



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 imformation please contact our
Community Partners committee.
communitypartners@pridews.org
336-365-8453**
Information can also be found on 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.*



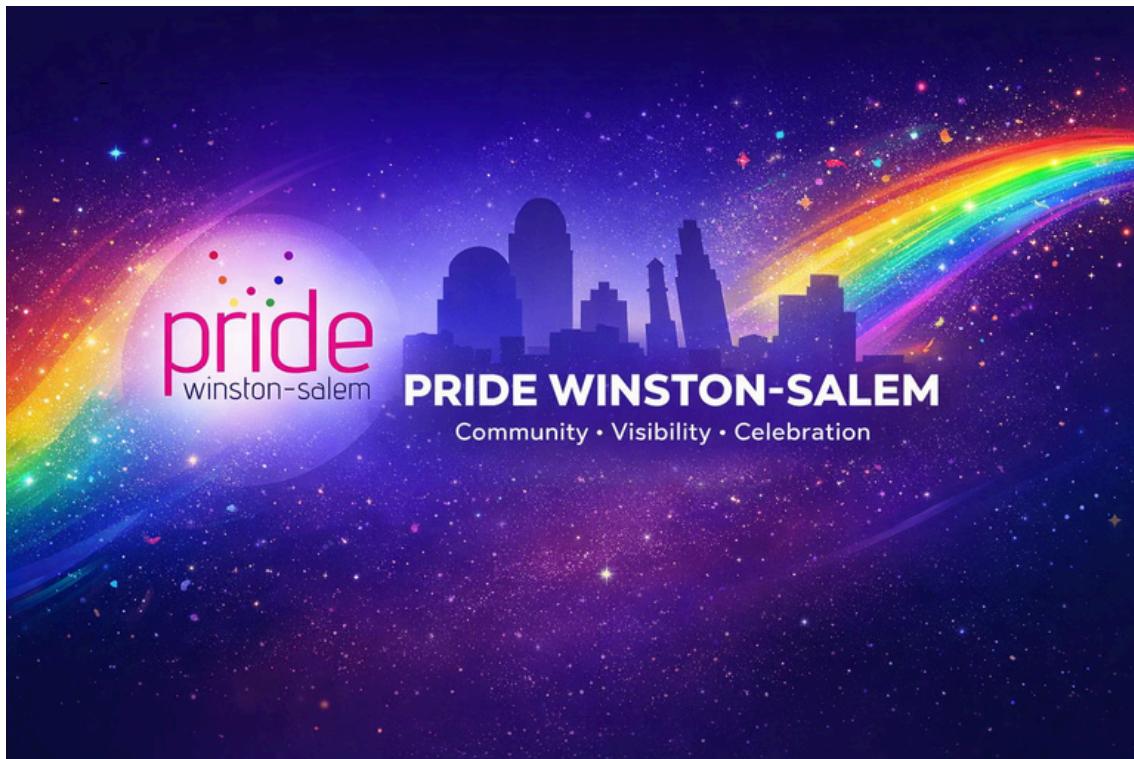
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WHY PRIDE WINSTON-SALEM

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

Website: <https://pridews.org>

Phone: 336-365-8453

Become a Community Partner



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Community Partners Make Pride Possible



HANES
Brands Inc

N NOVANT
HEALTH



BlueCross BlueShield
of North Carolina

CATS
Computer And Technology Solutions, Inc.

Allegacy

REYNOLDS
A BETTER TOMORROW

TRELLIS
Supportive Care
Palliative • Hospice • Family Support



WestRock

FUR, FEATHERS AND MORE
Pet Sitting
Call us 336-365-9510
info@furandfeathersnc.com

Winston-Salem
HUMAN RELATIONS /
DIVERSITY, EQUITY,
& INCLUSION

distinctive eyewear
BE YOURSELF. JUST BE AT C.

Walgreens

DYE
PRETTY

GILEAD

FORSYTH HUMANE SOCIETY

Forsyth Tech
COMMUNITY COLLEGE

TRULIANT
Federal Credit Union

LONGLEAF
PROVISIONS COMPANY
WINSTON SALEM N.C.

TRUIST

Goodwill
Northwest North Carolina

STEM
BEVERAGE & SUPPLY

SECOND & GREEN
TAVERN
WINSTON-SALEM, NC

PEPSICO
pepsi. Lays. Tropicana. QUAKER. G

SALEM
Counseling & Consulting

TRUEBUY
AUTOMOTIVE

BANK OF AMERICA

SECOND HARVEST
FOOD BANK
of northwest nc



Real food. Local soul. Certified safe.

