



BALTIMORE PRIDE'S 50TH YEAR ANNIVERSARY
50 SHADES OF PRIDE

Sponsorship Deck

Honoring Every Shade of Identity and Love

Father's Day Weekend, June 8-15th, 2025

GOVERNOR WES MOORE



Join Us In Celebrating 50 Years Of Baltimore Pride

Why Partner with Baltimore Pride? Business Benefits

Alignment with diversity and inclusion values.
High visibility in the LGBTQ/SGL market.
Strengthened community ties.

Testimonial Section

Quotes from past Sponsors "MET Technologies has been a proud sponsor of Baltimore Pride for 11 years. Each year, our team eagerly anticipates the creativity, energy, and community spirit that Pride brings. It's an event we're honored to support and excited to see grow year after year."

Why Support Baltimore Pride 2025

These are the reasons to support Baltimore Pride



Be profiled at the largest
LGBTQ/SGL event in
the State.



More than
150,000 attendees



Your commitment not only
impacts Baltimore Pride
programming but
programming for the entire
year.



7 days Full days
of Activities



Be profiled at the largest
LGBTQ/SGL event in
the State



Over **3 million** consumers
reached through Media



Be seen at the Third
Oldest Pride in the
Country

Mission

Empowering diverse **LGBTQ/SGL** individuals through advocacy, affirmation education, and community support.

Vision

A world where all individuals are free to live authentically without discrimination.



The **Pride Center of Maryland (PCOM)** is committed to empowering Maryland's sexual and gender minority communities (**LGBTQ+/SGL**) by ensuring equal access to care, resources, and spaces where individuals can embrace and express their authentic selves. With a robust offering of over **30** programs and services, **PCOM** provides education, advocacy, and support for individuals, families, and allies, fostering inclusivity and strengthening community connections.

Through youth development, mental health, violence prevention, support services, and trauma-informed care programs, **PCOM** advocates for equity, justice, and safe access to well-being and protection while building bridges and understanding between diverse communities



50th Anniversary Highlights

Unique Features

Historical exhibits celebrating 50 years of Baltimore Pride.

Expanded festival footprint across multiple days and locations.

Inclusive programming for all ages.

200,000+

Projected Attendance

"50 Shades of Pride"

Event Theme



Sponsor The Event

Unapologetically Proud
\$75,000

BENEFITS

Naming rights to the 50th Anniversary of Baltimore Pride.

Speaking opportunity on Mainstage and at the Gala

Top 1–5 parade placement.

10 Twilight on the Terrace VIP tickets, 8 Gala tickets, 4 Queen's Cruise tickets.

Premium logo placement on all materials, including billboards and social media.

Activation space at all events.

(10) 2 day VIP Passes to Baltimore Pride Festival, and Pride in the Park

Promotional/informational video showcased on Mainstage video wall throughout the entire festival

Live broadcast Inclusion

Logo on Street Signs throughout festival Foot-print

Logo on Festival T-shirts

Visionary
\$50,000

BENEFITS

Naming rights to the Parade or a key event (e.g., Youth Pride).

Speaking opportunity on Mainstage.

Top 6–15 parade placement.

8 Gala tickets, 4 Queen's Cruise tickets, and 4 Twilight on the Terrace VIP tickets.

Full-page ad in Pride Guide, regular social media mentions.

20x20 vendor tent at the Festival

7) 2 day VIP Passes to Baltimore Pride Festival, and Pride in the Park

Promotional/informational video showcased on Mainstage video wall throughout the entire festival

Live broadcast Inclusion

Logo on Street Signs throughout festival Foot-print

Inclusivity
\$25,000

BENEFITS

Naming rights to a stage or community program (e.g., Latin Stage or Elder Pride).

Placement in the top 16–30 parade slots.

6 Gala tickets, 4 Twilight on the Terrace VIP tickets.

Full-page ad in Pride Guide, social media recognition.

10x20 vendor tent at the Festival.

(5) 2 day VIP Passes to Baltimore Pride Festival, and Pride in the Park

Promotional/informational video showcased on Youth stage, Latin Stage, or Elder stage wall video wall throughout the entire festival

Logo on Street Signs throughout festival Foot-print

Logo on 50 Anniversary Pride T-shirts

Out & Proud

\$15,000

BENEFITS

Co-sponsorship of events like the High Heel Race or Queer Olympics.

Parade entry with priority placement.

4 Gala tickets, 2 Twilight on the Terrace VIP tickets.

Half-page ad in Pride Guide, social media mentions.

10x10 vendor tent at the Festival.

(3) 1 day VIP Passes to Baltimore Pride Festival, or Pride in the Park

Logo on Festival Maps

Allies

\$10,000

BENEFITS

Recognition as a supporter of a community-focused event (e.g., Youth Prom).

General parade participation.

2 Gala tickets, 2 Twilight on the Terrace tickets

Quarter-page ad in Pride Guide.

10x10 vendor tent at the Festival.

(2) 1 day VIP Passes to Baltimore Pride Festival, or Pride in the Park

Logo on Festival Maps

Custom Sponsor Upon Request

Community Impact

Programs Funded by Sponsorship



LGBTQ/SGL homelessness outreach.



Youth mentorship and leadership development.



STI testing and health services.



Elder support programs.



Trans & GNC Services



Cultural Sensitivity Workshops



Mental Health and Harm Reduction Services



Advertising and Media Reach

Exposure Potential

Engage over
500,000 followers

Billboard campaigns
across Baltimore.

Digital reach through
newsletters and Pride Guide.

Collected anticipated reach
of **3 Million** individuals

Be Part of History

**Sponsor the 50th Anniversary
of Baltimore Pride.**

Honoring Every Shade of Identity and Love

**Special Thanks From CEO
& Board of Directors**

Cleo Manago

John Harris

Sylvester Beverly

Ken Moore

Monique Bess

Brian Wenk

Letoi Williams

Mark Miazga



Sponsorship team

Email: sponsors@pridecentermd.org

Phone: 667-445-9762