

2024

HAMPTON ROADS

PRIDE

PARTNERSHIP

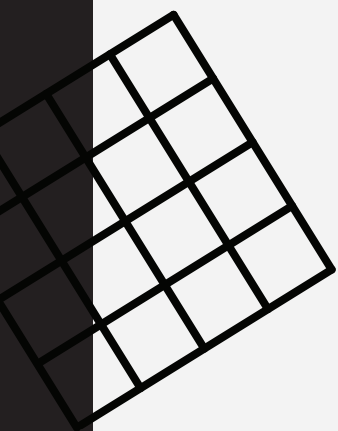
PACKET

NORFOLK | PORTSMOUTH
VIRGINIA BEACH
SUFFOLK | HAMPTON
NEWPORT NEWS
CHESAPEAKE



OUR MISSION

Hampton Roads Pride **unites
the Lesbian, Gay, Bisexual,
Transgender and allied
communities** in support
of inclusion, dignity, and
equality for **all people.**



OUR PRIORITIES

To Build Strong Community Partnerships

Hampton Roads Pride connects LGBTQ+ youth, teens, adults, and families with their greatest resource: community – promoting a sense of belonging and enhancing physical, mental, and social well-being.

To Increase Public Affirmation of LGBTQ+People

Through advocacy, education, and community service, Hampton Roads Pride strives to improve public backing for key health, housing, and legal issues impacting LGBTQ+ individuals and families.

To Inform Public Policy

Hampton Roads Pride works closely with governing leadership and LGBTQ+ Liaison Officers in the region to incorporate inclusive policies and laws to ensure equal protections for all.

To Engage Our Community

Hampton Roads Pride events continue to draw ever-growing crowds while providing a home for the nurture and celebration of LGBTQ+ organizations, institutions, and culture.

To Grow Leaders

Funding scholarships in support of the next generation of innovative LGBTQ+ leaders remains an annual budget priority for Hampton Roads Pride.



Hampton Roads Pride does not discriminate on the basis of race, color, ethnicity, religion, national origin, sex, age, sexual orientation, gender identity or expression, intellectual ability, or disability.

PARTNERSHIP: BUILDING UNITY

Hampton Roads Pride is a 501(c)(3) non-profit, community-based organization incorporated in 1997. Your partnership invests in the LGBTQ+ and allied communities and is promoted consistently to people looking for safe, supportive organizations to patronize for products and services. Now is the time to partner with Hampton Roads Pride!

\$50,000 Presenting Partner

- Main Stage Logo: Prominent placement at the PrideFest main stage
- Recognition in Pride Night promotions throughout the year
- Large and prominent at PrideFest or Pride at the Beach
- Ten VIP Lounge Passes for ALL Pride Weekend events – Friday, Saturday & Sunday
- Logo placement at entrances throughout Pride Weekend
- Acknowledgment at all Pride Weekend events
- Logo on Hampton Roads Pride website
- Consistent recognition on our platforms throughout the year

\$25,000 Premier Partner

- Large Booth placement at PrideFest or Pride at the Beach
- Eight VIP Lounge Passes for ONE Pride Weekend event day – Friday, Saturday or Sunday
- Logo placement at entrances throughout Pride Weekend
- Acknowledgment at all Pride Weekend events
- Logo on Hampton Roads Pride website
- Social Media recognition leading up to Pride Weekend

\$15,000 Platinum Partner

- Booth placement at PrideFest
- Six VIP Lounge Passes for ONE Pride Weekend event day – Friday, Saturday or Sunday
- Prominent Logo placement throughout Pride Weekend
- Acknowledgment at all Pride Weekend events
- Logo on Hampton Roads Pride website
- Social Media recognition leading up to Pride Weekend



\$10,000 Gold Partner

- Booth placement at PrideFest
- Four VIP Lounge Passes for ONE Pride Weekend event day – Friday, Saturday or Sunday
- Logo placement throughout Pride Weekend
- Acknowledgment at all Pride Weekend events
- Logo on Hampton Roads Pride website
- Social Media recognition leading up to Pride Weekend

\$5,000 Silver Partner

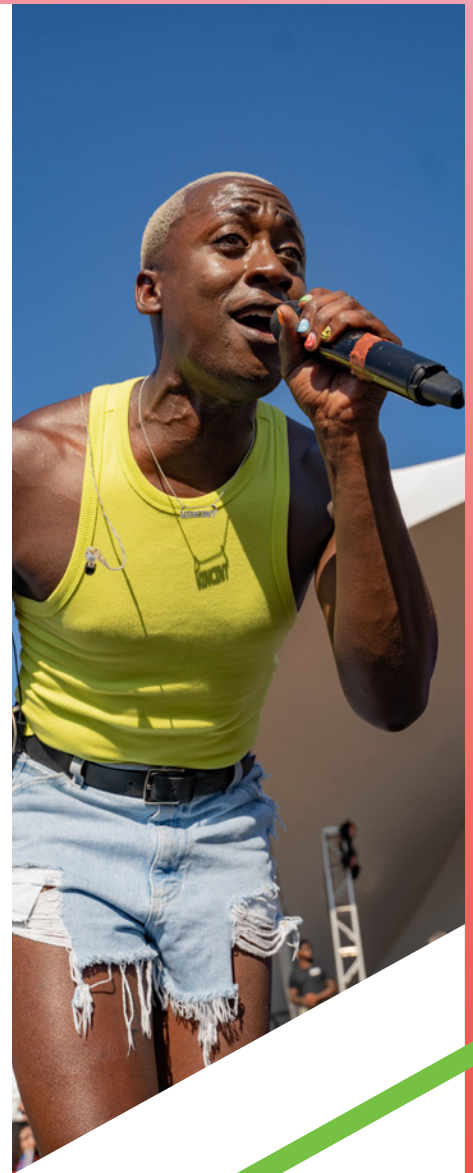
- Two VIP Lounge Passes for ONE Pride Weekend event day – Friday, Saturday or Sunday
- Logo placement throughout Pride Weekend
- Acknowledgment at all Pride Weekend events
- Logo on Hampton Roads Pride website
- Social Media recognition leading up to Pride Weekend

