SPONSOR
the 48th ANNUAL
June 19 - 25, 2023

Baltimore Pride
“ONE LOVE
ONE HEART
ONE PRIDE”

The Pride Center of Maryland
TRACK RECORD
★ Maryland’s LARGEST LGBTQ+/ Same Gender Loving (SGL) event
★ 3rd OLDEST Pride in the WORLD
★ 100,000 attendees in 2022
SUPPORT DIVERSITY

★ Pride attracts diverse audience from across the region
★ 100% of giving supports innovative programs, sexual gender minorities (SGM), youth empowerment opportunities, advocacy, & future Pride events
CITY-WIDE FESTIVAL

★ 24 events, 17 host organizations in 2022
★ Multiple Pride stages for sponsor exposure
★ Celebrity performances
SAMPLE CALENDAR

★ Pride Parade
★ Youth Pride Party
★ Elder Pride
★ The High Heel Race
★ Pride in the Park
★ Pride Film Festival
★ Orioles Pride Night
★ Bike Party Pride Ride
★ Father & Son Ball
★ Queen Cruise on the Harbor

* For information purposes only.
MEDIA COVERAGE

★ Estimated Reach: 5 million+
REVIEWS

"Great atmosphere! Will definitely be going back next year” - Emily J.
“Diversity, fun, great people!” - Martha S.
“Great to see everyone out from the community!”
- Richard F.
SEXUAL GENDER MINORITY (SGM) MARKET VALUE

★ $1 trillion+ in USA
★ 78% would switch to SGM-friendly companies
★ 70% would pay more for products from SGM-friendly companies
SPONSORSHIP LEVELS*

• $75,000 Presenting
• $50,000 Platinum
• $25,000 Diamond
• $15,000 Gold
• $10,000 Silver
• $5,000 Bronze

Donors below $5,000 will be acknowledged as a community partner and acknowledged in our Pride Guide and Baltimore Pride website.

ADS ONLY IN PRIDE GUIDE
1/8 color........$1,000  1/2 color.........$2,000
1/4 color.........$1,500  Full color.........$2,500

* We’re happy to customize a sponsorship package to fit your needs.
SEXUAL GENDER MINORITY (SGM) MARKET VALUE

• To surpass $1 trillion by 2023 in US
• 70% would pay more for products by SGM-friendly companies
• 78% would switch to SGM-friendly companies

PRESENTING: $75,000

• Category Exclusivity
• Naming Rights to Baltimore Pride (i.e. Baltimore Pride Presented by [Your Company Name])
• Speaking Opportunity on Baltimore Pride Main Stage
• Mention in all radio and print media
• 2 Full-page, color ads in Baltimore Pride Guide
• Inclusion in PCOM’s newsletter for a year
• Presence at ALL Baltimore Pride Events for the year
• Activation space at Baltimore Pride
• Regular mentions on all of PCOM’s social media platforms
• VIP access for Baltimore Pride
• Link on Baltimore Pride website
• 1 Table (10 tickets) at “Twilight on the Terrace” Gala
  (Additional tickets are available at a discounted rate)
• 2 Banners placed at Baltimore Pride events during Baltimore Pride Week
• Participation in Parade
• 10x20 vendor tent, Baltimore Pride Festival (Sat + Sun)
SEXUAL GENDER MINORITY (SGM) MARKET VALUE

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1 Table at Baltimore Pride “Twilight on the Terrace” Gala
(Additional tickets are available at a discounted rate)
• Naming Rights to Baltimore Pride (i.e. Baltimore Pride Presented by [Your Company Name])
• Speaking Opportunity on Baltimore Pride Main Stage
• Mention in all radio and print media
• Regular mentions on all of PCOM’s social media platforms
• 2 Full-page, color ads in Baltimore Pride Guide
• Inclusion in PCOM's newsletter for a year
• Logo presence at ALL Baltimore Pride events for the year
• Activation space at Baltimore Pride
• VIP access to Baltimore Pride
• Link on Baltimore Pride website
• 2 Banners placed at Baltimore Pride events during Baltimore Pride Week
• Participation in Parade
• 10x20 vendor tent at Baltimore Pride Festival (Sat + Sun)

PLATINUM: $50,000
DIAMOND: $25,000

- 6 tickets to Baltimore Pride Gala, and public mention and logo placement at event
  (Additional tickets are available at a discounted rate.)
- Regular mentions on the Pride Center’s social media platforms and Baltimore Pride Main Stage
- Direct link on the Pride Center’s website
- 1 Full-page, color ad in Pride Guide
- Participation in Parade
- 10x20 vendor tent at the Baltimore Pride Festival (Sat + Sun)
- Naming of one Pride celebration event
- VIP access to Baltimore Pride
SEXUAL GENDER MINORITY (SGM) MARKET VALUE

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GOLD: $15,000

• 4 tickets to Baltimore Pride Gala (Additional tickets are available at a discounted rate.)
• Logo included in Gala program
• Multiple mentions on each of the Pride Center’s social media platforms + from the Baltimore Pride Main Stage
• Direct link on Baltimore Pride website
• 1/2-page, color advertisement in the Baltimore Pride Guide
• Participation in Parade
• 10x20 vendor tent at Baltimore Pride Festival (Sat + Sun)
SILVER: $10,000

- 2 tickets to Baltimore Pride Gala (Additional tickets are available at a discounted rate.)
- 1 mention on each of the Pride Center’s social media platforms
- Mention on the Pride Center’s website
- 1/4-page, color advertisement in the Baltimore Pride Guide
- Participation in Parade
- 10x20 vendor tent at Baltimore Pride Festival (Sat + Sun)
SEXUAL GENDER MINORITY (SGM) MARKET VALUE

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BRONZE: $5,000

• 1 ticket to Baltimore Pride Gala (Additional tickets are available at a discounted rate.)
• 1 mention on each of the Pride Center’s social media platforms
• Mention on PCOM’s website
• 1/8-page, color advertisement in the Baltimore Pride Guide
• Participation in Parade
• 10x20 vendor tent at Baltimore Pride Festival (Sat or Sun)