

# Pride Winston-Salem Support Brochure 2025



# Pride Winston-Salem Festival & Parade Saturday, June 14, 2025

# Celebrate with Pride Winston-Salem!

## Sponsorship and Advertising opportunities available.

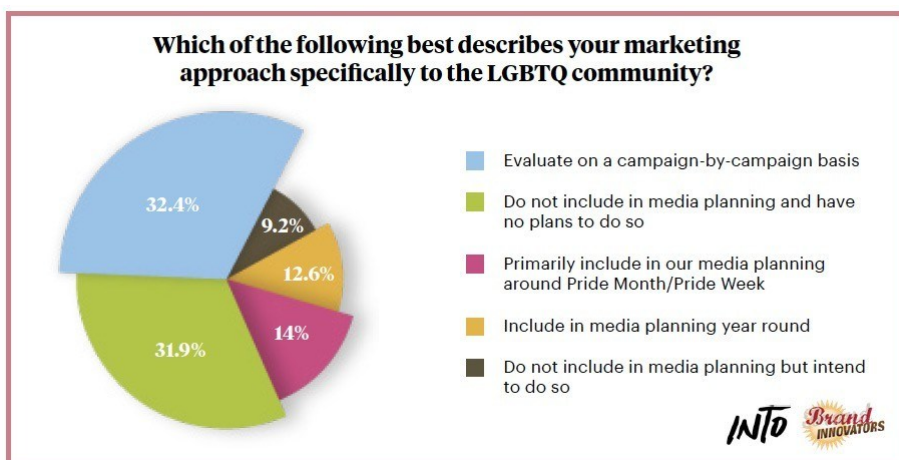
- **55,000 attendees**
- **100+ vendors**
- **16 Food Trucks**
- **2 entertainment stages**
- **Located in the downtown Arts District**
- **Advertising on multiple social media platforms**

Pride Winston-Salem has several sponsor and advertising opportunities available so that you can show your support of the local LGBTQ+ community.

This is your opportunity to increase your brand visibility to thousands of people across the Piedmont.

Pride Winston-Salem is the 3rd largest Pride Festival & Parade in North Carolina.

This brochure is just some of the options available to you. We appreciate your support !!



For sponsorship opportunities please contact:

Sponsorship committee.

[sponsors@pridews.org](mailto:sponsors@pridews.org)

336-365-8453

Information can also be found on [pridews.org/sponsors](http://pridews.org/sponsors)

pride  
winston-salem



TRANSPANSIVE  
NETWORK

# Pride Winston Salem 2024 Sponsors

## Rainbow Presenting Sponsors



## Gold Event Sponsors



## Platinum Event



BANK OF AMERICA





# Meet the Transexpansive Network!



**Embracing diversity since 2017!**

**Monthly Community Meet-ups for all ages**

**Quarterly clinics on topics effecting the community**

**For more information email [info@pridews.org](mailto:info@pridews.org)**



## RAINBOW EVENT SPONSOR BENEFITS:

- **Exclusive** naming rights as presenting sponsor of the PRIDE Festival
- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner **placement** in the PRIDE Festival Zone
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stages
- **Presenting** sponsorship recognition on press releases
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem App.
- Up to 4 PRIDE festival vendor spaces– your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by Pride Winston-Salem (approved by marketing of both organizations).



PLATINUM

EVENT SPONSOR

\$7,500

## PLATINUM EVENT SPONSOR BENEFITS:

- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner **placement** in the PRIDE Festival Zone
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival main stage
- **Platinum** sponsorship recognition on press releases
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem App.
- Up to 2 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations.)



**GOLD**

**EVENT SPONSOR**

**\$5,000**

## **GOLD EVENT SPONSOR BENEFITS:**

- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stages
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem App.
- Up to 2 PRIDE festival vendor spaces– your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations.)





**SILVER**

**EVENT SPONSOR**

**\$2,500**

## **SILVER EVENT SPONSOR BENEFITS:**

- **Placement** of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stage
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 half-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem App.
- Up to 1 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations).