\$2,500 Bronze Partner

- Acknowledgment at all Pride Weekend events
- Logo on Hampton Roads Pride website
- Social Media recognition leading up to Pride Weekend

\$1,000 Individual Partner

- Logo on Hampton Roads Pride website
- Social Media recognition leading up to Pride Weekend



A LA CARTE OPTIONS

Explore our A La Carte Options, perfect for those aiming to be presenting sponsors of specific festival activations. Alternatively, elevate your visibility by becoming a City Partner at the \$5K level, gaining exposure at Pride events throughout the month. Participating City Festivals include Pride in the Peake (Chesapeake), Portsmouth Pride, Newport News Pride, and Phoebus Pride (Hampton).

For those who want to be presenting sponsors of particular activations throughout the festival:

Entertainment Naming Rights

Run the Rainbow Naming Rights - \$20k: Your organization sponsors the title of the annual Pride 5k and Fun Run held in November

PrideFest Main Stage Naming Rights - \$20k: Your organization sponsors the title of the main stage at PrideFest

PrideFest Club Stage Naming Rights - \$10k: Your organization sponsors the title of the club stage at PrideFest

Pride at the Beach Main Stage Naming Rights - \$10k: Your organization sponsors the title of the main stage at Pride at the Beach

VIP Lounge Naming Rights

VIP Lounge Naming Rights (2 Available) - \$15k each: Your organization brands the VIP Lounges at PrideFest or Pride at the Beach

Beverage Tent Naming Rights

Beverage Tents Naming Rights (3 Available) - \$7k each: Your organization sponsors a bar (2 Available) at PrideFest or (1 Available) Pride at the Beach



Entrance Naming Rights

Block Party Entrance Naming Rights -
\$5k: Prominent Logo placement at entrance
signage at Block Party

PrideFest Entrance Naming Rights -
\$5k: Prominent Logo placement at entrance
signage at PrideFest

Pride at the Beach Entrance Naming Rights -
\$5k: Prominent Logo placement at entrance
signage at Pride at the Beach

Programs Naming Rights

Pride Boat Parade Naming Rights -
\$10k: Your organization sponsors the title
of the nation's only PrideBoat Parade

Family Area Naming Rights -
\$5k: Your organization sponsors the title
of the PrideFest Family Area

Pride History Experience Naming Rights -
\$5k: Your organization sponsors the title of
the Pride History Experience at PrideFest

Branded Activations

Water Station Sponsor (2 Available) -
\$5k each: Your organization sponsors a water
station at PrideFest or Pride at the Beach

Charging Station Sponsor (2 Available) -
\$5k each: Your organization sponsors a
charging station at PrideFest or Pride at
the Beach



THE NUMBERS:

2M Annual Impressions on Social Media:

With a social media reach of 2 million annual impressions, our digital presence is unparalleled. Sponsoring Hampton Roads Pride means aligning your brand with a movement that resonates far and wide.

\$200k Scholarships Awarded Since 2007:

Since 2007, Hampton Roads Pride has been dedicated to fostering the growth of future leaders by annually prioritizing scholarships. This year, we're proud to commit \$20,000 to support individuals in the LGBTQIAP+ community and allies.

80k Annual Attendance at Pride Events:

Every year, through festivals, events, the Brew Tour, parties, fundraisers, Pride Nights, and social events, Hampton Roads Pride reaches tens of thousands of people in person. Partnering with Pride ensures your brand reaches the LGBTQIAP+ community

35 Number of Brewery Community Partners:

Our annual Brew Tour, this year in May, supports over 35 brewery partnerships. These collaborations raise funds for our youth scholarship program

25 Number of Pride Night Opening Nights:

Our partnerships with the Performing Arts community hosts many opening nights through our Pride Night program. Each of our community partners reach a wide variety of interests and audiences



THROUGH ADVOCACY, EDUCATION, AND COMMUNITY SERVICE WE DEMONSTRATE THE CAPACITY OF THE CREATIVE, SOCIAL, ECONOMIC, AND INFLUENTIAL FORCE OF THE LGBTQ+ COMMUNITY AND ITS ALLIES TO EFFECT POSITIVE CHANGE.

Community Engagement

With over 50 community engagement events each year, Hampton Roads Pride strives to support the LGBTQ+ and allied communities across all demographics.

Our events serve to greatly increase awareness about our issues, raise funds for our cause, and build trust and bonds with our supporters.

Whether your interest is in advocacy, educating fellow community members, learning to be a supportive ally, or serving our neighbors most in need, you will find the opportunity to work alongside like-minded members of Hampton Roads Pride.







City Partnerships

Join us as a City Partner at the 5k Level for visibility at Pride events throughout the month. These collaborations extend beyond the event, forming powerful alliances with local businesses, organizations, and community leaders. Together, we aim to create a region that champions acceptance, love, and equality.

Includes: Pride in the Peake (Chesapeake), Portsmouth Pride, Newport News Pride, and Phoebus Pride (Hampton)



CONNECT WITH US:

-  @HRPride
-  @hamptonroadspride
-  @hampton-roads-pride
-  @HRPrideVA

Partnership Email:
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