



49 YEARS FORWARD

49th Annual Pride Houston Festival + Parade

SATURDAY, JUNE 26, 2027 | DOWNTOWN HOUSTON

A legacy rooted in community. A platform built
for what comes next.

PARTNERSHIP + ACTIVATION DECK

Pride Houston® 365





PRIDE HOUSTON® 365: INVESTMENT PILLARS

A legacy built on community. A portfolio built for measurable outcomes.

We have evolved our platform into three year-round pillars designed to align with corporate social responsibility (CSR), healthcare access, and community utility.

01

COMMUNITY HEALTH & ADVOCACY

Direct community interventions addressing public health, wellness, and crisis education.

02

CORPORATE NETWORKING & WORKFORCE

Premium B2B environments connecting regional business leaders, executives, and ERGs.

03

YOUTH & COMMUNITY INFRASTRUCTURE

Safe spaces, developmental programming, and direct local support systems.

**THE JUNE CULMINATION
FESTIVAL + PARADE**

The Festival + Parade serves as the mass-reach megaphone that amplifies these year-round commitments to

**400,000+
RESIDENTS**



BEYOND JUNE: THE ANNUAL SPONSORSHIP PORTFOLIO

Immediate onboarding. Year-round activation. Choose the program that aligns with your business and community goals.

FALL DOMESTIC VIOLENCE FORUM THE FOCUS Public safety • Legal resources • Crisis education • Intersectional advocacy PARTNER FIT Legal • Healthcare • Crisis response • Employee assistance	WINTER WORLD AIDS DAY FORUM + TESTING THE FOCUS Health equity • Testing access • Prevention education • Stigma reduction PARTNER FIT Healthcare • Pharmacy • Health plans • Medical institutions	SPRING PINK TEE PRIDE GOLF CLASSIC THE FOCUS Executive hospitality • B2B relationships • High-value networking PARTNER FIT Finance • Automotive • Consulting • Enterprise services	ANNUAL PRIDE HOUSTON® 365 SCHOLARSHIP PROGRAM THE FOCUS Education access • Student achievement • Direct investment in future leaders PARTNER FIT Education • Technology • Finance • Professional services
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Saturday, June 26, 2027 | One downtown footprint. Two distinct experiences.

Festival by day. High-energy parade by night. Built around City Hall and the downtown core.

FESTIVAL

Houston City Hall

901 Bagby St • Downtown Houston

- Main-stage entertainment, vendors, sponsors, bars and family/community programming
- Ticketing, VIP, ADA access, hydration, medical and guest services integrated into the site plan
- Sponsor footprints designed around traffic flow, dwell time and measurable engagement

CITY HALL CAMPUS

PARADE

Smith + Lamar

Nighttime launch into downtown Houston

- Night parade experience with floats, contingents, sponsors and community organizations
- Street closures, staging, emergency access and public-safety coordination built into operations
- Heat, weather and hydration planning treated as guest-experience infrastructure - not an afterthought

2027 route and closure details remain subject to City approval.





Houston does not show up in one demographic. Neither does Pride.

A mass-reach cultural event with multiple audience segments - and multiple moments to engage them.

400K+

2027 PLANNING ATTENDANCE
TARGET

49

YEARS OF HOUSTON PRIDE

80+

2026 PARADE ORGANIZATIONS

2X

FESTIVAL + PARADE TOUCHPOINTS

GEN Z + MILLENNIALS

Culture-first consumers looking for relevance, participation and shareable experiences.

FAMILIES + ALLIES

Multi-generational guests seeking safe, welcoming spaces and community connection.

CIVIC + BUSINESS LEADERS

Public officials, executives, ERGs, nonprofits and institutions with regional influence.

LGBTQIA+ COMMUNITY

A diverse local audience spanning race, gender identity, age, income, neighborhoods and lived experience.



Planning target supplied by Pride Houston; final 2027 attendance forecast will be updated as permits, programming and capacity plans are finalized.

From LIMITLESS to 49 YEARS FORWARD

A theme should do more than decorate a campaign - it should organize the entire partner experience.

2026

LIMITLESS

Expansion. Elevation. Breaking boundaries across community, culture and impact.



