear Feet)	80	64	56	48	32	16	8	-
Marketing: Event - Recognition/Shoutout from Stage	Yes	Yes	Yes	Yes	-	-	-	-
Marketing: Event - Registration site: Logo	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes	Yes	Yes	-	-
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes	Yes	-	-	-
Marketing: General - Pride Guide Ad	2 Pages	1 Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page	-	-
Marketing: General - Pride Guide Feature	Yes	-	-	-	-	-	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

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[**CLICK HERE FOR SPONSORSHIP OPPORTUNITIES**](#) 



Mx St Pete Pride

*Crown your
2026
Royal Court*

UNAPOLOGETICALLY
PROUD

Saturday, April 25



2026 Mx St Pete Pride – Sponsorship Deliverables

Mx St Pete Pride celebrates excellence, authenticity, and self-expression as contestants take the stage unapologetically and proudly. This beloved pageant honors individuality, artistry, and creativity while uplifting the voices and talent that make our community shine. More than a competition, Mx St Pete Pride is a powerful celebration of confidence, courage, and Pride.

Deliverables	Presenting	Shine Together	Bright New Day	Golden Horizon
	\$20,000	\$10,000	\$5,000	\$2,500
Admission: Sponsor Tickets – Mx St Pete Pride	8	6	4	2
Admission: Sponsor Tickets - Stonewall	8	6	4	2
Marketing: Event - Event Program: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Recognition/Shoutout from Stage	Yes	-	-	-
Marketing: Event - Registration site: Logo and Link	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Step & Repeat: Logo	Yes	Yes	-	-
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	1 Page	1/2 Page	1/4 Page	-
Marketing: General - Pride Guide Feature	Yes	-	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes

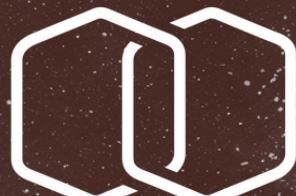
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STONEWALL RECEPTION



THURSDAY, JUNE 11



st pete pride

2026 Stonewall Reception – Sponsorship Information

An evening honoring the history that shaped Pride and the generations who carried it forward. The Stonewall Reception offers space for reflection, recognition, and connection rooted in resilience and progress.

Deliverables	Presenting	Shine Together	Bright New Day	Golden Horizon
	\$20,000	\$10,000	\$5,000	\$2,500
Admission: Sponsor Tickets - Stonewall	8	6	4	2
Marketing: Event - Event Program: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Recognition/Shoutout from Stage	Yes	-	-	-
Marketing: Event - Registration site: Logo and Link	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Step & Repeat: Logo	Yes	Yes	-	-
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	1 Page	1/2 Page	1/4 Page	-
Marketing: General - Pride Guide Feature	Yes	-	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes

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LIPSTICK *Masquerade*

SATURDAY, JUNE 13



st pete pride™



2026 Lipstick Masquerade – Sponsor Information

A glamorous evening of sapphic pride, elegance, and connection. With masks, movement, and music, Lipstick Masquerade invites guests to celebrate love, confidence, and self-expression in a night that balances mystery and joy.

Deliverables	Presenting	Shine Together	Bright New Day	Golden Horizon
	\$20,000	\$10,000	\$5,000	\$2,500
Admission: Sponsor Tickets – Lipstick Masquerade	8	6	4	2
Admission: Sponsor Tickets – Stonewall	8	6	4	2
Marketing: Event - Event Program: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Recognition/Shoutout from Stage	Yes	-	-	-
Marketing: Event - Registration site: Logo and Link	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Step & Repeat: Logo	Yes	Yes	-	-
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	1 Page	1/2 Page	1/4 Page	-
Marketing: General - Pride Guide Feature	Yes	-	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes

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★ CELEBRATE FREEDOM & LOVE! ★

SHADES OF PRIDE



JUNETEENTH



st pete pride

FRIDAY
JUNE 19
7-10 p.m.

Morean Train Station

420 22nd Street S., St Petersburg, FL 33712

2026 Shades of Pride – Sponsorship Deliverables

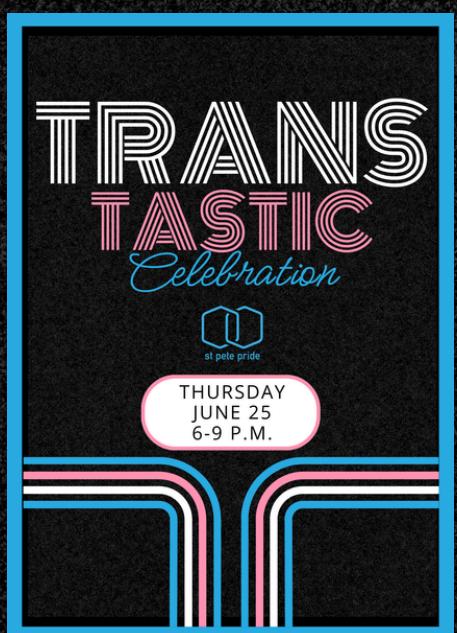
Shades of Pride honors Juneteenth by centering Black LGBTQ+ voices, culture, and creativity. This gathering celebrates liberation, joy, and community while uplifting the strength and brilliance of Black queer life.

