



PRIDE
STONEWALL COLUMBUS
365



PRIDE is Stonewall Columbus' largest single fundraiser—supporting programs and operations year-round through our **Pride 365 Partnership** model. Each year we aim to raise at least \$500,000 to produce June Pride month events.

Partner with Us to Uplift the LGBTQ+ Community in Central Ohio

Through financial contributions and volunteer efforts, our corporate partners demonstrate an unwavering commitment to advancing equality and creating a more inclusive community for LGBTQ+ individuals in Central Ohio.

Is your company ready to make a meaningful difference?

Stonewall Columbus offers a wide range of **customizable partnership opportunities** designed to align with your company's values and priorities. By partnering with us, you'll play a vital role in strengthening the impact of Stonewall's programs and initiatives that support, empower, and celebrate the LGBTQ+ community.



2026 - STONEWALL COLUMBUS PRIDE 365 ENGAGEMENT GRID

		\$100,000	\$50,000	\$30,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
		PRESENTING	PREMIER	PARTNER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	ALLY	FRIEND
RECOGNITION											
SWC Internal Building Display Year Long Promo Ad		✓									
Enhanced listing on Stonewall Columbus Websites	🌈	✓	✓								
Listing on SWC Promotional Materials (2025 items)		✓	✓								
Promotional Video with Media Partner (NBC4)	🌈	✓	✓	✓							
Building Rental Fee Waived/Discounted for an Event		✓	✓	✓	✓	50%	50%	25%			
Pride 365 Social Media Recognition		LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO			
SWC Internal Building Display (Logo)		LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO		
SWC Website Listing		LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	TEXT	TEXT
Columbus Pride Website Listing	🌈	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	TEXT	TEXT
Pride Building Banner (Logo)	🌈	✓	✓	✓	✓	✓	✓				
Pride Volunteer Shirt (Logo)	🌈	✓	✓	✓	✓	✓	✓				
Festival Welcome Signage (Logo)	🌈	✓	✓	✓	✓	✓	✓	✓	✓		
Pride Brunch Collateral (Logo)	🌈	✓	✓	✓	✓	✓	✓	✓	✓		
Event Specific Promotion (Logo)		✓	✓	✓	✓	✓	✓	✓	✓		
Verbal Recognition During Pride Welcome	🌈	✓	✓	✓	✓	✓	✓				
Verbal Recognition During Pride Brunch	🌈	✓	✓	✓	✓	✓	✓				
Authorized Use of the Official Pride Logo	🌈	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Stonewall Newsletter Recognition		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lavender Listing Ad		SHOWCASE+	SHOWCASE+	SHOWCASE+	SHOWCASE+	SHOWCASE+	SHOWCASE	SHOWCASE	STANDARD	STANDARD	STANDARD
VENDOR / MARCH BENEFITS (MUST SUBMIT SEPARATE REGISTRATION BY MARCH/VENDOR DEADLINE)											
Maximum Space Size	🌈	10' x 30'	10' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'			
Maximum Tent Size	🌈	10' x 30'	10' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'			
Marchers - 500 (up to)	🌈	Plus Vehicle/Float	✓								
Marchers - 300 (up to)	🌈			✓	✓	✓					
Marchers - 150 (up to)	🌈						✓	✓			
Marchers - 75 (up to)	🌈								✓		
Marchers - 25 (up to)	🌈									✓	
TICKETS & TAGS											
Pride 365 Tags		200	100	50	25	15	10	5	4	2	2
VIP to Rainbow Room @ Pride	🌈	25	25	15	10	10	8	5	2	2	
Tickets to VIP Special Event		25	25	10	8	7	5	5	2	2	
Tickets to Pride Brunch	🌈	20	20	15	10	8	6	4	2		

CONFIRM PRIDE 365 ENGAGEMENT BY APRIL 10, 2026 FOR PRIDE MONTH BENEFITS

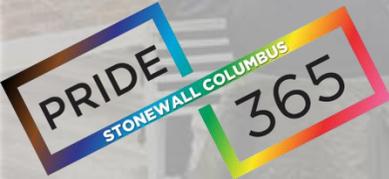
CONTACT INFO@STONEWALLCOLUMBUS.ORG FOR DETAILS.

All Stonewall Columbus sponsors must affirm Stonewall's diversity, equity, and inclusion policies AND agree to donate no less than 9 hours of volunteer time during a calendar year.

Updated August 2025

March and vendor registration deadlines are during the first week of May. Pride 365 sponsors MUST submit complete vendor and march registrations by the May deadline. No additional marchers or space can be added after the May deadline.

Vehicle/Float NOT included in sponsorship engagement—unless noted.