2027 CREATIVE PLATFORM

49 YEARS FORWARD

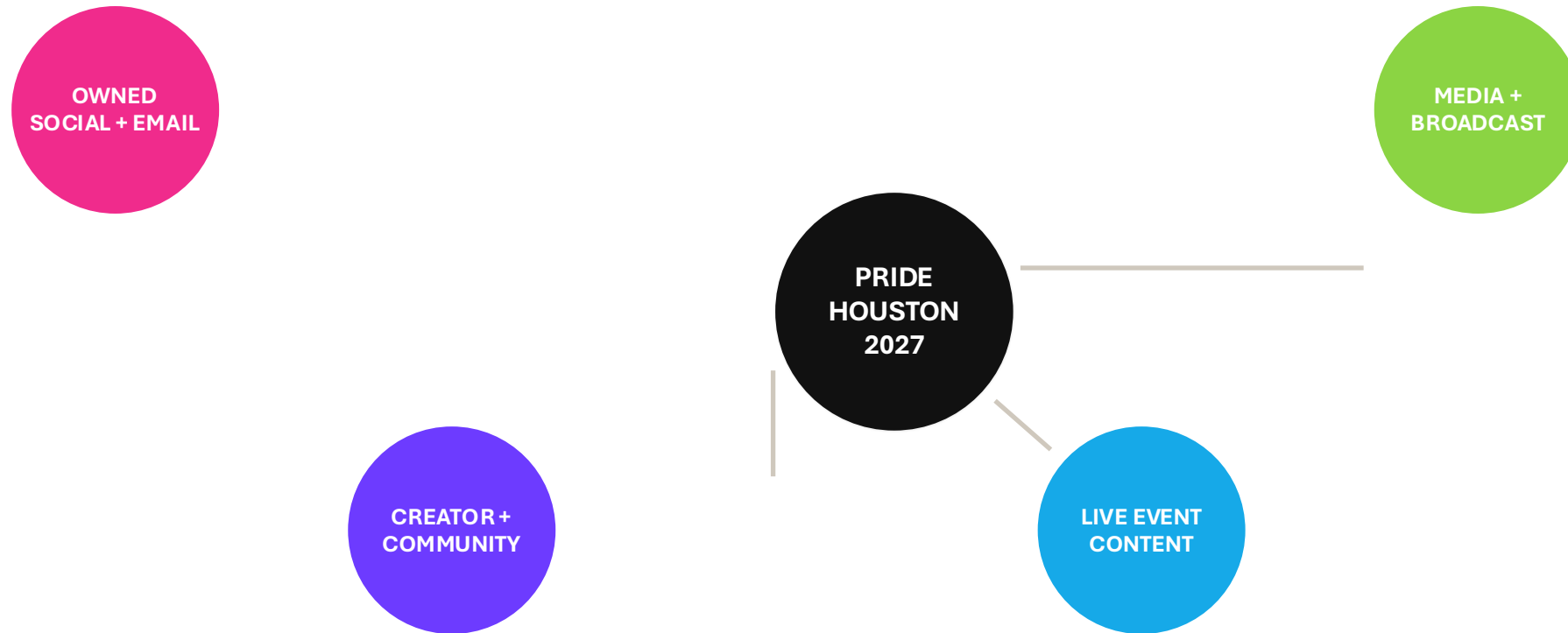
Honor the movement. Fund the future.

- Legacy storytelling: Houston voices, archival moments and milestone recognition
- Future-facing activations: innovation, mobility, wellness, workforce and digital culture
- Partner prompt: “What are you moving forward?” - tied to a real community commitment
- Visual system: black + warm ivory base with electric Pride accents, motion lines and bold typography

Working creative platform - not a final 2027 theme commitment.

One event. Multiple visibility engines.

Build reach before Pride, capture the live moment, then prove value after the crowd goes home.



PAST MODEL

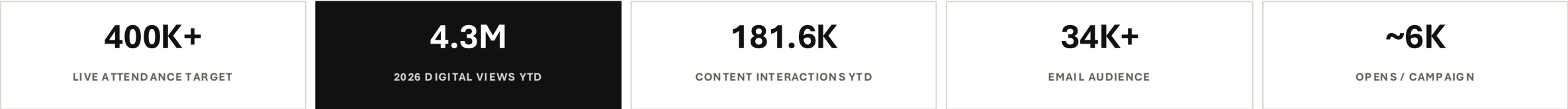
ABC13 served as official media sponsor and streamed the parade live - demonstrating the power of broadcast + digital amplification beyond the route.



MARKETING + MEDIA AMPLIFICATION

OMNICHANNEL MARKETING AMPLIFICATION

One partnership amplified across physical, digital, print and media channels.



DIGITAL + OWNED MEDIA Tiered Website Placement Strategic logo integration across the official Pride Houston digital footprint. Collaborative Social Campaigns Co-authored and cross-tagged content designed for direct audience engagement. Newsletter Integration Logo features and editorial opportunities across a 34K+ email audience.	LIVE + ON-SITE Main Stage Jumbotron High-frequency rotation with a 15-second dynamic spot or high-impact still creative. Volunteer Team Wear Brand placement on official event-team apparel for continuous on-site visibility. Media + VIP Backdrops Presence on high-traffic photo walls used for arrivals, interviews and content capture.	PRINT + EARNED MEDIA Official Pride Guide Display advertising and premium logo placement within the printed event program. Partner Recognition Brand attribution within applicable Pride Houston communications and campaign materials. Press + Media Integration Recognition within applicable news releases and media outreach tied to the partnership.
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BEYOND THE ROUTE: PROGRAMMING THAT CREATES MORE WAYS TO ACTIVATE

Strategic celebration events give partners additional cultural touchpoints around fashion, nightlife, community commerce and live audience engagement.