Deliverables	Presenting	Shine Together	Bright New Day	Golden Horizon
	\$20,000	\$10,000	\$5,000	\$2,500
Admission: Sponsor Tickets – Shades of Pride	8	6	4	2
Admission: Sponsor Tickets - Stonewall	8	6	4	2
Marketing: Event - Event Program: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Recognition/Shoutout from Stage	Yes	-	-	-
Marketing: Event - Registration site: Logo and Link	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Step & Repeat: Logo	Yes	Yes	-	-
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	1 Page	1/2 Page	1/4 Page	-
Marketing: General - Pride Guide Feature	Yes	-	-	-
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes

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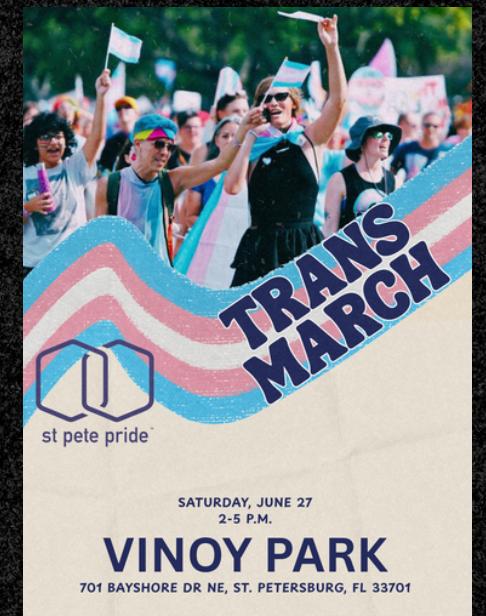
TRANS PRIDE



TRANS
TASTIC
Celebration

st pete pride

THURSDAY
JUNE 25
6-9 P.M.



TRANS
MARCH

st pete pride

SATURDAY, JUNE 27
2-5 P.M.

VINOY PARK
701 BAYSHORE DR NE, ST. PETERSBURG, FL 33701



2026 TransPride – Sponsor Information

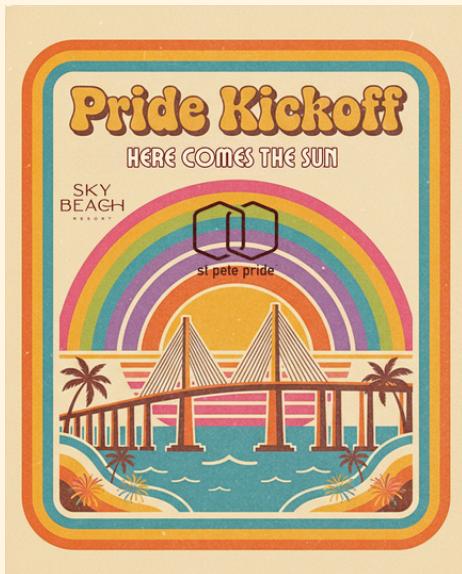
TransPride centers trans and gender-expansive communities in a celebration of visibility, empowerment, and joy. This event creates a Uirming space to uplift voices, honor lived experiences, and celebrate authenticity. This sponsorship supports three powerful community experiences: Transtastic, the TransFestival, and TransMarch.

Deliverables	Presenting	Shine Together	Bright New Day	Golden Horizon
	\$20,000	\$10,000	\$5,000	\$2,500
Marketing: General - Website: Logo	Yes	Yes	Yes	Yes
Marketing: General - Pride Guide Ad	1 page	1/2 page	1/4 page	-
Marketing: General - Pride Guide Feature	Yes	-	-	-
Marketing: General - Newsletter: Logo Inclusion	Yes	Yes	Yes	Yes
Marketing: Event - Registration site: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Event Collateral: Logo on Map	Yes	Yes	Yes	Yes
Marketing: Event - Stage Electronic Signage: Logo	Yes	Yes	Yes	Yes
Marketing: Event - Archway Banner(s): Logo	Yes	-	-	-
Marketing: Event - Parade Day Banner: Sponsor Ad (Linear Feet)	56	48	16	8
Marketing: Event - Recognition/Shoutout from Stage	Yes	-	-	-
Marketing: Event - Step & Repeat at Transtastic	Yes	Yes	-	-
Marketing: Event - Event Collateral: Transtastic Program	Yes	Yes	Yes	Yes
Activation: Vendor - Space(s) at the TransPride Festival	10'x20'	10'x10'	10'x10'	10'x10'
Activation: TransMarch - Priority Placement (Zone)	Zone1	Zone2	Zone3	Zone4
Activation: Vendor - Priority Location (Zone) at TransPride Festival	Zone1	Zone2	Zone3	Zone4
Admission: Sponsor Tickets - Transtastic	8	6	4	2
Admission: Sponsor Tickets - Stonewall	8	6	4	2