**BRONZE**

**EVENT SPONSOR**

**\$1,000**

## **BRONZE EVENT SPONSOR BENEFITS:**

- **Placement** of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's sponsor page and social media sites with link back to sponsor site
- 1/4 page advertisement in the PRIDE Winston-Salem Guide and logo placement in the official Pride Winston-Salem App.
- Up to 1 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**



**DIAMOND**

**EVENT SPONSOR**

**\$500+**

## **DIAMOND EVENT SPONSOR BENEFITS:**

- **Placement** of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on Pride Winston-Salem's sponsor page and social media sites with link back to sponsor site
- 1/8 page advertisement in the Pride Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App

**RUBY**

**EVENT SPONSOR**

**\$250+**

## **RUBY EVENT SPONSOR BENEFITS:**

- **Placement** of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on Pride Winston-Salem's sponsor page with link back to sponsor site



IN KIND

SPONSOR OPTIONS

## IN-KIND SPONSORSHIP OPTIONS

### BRONZE SPONSORSHIP IN-KIND CATEGORY

- **Car Dealership**—able to provide up to 12 convertibles for the Pride Winston-Salem Parade on June 14, 2025. Multiple brands are welcome. Dealers urged to place marketing material on the vehicle. PWS will be placing low-tack decals with occupant information on it. (PWS uses low tack decals in lieu of magnets)
- **Car Rental**—provide 3 SUV rentals for official Pride Winston-Salem use. Transporting entertainers and staff between venues. (available 6/14/2025—Agency is encouraged to place advertising on the vehicle.)
- **Truck Rental**—provide 26' and above box truck for official PWS use from 6/10/2025-6/17/2025.
- **Kids/Family Activity Area**—sponsor to provide age appropriate entertainment equipment for the safe enjoyment of applicable age group. Bouncy houses and activity areas must be monitored by authorized adult. (additional requirements).

### HIGHER SPONSORSHIP LEVELS AVAILABLE

- **Host Hotel**— Sponsor to provide discounted room rate for PWS Festival attendees. Sponsor to provide up to 12 rooms for PWS's use during the Festival weekend 6/13/25—6/16/25. (current rates will determine sponsorship category level.)

For additional opportunities, please contact our sponsorship committee:  
sponsors@pridews.org or 336-365-8453.



# SPONSORSHIP FORM

**Rainbow** Presenting Sponsor - **\$10,000**

**Diamond** Event Sponsor - **\$500**

**Platinum** Event Sponsor - **\$7,500**

**Ruby** Event Sponsor - **\$250**

**Gold** Event Sponsor - **\$5,000**

**Silver** Event Sponsor - **\$2,500**

**Bronze** Event Sponsor - **\$1,000**

Pride Winston Salem will also consider in kind donations. Please contact our sponsorship committee at [sponsors@pridews.org](mailto:sponsors@pridews.org)

Please print the name of the company (or individual) as you would like it to appear in the Sponsor acknowledgements section on the website:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ E-Mail \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Website: \_\_\_\_\_ Facebook \_\_\_\_\_

**Please provide PWS with a high-resolution logo 300dpi or higher resolution that will be used in marketing material distributed by Pride Winston-Salem.**

**Please upload a PNG, ESP, SVG, AI or PSD file at [www.pridews.org/sponsors](http://www.pridews.org/sponsors)**

**BRONZE LEVEL SPONSORSHIP AND ABOVE RECEIVE FREE PARADE ENTRIES AND VENDOR BOOTH SPACE(S).**

Will your organization be taking advantage of these benefits?

Vendor- Y N [vendors@pridews.org](mailto:vendors@pridews.org)

Parade- Y N [parade@pridews.org](mailto:parade@pridews.org)

**If you are a sponsor, and want to participate in the Parade and be a Festival Vendor you need to complete the Sponsorship Agreement, Parade Application and Vendor/Food Truck Application.**

**Completed Sponsorship Agreement and payment** must be submitted AS SOON AS POSSIBLE for media deadlines however, PWS will still accept all sponsor applications for non-printing (digital). Sponsorship money must be received before your company receives any benefit.