PROGRAMMING BUCKET: LIVE + CULTURAL ACTIVATION

COMMUNITY COMMERCE

PRIDE MARKET

THE MARKETING LANE

Vendor discovery, local retail visibility and community-facing brand engagement.

SPONSOR FIT

Consumer brands • Retail • Small business • CPG

FASHION + CONTENT

ROCK THE RUNWAY

THE MARKETING LANE

High-visibility runway programming built for creators, photography, style and sponsor storytelling.

SPONSOR FIT

Beauty • Fashion • Lifestyle • Beverage

NIGHTLIFE + SOCIAL

SOAKED POOL PARTY

THE MARKETING LANE

A high-energy social environment for experiential sampling, content capture and audience connection.

SPONSOR FIT

Hospitality • Beverage • Fitness • Lifestyle

PREMIUM EXPERIENCE

EDEN

THE MARKETING LANE

Curated nightlife and community experience with strong affinity, hospitality and cultural relevance.

SPONSOR FIT

Entertainment • Spirits-free activations • Travel • Luxury

These programs can be packaged as add-on activations or integrated into higher-tier sponsorships based on inventory, production needs and final event calendar.

CORPORATE SPONSORSHIP

BUY OUTCOMES, NOT A LOGO PACKAGE.

Choose the level that matches your strategic objectives.

DIAMOND PRESENTING
\$150,000

OWN THE 365 PLATFORM

THE STRATEGY Category-exclusive enterprise alignment.

THE VALUE **June flagship title presence plus title integration across all year-round programs.**

IDEAL FOR Brands seeking total regional leadership and deep ESG/CSR proof points.

PLATINUM PREMIER
\$75,000

OWN A PROGRAM

THE STRATEGY Dedicated programmatic ownership.

THE VALUE **June premium presence plus title sponsorship of one specific 365 program.**

IDEAL FOR Healthcare or retail giants targeting specific corporate pillars like Health Equity.

GOLD SIGNATURE
\$40,000

SUPPORT A PROGRAM

THE STRATEGY Integrated community advocacy.

THE VALUE **June integrated footprint plus supporting sponsor status within one Pride Houston® 365 year-round program.**

IDEAL FOR Mid-to-large enterprises looking for active community engagement.

SILVER CHAMPION
\$20,000

ACTIVATE AT PRIDE

THE STRATEGY Mass consumer marketing & high visibility.

THE VALUE **Dynamic Festival + Parade footprint, premium employee engagement, and VIP hospitality.**

IDEAL FOR B2C brands looking to capture raw crowd reach and activate local ERGs.

BRONZE PARTNER
\$7,500

BUILD BRAND PRESENCE

THE STRATEGY Core audience visibility.

THE VALUE **Festival or Parade engagement footprint, standard signage, and digital visibility.**

IDEAL FOR Growing regional brands building local brand affinity.

COMMUNITY IMPACT
\$6,000

ENTER THE PARTNERSHIP

THE STRATEGY Accessible community-facing participation.

THE VALUE **Small-scale local footprint and grassroots entry visibility.**

IDEAL FOR Local small businesses, nonprofits, and community groups.

Higher tiers unlock deeper year-round ownership. June remains the mass-reach platform at every level.

MEDIA & MARKETING MATRIX

Higher investment unlocks deeper integration, stronger placement and exclusive media assets.

MEDIA ENGINE	ASSET INVENTORY	DIAMOND \$150K Own the Platform	PLATINUM \$75K Own a Program	GOLD \$40K Support a Program	SILVER \$20K Activate at Pride	BRONZE \$7.5K Build Presence	COMMUNITY \$6K Enter Partnership
DIGITAL REACH	Website Logo Placement	Premier linked placement	Featured linked placement	Tiered linked logo	Tiered logo	Logo	Partner listing
	Social Media Campaign	Collaborative Reel / Post	Dedicated tagged post	Post + story set	Story feature	Group recognition	—
	Email Newsletter Footprint	Dedicated content block	Featured placement	Premium logo placement	Standard logo placement	Sponsor listing	—
ON-SITE LIVE ASSETS	Main Stage Jumbotron	15s video spot Max rotation	15s video spot Standard rotation	Dynamic still image	Dynamic still image	Shared sponsor loop	—
	Volunteer Team Wear	Premier sponsor placement	Tiered logo	Tiered logo	Tiered logo	—	—
	Official Step-and-Repeat	Top billing	Tiered logo	Tiered logo	Tiered logo	—	—
PRINT & PUBLISHING	Official Pride Guide Ad	Full page ad	Half page ad	Quarter page ad	Logo only	Logo only	Name listing
	Press Distribution	Featured partner recognition	Sponsor recognition	Sponsor recognition	—	—	—

EXCLUSIVE DIAMOND ASSET Collaborative social content is reserved for Diamond Presenting partners.

