



# Community Partnership Guide

Where Community Belongs.





# ***OUR COMMUNITY***

Pride Winston-Salem is  
a volunteer led community organization  
dedicated to creating welcoming spaces, strengthening local  
connections, and celebrating the diversity of Winston-Salem.

What began as a local celebration  
has grown into one of the city's most meaningful community  
traditions bringing together neighbors,  
local businesses, artists, and organizations throughout the year.  
Pride Winston-Salem is more than an event.  
It is where community belongs.



**For community partner information please contact our  
Community Partners committee.  
[communitypartners@pridews.org](mailto:communitypartners@pridews.org)  
336-365-8453  
Information can also be found on [pridews.org](http://pridews.org)**

# ***OUR IMPACT***

Each year,  
Pride Winston-Salem brings together thousands of people  
across Winston-Salem and the surrounding region,  
creating one of the city's most vibrant and inclusive community  
celebrations.

Tens of thousands of attendees  
100+ local vendors and organizations  
Multiple entertainment stages and event zones  
Programming across the downtown Arts District  
Year-round community events and initiatives.

***Pride Winston-Salem is recognized as  
one of North Carolina's largest Pride celebrations  
while remaining deeply rooted in the local community.***



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# ***WHY PRIDE WINSTON-SALEM***

Pride Winston-Salem  
exists to strengthen connection and belonging across Winston-Salem.

By creating visible, welcoming spaces and shared experiences,  
Pride Winston-Salem brings together neighbors, businesses, artists, and  
organizations in ways that few other events in the city can.

***For many residents,  
Pride Winston-Salem is not just a festival—  
it is where community belongs.***



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# ***WHY BECOME A COMMUNITY PARTNER***

Community Partners are the neighbors and local businesses that help Pride Winston-Salem thrive.

By becoming a Community Partner, businesses and organizations help sustain a community tradition that brings people together, strengthens local connection, and creates welcoming spaces across Winston-Salem.

**Community Partnerships are not just sponsorships—  
they are a way for local businesses to  
support the people and culture of our city**



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# ***COMMUNITY PARTNERSHIP LEVELS***

***Presenting Community Partner – \$10,000+***

***Platinum Community Partner – \$7,500***

***Gold Community Partner – \$5,000***

***Silver Community Partner – \$2,500***

***Community Partner – \$1,000***

***Local Support Partner – \$500***

***Community Ally – \$250***

***Custom Community Partnerships  
and in-kind support opportunities  
are available.***



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# ***PARTNERSHIP BENEFITS OVERVIEW***

***Benefits vary by partnership level  
and are customized to reflect the nature of each partnership.***

***Dependent on level, Community Partners Receive:***

## ***Community Presence***

- ***Recognition at Pride Winston-Salem events and programs***
- ***Opportunities to connect with attendees and volunteers***

## ***Festival Visibility***

- ***Logo placement across event signage, printed materials, and digital platforms***
- ***On-site presence opportunities during Pride events***

## ***Brand Recognition***

- ***Website and social media acknowledgment***
- ***Inclusion in Pride Winston-Salem promotional communications***

## ***Engagement Opportunities***

- ***Participation in Pride Winston-Salem events and initiatives***
- ***Opportunities for collaborative community programming***

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# **COMMUNITY SUPPORT AND IN-KIND OPPORTUNITIES**

*In addition to financial partnerships, Pride Winston-Salem welcomes in-kind contributions from local businesses and organizations.*

*In-kind support helps create safe, accessible, and vibrant community experiences while offering partners meaningful visibility and engagement opportunities.*

## *Event & Logistics Support*

- *Transportation vehicles and rentals*
- *Event equipment (tents, staging, sound, lighting)*
- *Infrastructure support (signage, generators, barriers)*

## *Hospitality & Services*

- *Hotel accommodations for performers, staff, or volunteers*
- *Catering or food services*
- *Venue space for meetings or events*

