



INDY PRIDE



365

PRIDE IS MORE THAN A MOMENT, IT'S A MOVEMENT.

FOR 30 YEARS, INDY PRIDE HAS BUILT SPACES OF JOY, RESILIENCE, AND CONNECTION FOR THE LGBTQ+ COMMUNITY OF CENTRAL INDIANA. NOW, WITH INDY PRIDE 365, WE'RE EXPANDING OUR IMPACT BY OFFERING YEAR-ROUND SPONSORSHIP OPPORTUNITIES THAT UPLIFT OUR COMMUNITY EVERY SEASON, NOT JUST IN JUNE.

AS A SPONSOR, YOUR PARTNERSHIP FUELS PROGRAMS THAT REACH OVER 130,000 PEOPLE ANNUALLY THROUGH EDUCATIONAL AND SUPPORT PROGRAMS, COMMUNITY EVENTS, AND CELEBRATION.

TOGETHER, WE CAN ENSURE EVERY LGBTQ+ HOOSIER FEELS SEEN, SUPPORTED, AND CELEBRATED—365 DAYS A YEAR.



PRIDE SEASON RECAP



102,000+ ATTENDEES
THROUGHOUT JUNE
ALONG WITH AND ADDITIONAL
30,000 IMPACTED THROUGHOUT
THE YEAR.

LAUNCH PARTY & PRIDE PAGEANT | AAPI PRIDE | RAINBOW RUN
HOOSIER 250 | GOLF OUTING | PET PRIDE | INTERFAITH CELEBRATION
COMMUNITY COOKOUT | TRANSGLAM | DEAF PRIDE | GIRL PRIDE |
PARADE | CELEBRATION ON THE CIRCLE | WORD OF MOUTH | BI + BEYOND MUSIC
NIGHT | MOVIE NIGHT | LATINX | APPRECIATION PARTY
INDY PRIDE PARADE | INDY PRIDE FESTIVAL

20+ EVENTS
THROUGHOUT
INDIANAPOLIS
PRIDE SEASONS CELEBRATION

At the end of 2025 into
2026, new programs
and initiatives are
moving ahead like our
food inequity
initiative, along with
our healthcare
disparity initiative.



WHY INDY PRIDE 365?



IMPACT

June Pride events And the Pride Parade and Festival represent Indy Pride's largest single program and fundraiser fueling the programs, events, and initiatives that sustain our community 365 days a year.

Indy Pride must raise over \$1.6M annually to provide our current community programs, events and Initiatives continue to grow our organization to meet the needs of a growing LGBTQ+ community in Central Indiana.

Run by a small staff and a majority of passionate volunteers, Indy Pride reaches 130,000+ people annually and creates impact across Central Indiana. With your partnership, we can continue to expand programming, strengthen equity, fund grants and scholarships, and fuel joy that lasts far beyond June.

Put simply: Your sponsorship makes Pride happen and sustains the movement all year long.



EVERY DOLLAR YOU INVEST IN INDY PRIDE 365 MULTIPLIES INTO VISIBILITY, FUELS YEAR-ROUND PROGRAMMING AND CARE FOR LGBTQ+ HOOSIERS.

2026 INDY PRIDE 365 SPONSORSHIP GRID



| | | \$75,000 Presenting | \$50,000 Premiere | \$35,000 Partner | \$20,000 Diamond | \$15,000 Platinum | \$10,000 Gold | \$7,500 Silver | \$5,000 Bronze | \$3,500 Ally | \$2,500 Friend | \$1,500 Support |
|--|------|------------------------|----------------------|---------------------|---------------------|----------------------|------------------|-------------------|-------------------|-----------------|-------------------|--------------------|
| Recognition | | | | | | | | | | | | |
| Promotional Video | 🏳️‍🌈 | ✓ | | | | | | | | | | |
| Enhanced listing on Indy Pride website and app | 🏳️‍🌈 | ✓ | ✓ | | | | | | | | | |
| Listing on all Indy Pride 2026 Promotional Material | 🏳️‍🌈 | ✓ | ✓ | ✓ | ✓ | | | | | | | |
| Verbal Recognition During Pride Festival | 🏳️‍🌈 | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | |
| Indy Pride Volunteer Shirt (logo) | 🏳️‍🌈 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| Indy Pride 365 Social Media Recognition | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| Festival Banner Welcome Signage | 🏳️‍🌈 | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | TEXT | | |
| Indy Pride App Listing | | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | TEXT | TEXT | |
| Indy Pride Website Listing | | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | LOGO | TEXT | TEXT | TEXT |
| Event Specific Promotion (Logo)* | 🏳️‍🌈 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Indy Pride Newsletter Recognition | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Authorized use of Indy Pride logo | 🏳️‍🌈 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Indy Pride Sponsor Graphic for Social Media | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Festival Vendor / Parade Benefits (Must submit separate registration by Parade/Vendor Deadline) | | | | | | | | | | | | |
| Maximum Festival Vendor Space Size | 🏳️‍🌈 | 10x30 | 10x20 | 10x20 | 10x20 | 10x10 | 10x10 | 10x10 | 10x10 | | | |
| Maximum Festival Vendor Tent Size | 🏳️‍🌈 | 10x30 | 10x20 | 10x20 | 10x20 | 10x10 | 10x10 | 10x10 | 10x10 | | | |
| Parade Marchers - 500 (up to). Zone A | 🏳️‍🌈 | ✓ | ✓ | ✓ | | | | | | | | |
| Parade Marchers - 300 (up to) Zone A | 🏳️‍🌈 | | | | ✓ | ✓ | | | | | | |
| Parade Marchers - 150 (up to) Zone B | 🏳️‍🌈 | | | | | | ✓ | ✓ | ✓ | | | |
| Parade Marchers - 75 (up to) Zone C | 🏳️‍🌈 | | | | | | | | | ✓ | | |
| Tickets | | | | | | | | | | | | |
| Tickets to Festival | 🏳️‍🌈 | 35 VIP | 25 VIP | 20 VIP | 15 VIP | 10 VIP | 8 VIP | 6 VIP | 6 | 4 | 4 | 2 |
| Tickets to Other Pride Season Specific Event | 🏳️‍🌈 | 35 | 25 | 20 | 15 | 10 | 8 | 6 | 6 | 4 | 4 | |