Placement, frequency and asset access scale by partnership level and final contracted inventory.

Solve a real guest need - and the brand earns attention.

The best onsite ideas are useful first, photogenic second and measurable throughout.

COOL DOWN HOUSTON

Branded shaded cooling lounge with misting, fans, water refill and seating.

Heat mitigation + dwell time

PRIDE PORTRAIT STUDIO

Interactive photo + video booth with digital delivery, opt-in lead capture and sponsor frame.

Shareable content + data capture

COMMUNITY RESOURCE HUB

Curated nonprofit, health, wellness and workforce resources presented with a funding partner.

Purpose + year-round impact

POWER UP PRIDE

Phone charging, Wi-Fi and device support lounge with comfortable seating.

Utility + longer engagement

PARADE VIEWING MOMENT

Premium branded grandstand / viewing zone with shade, hydration and hospitality.

Visibility + executive hosting

ACCESS FOR ALL

ADA-forward viewing, wayfinding, sensory supports or mobility services underwritten by a partner.

Belonging + tangible access

Activation principle: if guests would miss it when it is gone, the sponsor created real value.

AUTHENTIC PARTNERSHIP

PROOF OF DELIVERY: HOW WE MEASURE SUCCESS

We don't stop at logo impressions. We show what the partnership made possible.

01

HEALTH + COMMUNITY OUTCOMES

Show how applicable 365 programs expanded access to testing, screenings, resources, referrals and community support.

02

LOCAL ECONOMIC IMPACT

Demonstrate how partnership investment supported LGBTQIA+, BIPOC and Houston-area small businesses, vendors and creatives.

03

ENGAGEMENT + REACH

Capture the full partnership footprint across attendance, activations, digital visibility, employee participation and community touchpoints.

04

PARTNERSHIP FULFILLMENT

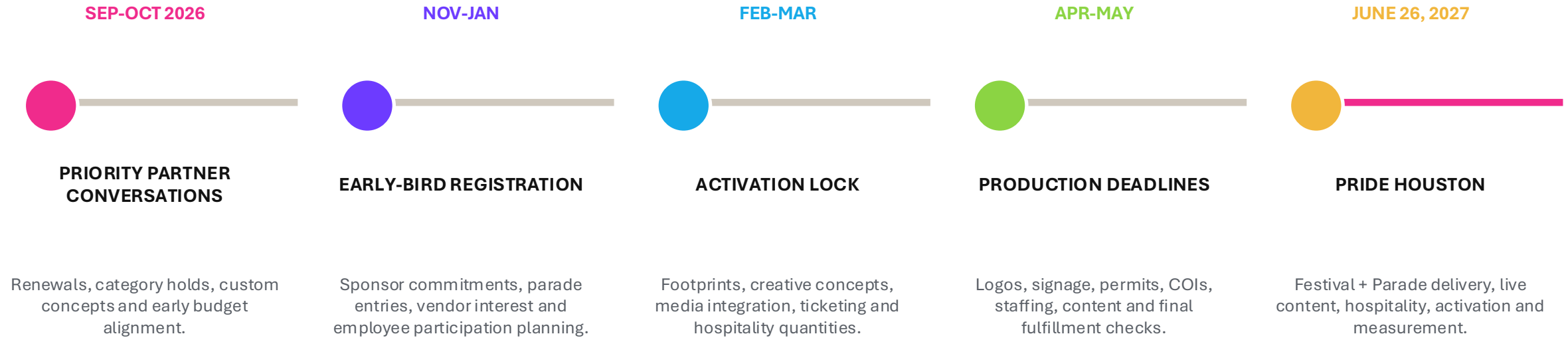
Confirm the contracted experience delivered—from activation and hospitality to program integration, visibility and year-round participation.

THE QUESTION ISN'T SIMPLY, "WAS OUR LOGO THERE?" IT'S "WHAT DID OUR INVESTMENT MAKE POSSIBLE?"



The best placements are designed early.

Start with the outcome you want. Then we build the right footprint, content, hospitality and community commitment around it.



LET'S DESIGN THE RIGHT PARTNERSHIP

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2027 route, inventory and production details are finalized through the annual planning and City approval process.