

2026

# PRIDE

**PRIDE HOUSTON® 365**

**Over 700,000 Attendees |  
Year-Round Community  
Activation**





## Pride Houston 365

Pride Houston® 365 has been uplifting and celebrating Houston's LGBTQ+ community for more than 47 years.

As a 501(c)(3) nonprofit, we produce the Official Houston Pride® Festival and Parade—one of the largest Pride celebrations in the nation—along with year-round programs that promote visibility, unity, and equity for all identities.

With hundreds of thousands of attendees and partners each year, we create spaces that inspire connection, champion equality, and strengthen the fabric of the Greater Houston community.

### **47 Years of Visibility, Celebration, and Community Impact**



## Scale That Moves Markets

Celebrating, Empowering, and Elevating Houston's LGBTQ+ Community

- 700,000+ Pride Weekend attendees generating unmatched brand visibility
- 200+ participating businesses, nonprofits, and creatives activating across the weekend
- A multicultural, multi-generational audience representing Houston's full consumer landscape
- One of the largest and most influential Pride celebrations in the Southern U.S.

# Brand Visibility, Engagement, and ROI Opportunities

## On-Site Brand Activations

- Customizable festival and parade activations that put brands at the center of a 700,000-attendee experience.
- High-traffic zones for sampling, product showcases, interactive installations, and experiential marketing.
- Premium placement opportunities for brands seeking maximum visibility across the festival footprint.

## Digital & Social Amplification

- Integrated digital campaigns across Pride Houston® 365's year-round channels.
- High-engagement social media moments that extend brand reach beyond the festival weekend.
- Co-branded content opportunities that align your message with a mission-driven audience.

## Parade Integration

- Float branding and parade unit sponsorships that deliver unmatched visibility along Houston's most iconic Pride route.
- Live-stream and media exposure amplifying brand presence to audiences beyond the parade route.

## VIP & Hospitality Experiences

- Exclusive access for executives, ERGs, and key stakeholders, including VIP lounges, viewing areas, and hospitality suites.
- Turnkey hosting opportunities that elevate internal culture and client engagement.

## Year-Round Visibility

- Brand presence across Pride Houston® 365 programming, ensuring sustained engagement beyond Pride Month.
- Touchpoints that reinforce CSR commitments throughout the year.



## Measurable ROI & CSR Value

### Marketing Visibility and Reach

- On-site brand visibility across one of Houston's largest cultural events, delivering high value impressions and sustained audience engagement.
- Digital amplification through Pride Houston® 365 channels, extending reach before, during, and after Pride Weekend.

### Community Impact and CSR Alignment

- Investment in equity, youth, and mental health initiatives, reinforcing your company's commitment to meaningful, year round community support.
- Public demonstration of values-driven leadership, strengthening trust with customers, employees, and stakeholders.

### Business Outcomes

- Enhanced brand reputation with Houston's multicultural, multi generational consumer base.
- Authentic alignment with DEI and CSR priorities, supported by a 47-year legacy of community impact.

# Audience Demographics & Market Insights

## Diverse, High-Value Consumer Segments

Pride Houston® 365 reaches a broad cross section of Houston's population, including LGBTQ+ individuals and allies who actively support brands aligned with equity and inclusion.

- Multicultural representation across Houston's major demographic groups.
- Strong presence of Millennials and Gen Z, two generations driving cultural and purchasing trends.
- Significant ally participation, expanding reach into mainstream consumer markets.

## Economic Power & Spending Behavior

The Pride Houston® 365 audience demonstrates strong buying power and brand loyalty, making it a high value market for corporate partners.

- High household income representation across key professional and dual income segments.
- Above average discretionary spending in categories such as travel, entertainment, fashion, technology, and dining.
- Strong affinity for brands demonstrating authentic DEI and CSR commitments.

## Regional Reach & Market Penetration

Pride Houston® 365 delivers broad geographic and digital reach across the Greater Houston region and beyond.

- Attendees from across Houston's 10-county metro area.
- Tourism draw from across Texas and neighboring states.
- Year round digital engagement through Pride Houston® 365 channel



## Pride Houston® 365 Event Portfolio

**Pride Festival & Parade** – 700,000+ attendees; major media coverage; the largest visibility platform in the South.

**Rock the Runway** – ~700 attendees; high media presence; fashion forward audience with strong influencer engagement.

**Eden: Women's Party** – ~1,200 attendees; all female experience; attended by county officials and community leaders.

**Soaked Pool Party** – ~300 attendees; hosted at the Thompson Hotel; premium, youthful, lifestyle driven audience.

**Inaugural Charity Golf Tournament** – Includes a sponsor ready panel discussion and awards ceremony; ideal for CSR, executive networking, and high-end brand alignment.