## *Community Experience Support*

- *Family or youth activity areas*
- *Wellness or health services*
- *Interactive installations or experiences*

## *Professional & Creative Services*

- *Marketing, design, and printing*
- *Technology and IT support*
- *Photography and videography*
- *Legal, financial, or consulting services*

***Creative partnership ideas that align with Pride Winston-Salem's mission and community values are always welcome.***

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# ***HOW COMMUNITY SUPPORT IS USED***

*Community Partnerships help Pride Winston-Salem:*

- *Produce inclusive community events*
- *Expand year-round programming*
- *Support accessibility and safety initiatives*
- *Coordinate volunteers and outreach efforts*
- *Strengthen partnerships with local organizations*
- *Foster connection and belonging across Winston-Salem*

***Every Community Partner contributes to a stronger,  
more connected community.***



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# ***LET'S WORK TOGETHER***

*Become a Pride Winston-Salem Community Partner  
We invite local businesses and organizations to become  
Community Partners in Pride Winston-Salem  
a community tradition built by and for Winston-Salem.*

*Your partnership helps strengthen community, create connection,  
and support belonging across our city.*

## **Contact Us**

**Email: [communitypartners@pridews.org](mailto:communitypartners@pridews.org)**

**Website: <https://pridews.org>**

**Phone: 336-365-8453**

***Become a Community Partner***



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# Community Partners Make Pride Possible



**HANES**  
Brands Inc

**NOVANT**  
HEALTH



**Allegacy**



**REYNOLDS**  
A BETTER TOMORROW

Palliative • Hospice • Family Support

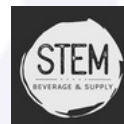


**Walgreens**

**DYE PRETTY**



**TRUIST**



**BANK OF AMERICA**



**JOYNER'S**  
BAR





# 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)



## ***Presenting Community Partner:***

- Priority placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner placement in the PRIDE Festival Zone
- Recognition of your partnership at fundraising events & PRIDE Festival stages
- Presenting partnership recognition on press releases
- Logo placement on applicable advertisements
- Logo placement on advertising
- Logo placement on Pride Winston-Salem's home page and digital media sites with link back to sponsor site
- 4 Pride Festival Vendor Spaces - non transferable.  
(Festival Vendor application must be submitted to utilize this benefit)
- Pride Parade entry fee waived.  
(Parade application must be submitted to utilize this benefit)

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## ***PLATINUM Community Partner:***

- Placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner placement in the PRIDE Festival Zone
- Recognition of your partnership at fundraising events & PRIDE Festival stages
- Partnership recognition on press releases
- Logo placement on applicable advertisements
- Logo placement on advertising
- Logo placement on Pride Winston-Salem's home page and digital media sites with link back to sponsor site
- 2 Pride Festival Vendor Spaces - non transferable.  
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## ***GOLD Community Partner:***

- Placement of company logo on banners inside the PRIDE Festival venue
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## ***SILVER Community Partner :***

- Placement of company logo on banners inside the PRIDE Festival venue
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- Recognition of your partnership at fundraising events & PRIDE Festival stages
- Partnership recognition on press releases
- Logo placement on applicable advertisements
- Logo placement on advertising
- Logo placement on Pride Winston-Salem's home page and digital media sites with link back to sponsor site
- 1 Pride Festival Vendor Spaces - non transferable.  
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## ***Local Community Support:***

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- Recognition of your partnership at fundraising events & PRIDE Festival stages
- Partnership recognition on press releases
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- ***Discount*** on Pride Festival Vendor Space - non transferable.  
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## ***Community Ally Partner:***

- Placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner placement in the PRIDE Festival Zone
- Recognition of your partnership at fundraising events & PRIDE Festival stages
- Partnership recognition on press releases
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**Pride Winston-Salem  
has gone electronic.**