SmartSuite

SUCH-N-SUCH
MEDIA

Habitat
for Humanity

FORSYTH
HUMANE SOCIETY

JOYNER'S
BAR

dj fish

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



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.
(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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GOLD 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.
(Festival Vendor application must be submitted to utilize this benefit)
- Pride Parade entry fee waived.
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SILVER 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
- 1 Pride Festival Vendor Spaces - non transferable.
(Festival Vendor application must be submitted to utilize this benefit)
- Pride Parade entry fee waived.
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Community Partner:

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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
- 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
- ***Discount*** on Pride Festival Vendor Space - non transferable.
(Festival Vendor application must be submitted to utilize this benefit)
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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
- Logo placement on applicable advertisements
- Logo placement on Pride Winston-Salem's home page and digital media sites with link back to sponsor site
- ***Discount*** on Pride Festival Vendor Space - non transferable.
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**Pride Winston-Salem
has gone electronic.**

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



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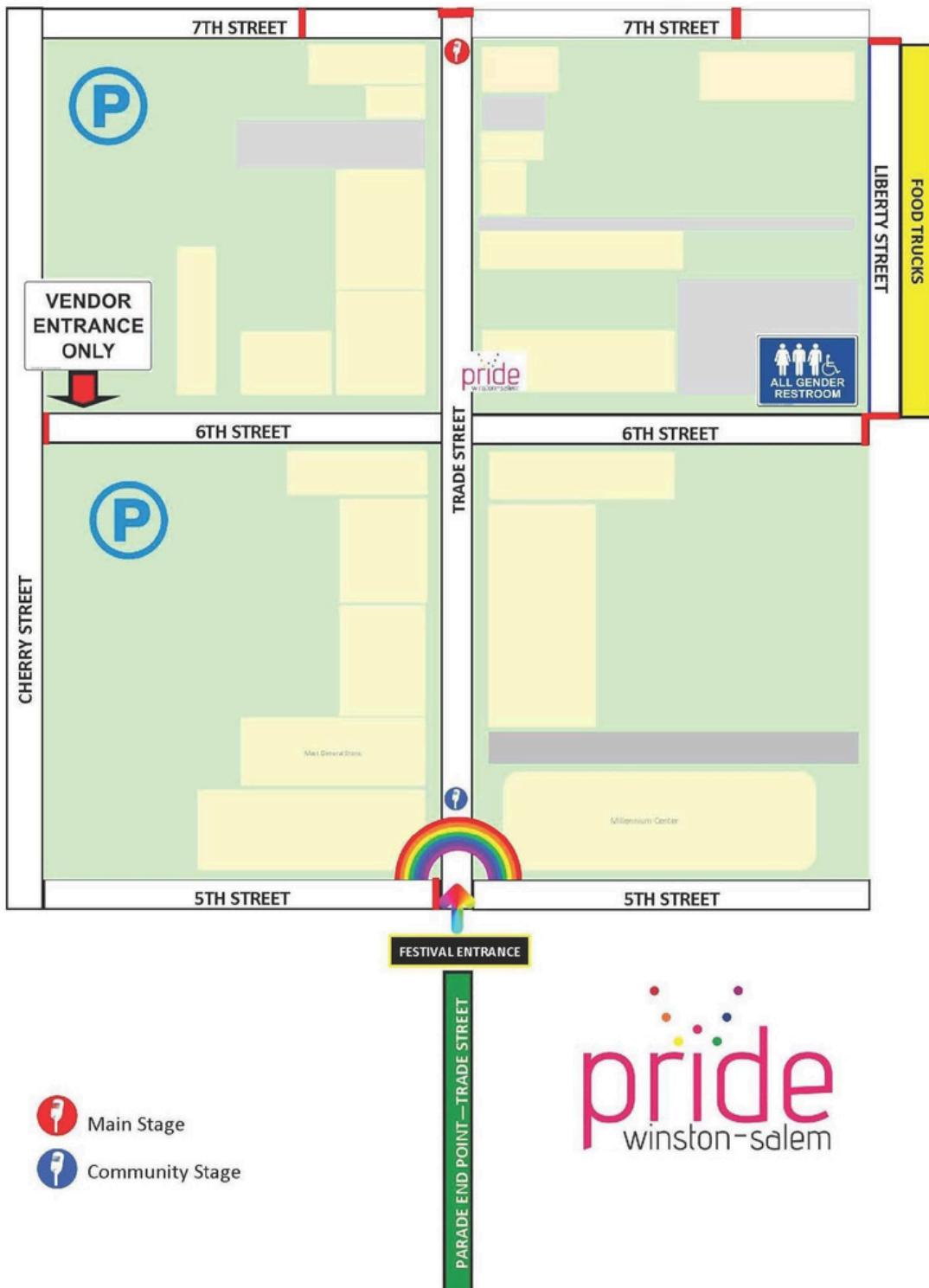
- *Event & Logistics Support*
- *Hospitality & Services*
- *Community Experience Support*
- *Professional & Creative Services*

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Festival Map



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Pride Winston-Salem Parade Route