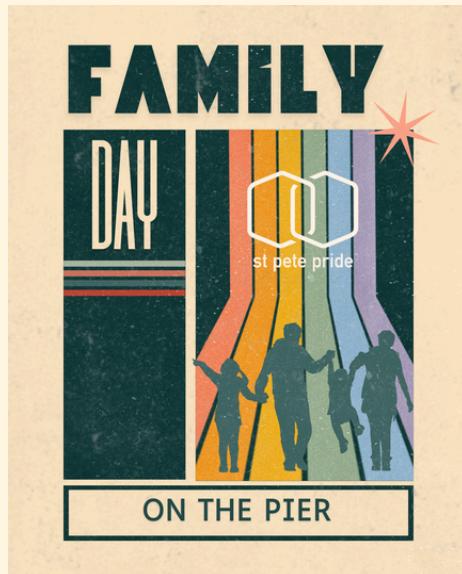
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SIGNATURE EVENT SPONSORSHIPS



May 29 - May 31

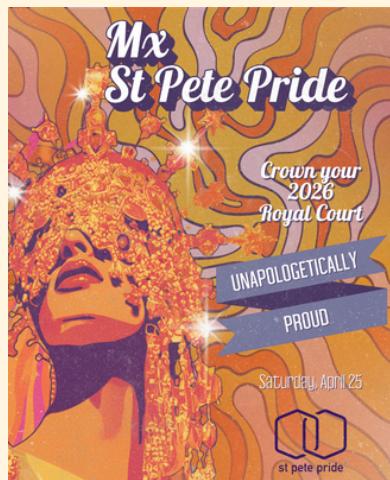


Sunday, June 7

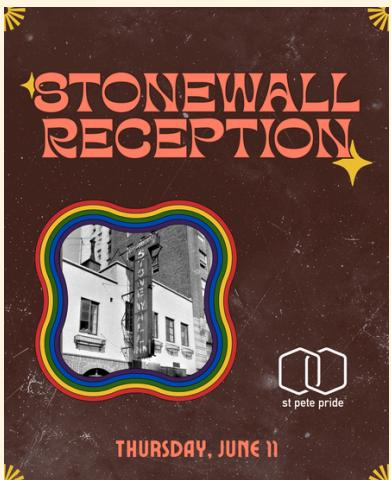


June 26 - June 28

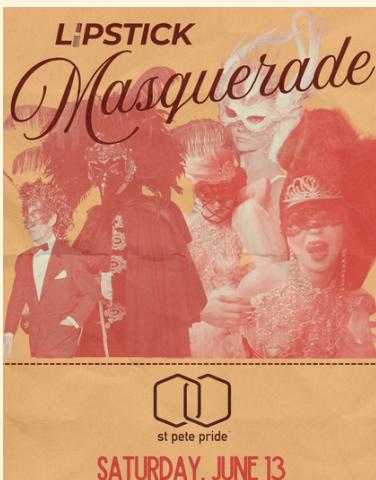
SPECIAL EVENT SPONSORSHIPS



Saturday, April 25



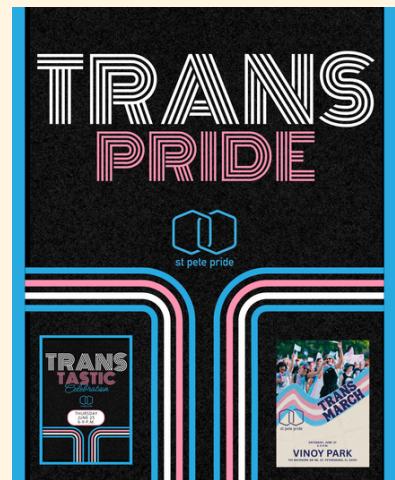
Thursday, June 11



Saturday, June 13



Friday, June 19



June 25 & June 27