

CINCINNATI PRIDE

Sponsorship Packet 2025



Cincinnati Pride Parade and Festival



Cincinnati's third largest event is set to ignite the heart of Downtown Cincinnati once more! Since 1973, we have passionately celebrated Pride in Cincinnati, and this year promises to be an unforgettable day filled with joy and unity, honoring the vibrant history of the LGBTQIA+ community. Join us for a magnificent parade and festival that will traverse the city's lively urban core, showcasing the love and resilience of our community.

Prepare to be swept away by live music and dynamic entertainment at Sawyer Point/Yeatman's Cove, with breathtaking views of the Ohio River as our backdrop. Leading up to the parade and festival, a series of exhilarating PRIDE events will unfold across the city, filling every corner with color and enthusiasm. Don't miss out on the chance to be part of this incredible celebration—explore all our events at cincinnatipride.org!

PRIDE! JUNE 28, 2025

Parade steps off at **11AM**

Festival runs from **12pm to 9pm**

Estimated Parade Attendance: 150,000

Estimated Festival Attendance: 250,000



Parade and Festival Sponsorships



THE BENEFITS	\$25,000 PRESENTING	\$20,000 DIAMOND	\$13,000 PLATINUM	\$6,500 GOLD	\$3,000 SILVER
Marketing rights and Radio Ads "Presenting Sponsor"	🇺🇸				
Marketing rights and Radio Ads "Official Sponsor"		🇺🇸			
VIP Passes for Festival Event	4 Included	3 Included	2 included	2 included	1 included
Cincinnati Pride Branded Merchandise	🇺🇸	🇺🇸	🇺🇸		
Logo incl. on Street Banners And Festival Signage	🇺🇸	🇺🇸	🇺🇸		
Logo incl. on Cincinnati Pride sponsor page	🇺🇸	🇺🇸	🇺🇸	🇺🇸	🇺🇸
Logo presence on all press releases & email blasts	🇺🇸	🇺🇸	🇺🇸		
Social media acknowledgement	🇺🇸	🇺🇸	🇺🇸		
Logo included on Volunteer t-shirts	🇺🇸	🇺🇸	🇺🇸	🇺🇸	
Parade entry waived (Lead Sponsor Position)	🇺🇸	🇺🇸	🇺🇸	🇺🇸	🇺🇸
Festival entry waived (Prime booth location)	🇺🇸	🇺🇸	🇺🇸	🇺🇸	🇺🇸
Verbal "Thank You" from both Music Stages	🇺🇸	🇺🇸	🇺🇸	🇺🇸	
Verbal "Thank You" from Main Stage	🇺🇸				

DON'T SEE WHAT YOU'RE LOOKING FOR? LET'S TALK CUSTOMIZATIONS!

Please make all checks payable to:

Cincinnati Pride Inc.
 PO BOX 14246
 Cincinnati, Ohio 45250

For more information and questions, please contact:

JAKE HITCH (HE/HIM)
 Director of Development at:
development@cincinnati-pride.org



Inclusive Zone(s) Sponsorships

(Each sponsorship includes naming rights to the zone)



\$2,500

YOUTH/FAMILY FUN
ZONE

Inflatables, games, activities, and snacks/water. Must be a youth/family appropriate sponsor in advertising.



\$2,500

TEEN ZONE

Games, activities, age-appropriate programming, or entertainment. Must be a youth-appropriate sponsor.



\$2,500

SOBER ZONE

Games, activities, informational booths, speakers/sessions. Must be a community appropriate sponsor in advertising {no alcohol brands, casinos, or bars}



\$2,500

ART ZONE

Arts & crafts, games, activities, snack/water. Must be a youth/family appropriate sponsor in advertising.