IMPORTANT DATES

- **Partners must confirm sponsorship engagement by April 10 to receive Pride month benefits**
- *Logo(s) must be submitted by May 08*
- *May 08*
 - Brunch guest name(s)
 - Camera/Print ready ad(s)
 - March and booth confirmation

Our Pride 365 partnership opportunities are customizable to align with our corporate partners' priorities and can include everything from co-branded cause marketing campaigns, local activations, employee engagement opportunities, event sponsorship, multiyear program support, donating office supplies, computers, trainings/workshops, and building maintenance.

Visit <https://stonewallcolumbus.org/sponsors/> for additional information;
contact info@stonewallcolumbus.org to confirm your Pride 365 sponsorship engagement today!





A Celebration of Our Pride + A Demonstration of Our Power!



Multiple events
throughout June



Stonewall Columbus
Pride March



Stonewall Columbus
Signature Pride Events



PRIDE Month
proclamation from
Mayor, Council, County



Pride Activations
Citywide



Community
Partnerships

We persist!



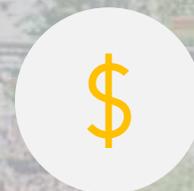
Stonewall Columbus Pride By the Numbers



230+ vendors from across the country!



750,000+ visitors during the multi-day event!



Impact to city/region
\$7.5 mil



Roughly **20,000** marchers!



30 days of Pride!



Largest celebration of Pride in the Midwest!

We persist!

PRIDE 2026

Stonewall Pride Month Events



Stonewall Pride Brunch.....June 07
Resource Fair & Festival.....June 19 & 20
Columbus Pride March.....June 20

More!

Visit [Stonewallcolumbus.org/pride](https://stonewallcolumbus.org/pride) for the most update to date event listing!

PRIDE 2026

Stonewall Pride Month Costs

June Pride events represent Stonewall's largest single program and fundraiser that aims to support center and organization programming 365 days a year. This year the organization must raise over \$500,000 to put on these events for the community.

Pride 365 sponsorship dollars help make Pride happen!

Energy/Water	\$65,000
Safety/Security/Medical	\$100,000
Food/Beverage	\$40,000
Sanitation/Restrooms	\$55,000
Signage	\$20,000
Permits/Licensing	\$20,000
Stonewall Brunch Fundraiser	\$30,000
Printing	\$20,000
Entertainment	\$75,000
Rentals (including space)	\$50,000
Media/Communications	\$45,000
Incidental Operations	\$25,000
TOTAL	\$545,000



PARTNER SPONSORS (+ Above)

Receive from NBC4:

- 1x individual 3-5 minute appearance on NBC4's Daytime Columbus. Appearance will be created from a Zoom interview and edited.
 - The main subject speaking to why your company/organization supports Pride Month.
- 1x individual: 60 testimonial created from the Daytime interview which can air
 - To be included in Pride month promotions
- Logo recognition (shared) on promotions for event to air on NBC4.
- TBA pre-roll impressions of event promotions (shared logos) on nbc4i.com five days prior to the event.



Additional Pride Recognition Opportunities

Interested in having your sponsorship recognition attached to a particular Pride related event or space? Engagement must be confirmed by April 14 and these additional engagement benefits are on a first to confirm basis—opportunities are limited. All sponsorships include benefits listed on the Pride 365 Sponsorship Grid.

•Pride Main Stage

- Sponsorship must be at \$25,000 or above
- Logo signage at Pride Main Stage
- Verbal recognition from Pride Main Stage
- *3 sponsors max for this additional benefit*

•Pride Brunch

- Sponsorship must be at \$15,000 or above
- Item insertion into event gift bag
- Logo w/ link on Brunch Page
- *4 sponsors max for this additional benefit*

•Rainbow VIP Room @ Pride

- Sponsorship must be at \$10,000 or above
- Logo signage in event space
- Sponsor table in space (sponsor provide table)
- *4 sponsors max for this additional benefit*

•Trailblazer Space

- Sponsorship must be at \$5,000 or above
- *3 sponsors max for this additional benefit*

•Family Pride Event

- Sponsorship must be at \$2,500 or above
- Item insertion in gift bags
- Sponsor table in space (sponsor provide table)
- *4 sponsors max for this additional benefit*

•Go Green

- Sponsorship must be at \$2,500 or above
- Logo on "Go Green" signage
- *4 sponsors max for this additional benefit*

• Stonewall DragRace

- Logo on DragRace signage
- *4 sponsors max for this additional benefit*

Other opportunities available contact
info@stonewallcolumbus.org for details!



IMPORTANT DATES

- ***Partners must confirm sponsorship engagement by April 11 to receive Pride month benefits***
- *Logo(s) must be submitted by May 1*
- *May 16*
 - Brunch guest name(s)
 - Camera/Print ready ad(s)
 - March and booth confirmation

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