**Scholarship Program** – \$5,000 scholarships awarded to five Houston area college/university students; a direct, high impact CSR opportunity for sponsors.

**Year-Round Community Programs** – Ongoing initiatives supporting equity, youth, and mental health; continuous visibility and CSR alignment.

# Event-by-Event Value Overview

## **Pride Festival & Parade**

The largest visibility platform in the South, reaching 700,000+ attendees with unmatched media exposure and citywide cultural impact.

## **Rock the Runway**

A high impact fashion and culture showcase with ~700 attendees, strong media presence, and significant influencer engagement.

## **Eden: Women's Party**

A premium, all female experience drawing ~1,200 attendees, including county officials and community leaders, offering powerful DEI and leadership alignment.

## **Soaked Pool Party**

A boutique, lifestyle-driven event at the Thompson Hotel with ~300 attendees, delivering intimate, high value engagement with Gen Z and Millennial audiences.

## **Charity Golf Tournament**

A CSR aligned executive event featuring a sponsor ready panel discussion and awards ceremony, ideal for thought leadership, networking, and high end brand visibility.

## **Scholarship Program**

A direct community impact initiative awarding \$5,000 scholarships to five Houston area college and university students, offering meaningful CSR alignment and year-round visibility.

# Sponsorship Tier Overview

Pride Houston® 365 offers a tiered partnership structure designed to meet a range of brand, marketing, and CSR objectives. Each level provides increasing visibility, access, and customization opportunities across the Pride Festival & Parade and year-round programming. All partners receive recognition as official supporters of one of the largest and most diverse LGBTQIA+ celebrations in the South.

## **Community Impact – \$6,000**

An entry-level partnership focused on meaningful community support and foundational brand visibility across Pride Houston® 365 digital channels.

## **Bronze Partner – \$7,500**

A strong introductory tier offering digital visibility, social media promotion, and on-site presence through a Festival booth and VIP access.

## **Silver Champion – \$15,000**

A mid-level tier providing expanded brand exposure, apparel/logo placement, print recognition, and increased engagement opportunities across Pride Weekend.

## **Gold Signature – \$30,000**

A premium tier offering elevated visibility through step-and-repeat placement, jumbotron exposure, on-site activations at official events, and expanded VIP access.

## **Platinum Premier – \$50,000**

A high-impact tier with naming opportunities for VIP areas, main-stage speaking roles, multiple activations, and significant brand integration across Pride Houston® 365 events.

## **Diamond Presenting – \$80,000**

The highest level of partnership, offering presenting level recognition across all Houston Pride Celebration® events, exclusive category rights, maximum visibility, and the most robust engagement and access benefits.

# Sponsorship Benefits

Benefit Category	Community Impact	Bronze Partner	Silver Champion	Gold Signature	Platinum Premier	Diamond Presenting
<b>Brand Visibility</b>						
Digital Official Sponsor License	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web / Email / Social Media Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Apparel & Tickets		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Step & Repeat Banners		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition in Print Media			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Wristbands			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Festival Kiosk			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on OutSmart Magazine Ad				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Jumbotron				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Presence				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-Site Activation at Official Pride Houston® Special Event				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom Official Event Aligned With Sponsor's Brand				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naming of VIP Area (Full Chromatic Zone)					<input type="checkbox"/>	<input type="checkbox"/>
Presenting Sponsor at All Houston Pride Celebration® & Special Events						<input type="checkbox"/>
Presenting Sponsor Naming Rights						<input type="checkbox"/>
Engagement & Access						<input type="checkbox"/>
Main Stage Speaking Role					<input type="checkbox"/>	<input type="checkbox"/>
Tickets & Special Seating for an Official Pride Houston® Special Event				10	20	20
Houston Pride® Festival Booth (10' x 10')		1	1	2	2	4
VIP Festival Access		4	8	16	20	30
Parade Entry (10' x 40')	1	1	1	2	2	4
VIP Grandstand Seating	4	4	8	16	20	30
Exclusivity						
Brand Exclusivity for Pride Houston Celebration®						<input type="checkbox"/>



# CONTACT

## Pride Houston 365

P.O. Box 540425  
Houston, TX 77254

213-864-3121  
[Kmorison@pridehouston.org](mailto:Kmorison@pridehouston.org)