The Benefits

- Logo included on Cincinnati Pride homepage & sponsor page
- Logo presence on all press releases & email blasts
- Logo included on signage in physical zone
- Festival and parade entry waived, prime festival booth location
- Verbal "Thank You" from both music stages
- Opportunities for product placement and programming (with approval from Cincinnati Pride)



Music Stage Naming Rights

(Naming rights may be subject to headliner/artist approval)

\$10,000

MAIN MUSIC STAGE

- Logo included on Downtown Street Banners, Festival Signage, Print advertising, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement "[Company] Main Stage"
- Festival and parade entry waived
- Verbal "Thank You" from both music stages

\$5,000

TUNNEL MUSIC STAGE

- Logo included on Festival Signage, Print Advertisement, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement as "[Company] Tunnel Stage"
- Festival and parade entry waived
- Verbal "Thank You" from both music stages

Red Gate Music Stage*

Beginning in 2022, the Red Gate Music Stage offers a shady and more low-key space within the high octane entertainment at our other festival stages. This stage often hosts acoustic performances, interactive activities (Bingo), and an opportunity to showcase other types of entertainment.

\$3,000

REDGATE MUSIC STAGE

- Logo included on festival signage, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement as "[Organization] Redgate Community Stage"

*Open to local LGBTQIA+ run or operated groups or nonprofit organizations, preferably in the arts or entertainment community, but not limited.



HOT! SPONSORSHIPS

\$6,000

WATER STATIONS

- Logo included on Cincinnati Pride Sponsor page
- Parade entry waived (Lead Sponsor Position)
- Festival entry waived (Prime booth location)
- Verbal "Thank You" from Music Stages
- Logo on Volunteer T-shirts
- 1 VIP Pass

\$4,500

MISTING STATION

- Logo included on Cincinnati Pride Sponsor page
- Parade entry waived (Lead Sponsor Position)
- Festival entry waived (Prime booth location)
- Logo on Volunteer T-shirts
- 1 VIP Pass

\$2,000

SUNSCREEN

- Logo included on Cincinnati Pride Sponsor page
- Parade entry waived (Lead Sponsor Position)
- Festival entry waived (Prime booth location)



Year-Round Sponsorships

Support Cincinnati Pride year-round by sponsoring additional events alongside the Parade & Festival.* By participating in year-round event sponsorships, your organization gains greater involvement and brand presence** while supporting the LGBTQIA+ community.



What events can I pick from?

- Cincinnati Pride Night at Kings Island (\$9,000 value)
- Pride Pink Party (\$3,000 value)
- Pride Winter Market at the Park
- Pride 5K Run
- More to be announced!

*Offer only good when purchasing Parade & Festival Sponsorship

**subject to approval with event partner



Disclaimers

Naming Rights

- Naming rights for entertainment stages and zones may be subject to approval By Artists and/or the board of Cincinnati Pride, Inc.
- subject to approval from event partner if applicable


Advertising & Sponsor Benefits

- Advertising and promotions methods are subject to change.
- Any changes to sponsor level benefits will be communicated immediately.

Festival & Parade

- All information regarding sponsor parade & festival entries must be submitted to Cincinnati Pride by **May 1, 2025**.
- Festival entries can include up to 3- 10x10 spaces, 10 tables and 20 chairs.
- Questions about the parade and festival should be sent to parade@cincinnatipride.org or festival@cincinnatipride.org, respectively.
- Special requests for the parade and festival are subject to the approval of the Parade and Festival Chairs.
- Parade entries can include people and up to two vehicles, including floats.
- Sponsor entries must follow all instructions and safety measures for the parade and festival.
- Questions regarding safety should be sent to compliance@cincinnatipride.org. Changes to safety guidelines must be approved by the Director of Compliance, in coordination with local authorities and in compliance with applicable laws.
- Instructions, including parade and festival maps, will be provided by early June.

- **Space is limited. Be sure to complete your sponsorship early!**



We look forward to discussing sponsorship opportunities that highlight your organization's support!

For more information, please contact:
Jake Hitch (he/him), Director of Development
development@cincinnatipride.org