🏳️‍🌈 CONFIRM INDY PRIDE 365 SPONSORSHIP BY APRIL 1ST FOR PRIDE SEASON BENEFITS

- Parade and Vendor registration deadlines are during the first week of May.
- Indy Pride 365 sponsors MUST submit complete vendor and Parade registrations by the May deadline.
- No additional Parade entries or vendor space can be added after the May deadline.

Additional Pride Recognition opportunities available.
Please reach out to development@indypride.org for more information

All Indy Pride sponsors must affirm Indy Pride's mission and values:
Our Mission : Indy Pride, Inc. exists to unite and serve its members and the LGBTQ community of Central Indiana through leadership development, educational and support programs, and community events that achieve inclusivity, equality, strong community connections, and awareness of LGBTQ issues

2026 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 1st 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.

- **PARADE**

- Sponsor must be at \$35,000 or above
- Presenting sponsor of the Indy Pride Parade
- Prime spot in the parade

- **MAIN STAGE SPONSOR INDY PRIDE FESTIVAL**

- Sponsor must be at \$35,000 or above
- Logo Signage at Pride Main Stage
- Verbal Recognition from Pride Main Stage
- Sponsor activation in space permitted (sponsor must provide)
- 2 sponsors max for this additional benefit

- **VIP SPONSOR INDY PRIDE FESTIVAL**

- Sponsor must be at \$15,000 or above
- Logo Signage in Event Space
- Sponsor activation in space permitted (sponsor must provide)
- 4 sponsors max for this additional benefit

- **HEALTHCARE PATHWAY SPONSOR INDY PRIDE FESTIVAL**

- Sponsor must be at \$20,000 or above
- Logo Signage in Event Space
- Sponsor activation in space permitted (sponsor must provide)
- 2 sponsors max for this additional benefit

- **CAREER FAIR, RAINBOW RUN 5K, COMMUNITY COOKOUT, GIRL PRIDE OR PET PRIDE**

- Sponsor must be at \$10,000 or above
- Presenting sponsor of any of the top five events
- One Presenting Sponsor per event (first to confirm basis)
- Logo Signage in Event Space
- Sponsor activation in space at event chosen

- **DEAF PRIDE, LATINX, MUSIC NIGHT, MOVIE NIGHT**

- Sponsor must be at \$7,500 or above
- Presenting sponsor of any of the top four events
- One Presenting Sponsor per event (first to confirm basis)
- Logo Signage in Event Space
- Sponsor activation in space at event chosen

- **AAPI PRIDE, BI + BEYOND, HOOSIER 250, TRANSGLAM**

- Sponsor must be at \$2,500 or above
- Presenting sponsor of any of the top three events
- One Presenting Sponsor per event (first to confirm basis)
- Logo Signage in Event Space
- Sponsor activation in space at event chosen

Supporting Sponsor and other opportunities available
contact development@indypride.org for details!

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OUR PRIDE 365 PARTNERSHIP OPPORTUNITIES ARE CUSTOMIZABLE TO ALIGN WITH OUR PARTNERS' PRIORITIES AND CAN INCLUDE EVERYTHING FROM LOCAL ACTIVATIONS, EMPLOYEE ENGAGEMENT OPPORTUNITIES, EVENT SPONSORSHIP, MULTIYEAR PROGRAM SUPPORT, DONATING SUPPLIES OR SERVICES, AND TRAININGS/WORKSHOPS.

CONTACT DEVELOPMENT@INDYPRIDE.ORG TO CONFIRM YOUR INDY PRIDE 365 SPONSORSHIP ENGAGEMENT TODAY.