Please make checks payable to: **PRIDE Winston-Salem.**

**380 Knollwood Street Suite H #315  
Winston-Salem, NC 27103**

**[sponsors@pridews.org](mailto:sponsors@pridews.org)**














**336-365-8453**





# MOBILE APP

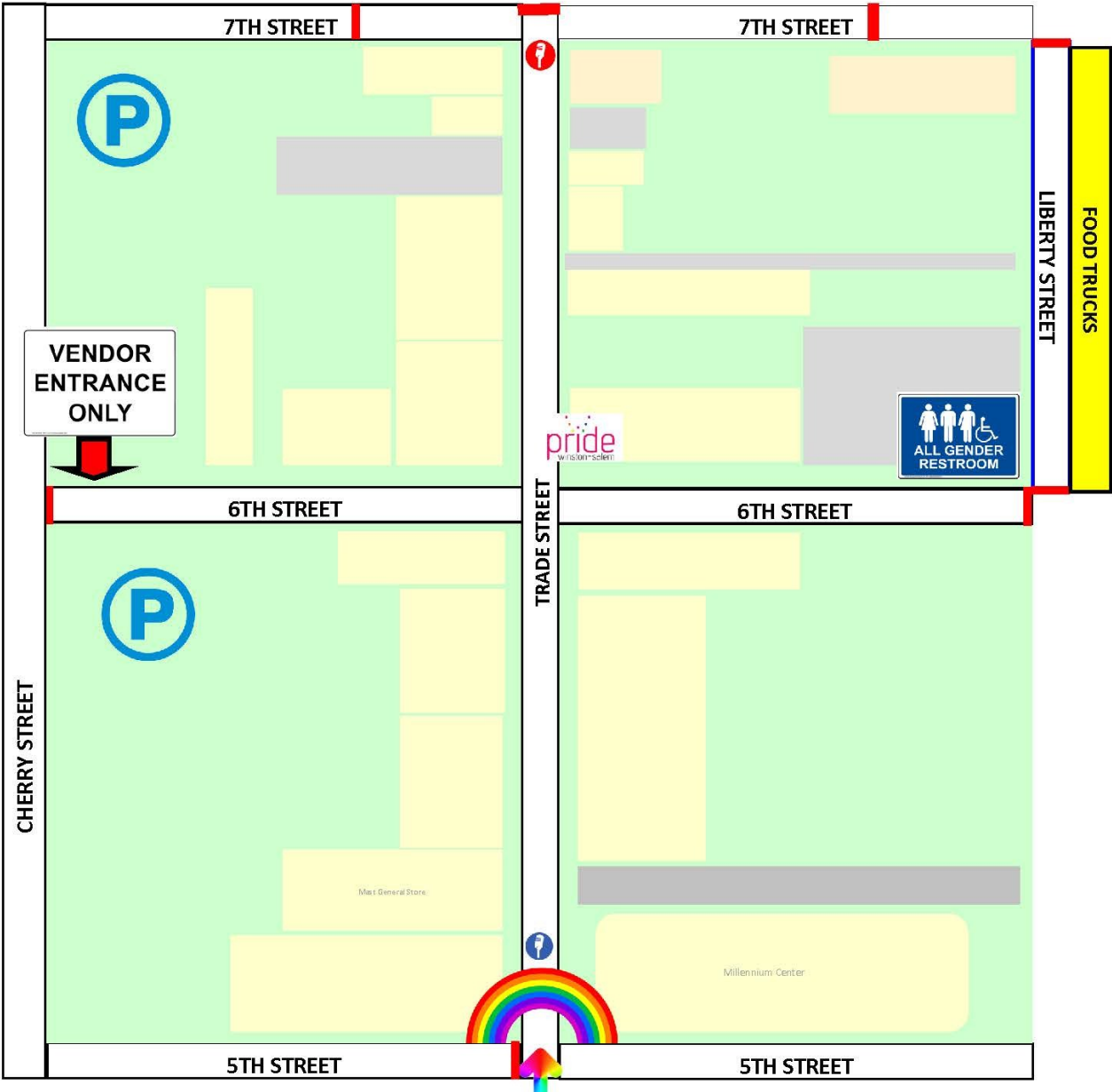


-  Home
-  Get Involved
-  Pride WS Events
-  Events In The Community
-  Pride Discount Card
-  Sponsors
-  Pride Guide 2017
-  Coupons
-  Shop
-  Maps
-  Weather
-  Hotels
-  YouShoot Photos

The Pride Winston-Salem App was launched in 2016 as a tool for members of the community to keep up to date with Pride Winston-Salem events.

Bronze Level sponsorships and above receive logo placement in the IOS & Android App as a benefit.

# Festival Map



FESTIVAL ENTRANCE

PARADE END POINT — TRADE STREET

-  Main Stage
-  Community Stage



Festival-Parade & Food Truck Rodeo  
 Saturday-June 14, 2025  
 pridews.org





# 2025 Pride Winston-Salem Parade Route