**Please follow this link for our  
online form**

**[Click here](#)**



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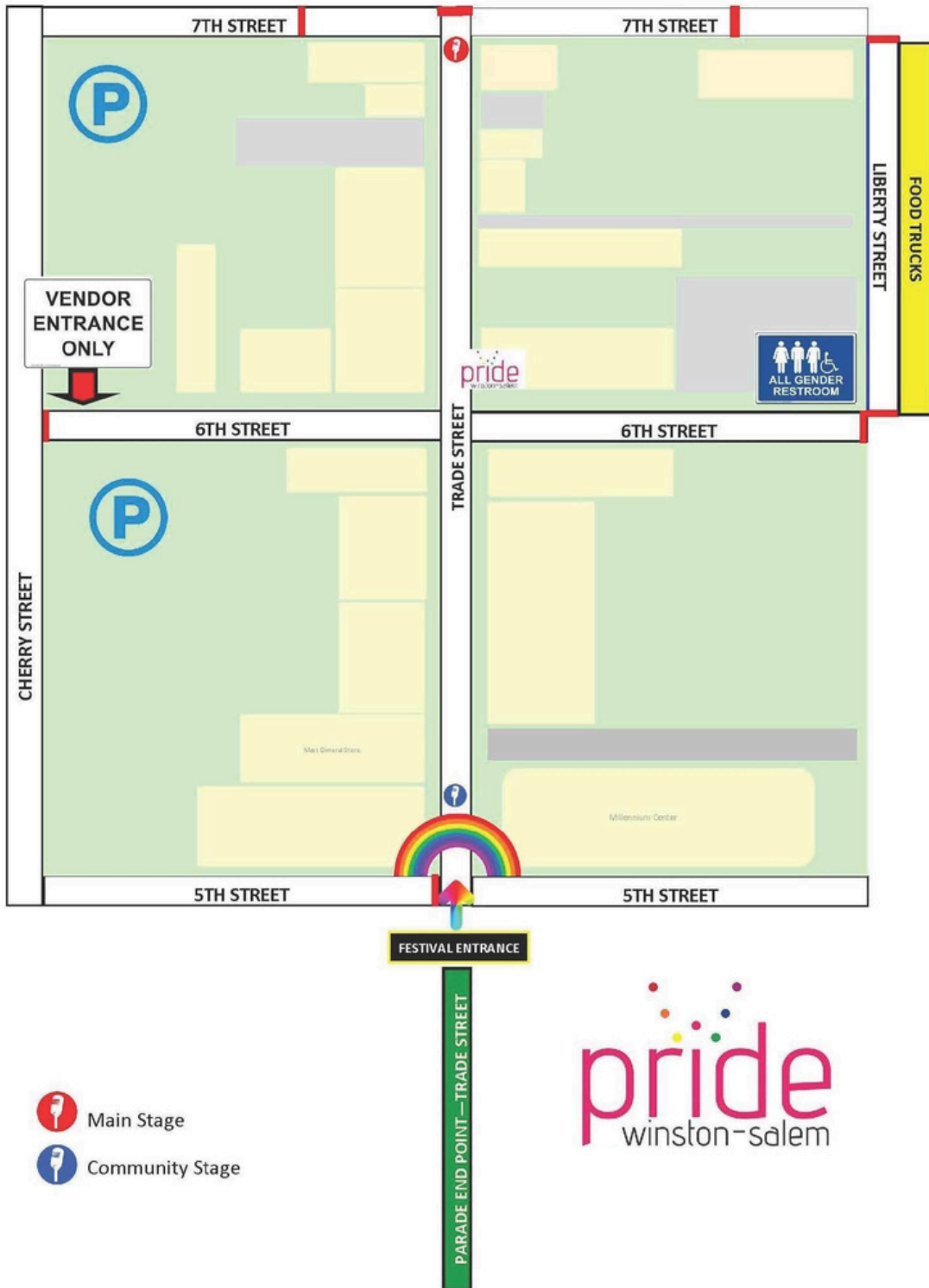
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- *Hospitality & Services*
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- *Professional & Creative Services*

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# Festival Map



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## Pride Winston-Salem Parade Route

