

“Beyond The Rainbow”

“Building Connection. Creating Culture. Inspiring Change.”

The 5th Annual Springfield Pride
Parade Weekend

June 4th - 6th 2026

About Springfield Pride Parade Weekend

The **Springfield Pride Parade Weekend** is more than a celebration — it's a **movement that unites thousands** each year in the heart of the city for a cause that truly matters. Our 5th Annual theme, "**Beyond the Rainbow – Investing in Community, Not Just Symbols,**" embodies our commitment to transforming visibility into lasting change across Western Massachusetts.

What sets Springfield Pride apart is that **proceeds from this fundraising weekend directly support our year-round youth programs** — empowering the next generation of leaders through education, mentorship, and opportunity:

- **IGNITE** (Grades 9–12): Equips high school students with leadership, financial literacy, entrepreneurship, workforce readiness, and digital literacy skills.
- **Future Sparks** (Grades 6–8): Introduces middle school youth to social-emotional learning, early career exploration, and community engagement.

Together, these programs prepare young people to explore, prepare, and activate their potential — embodying the true spirit of Pride year-round.

Event Highlights

10k+
Attendees

21-45
Years old
Urban, trend-conscious

Youth Support
Empower The Future

500k+
Potential impressions

Location
Springfield
Massachusetts



www.SpringfieldPrideParade.org

A Three-Day Celebration of Pride, Community & Purpose

Thursday, June 4th — Flag Raising Ceremony at City Hall & Community Panel

We kick off Pride Month at Springfield City Hall with Mayor Domenic Sarno and city officials during the official Progressive Pride Flag Raising — a high-impact media moment offering sponsors premium visibility, photo opportunities, branded staging, and a speaking moment for the Presenting Sponsor.

Friday, June 5th— You Ball Fundriasing Gala

A marquee evening of elegance and purpose, the UBall is Springfield Pride Weekend’s signature fundraising gala — celebrating local leaders, youth voices, and community impact through awards, performances, and storytelling. Sponsors receive premium visibility through branded step-and-repeats, stage screens, and printed materials, along with VIP seating, table branding, a Presenting Sponsor speaking moment, and the opportunity to underwrite a major recognition award.

Saturday, June 6th— 5th Annual Springfield Pride Parade & Block Party

Thousands line downtown for the 5th Annual Pride Parade and Block Party — a high-energy day of music, food, community partners, and headline entertainment. Sponsors enjoy premium exposure with parade banners, stage and barricade branding, activation tents, and VIP Meet & Greet naming rights.



The Meaning Behind The Movement

“Beyond The Rainbow” reflects the evolution of Pride — from moment to movement. It’s about more than celebration; it’s about connection, culture, and community. It represents authenticity, unity, and progress — where visibility becomes purpose, and every partnership helps shape a brighter, more inclusive future.





Why Partner with Us?

Amplify your brand presence where
the energy is.

01. Unmatched Visibility & National Reach

Position your brand in front of thousands of attendees, media outlets, and digital audiences across New England and beyond — gaining the kind of organic exposure that transcends traditional advertising.

02. Celebrity & Influencer Presence

Each year, notable guests, performers, and media personalities bring star power and excitement — drawing press, cameras, and cultural buzz that puts our partners front and center.

03. Community Impact That Resonates

Your support powers real change — from youth development and workforce access programs to small business growth — creating tangible impact that reflects today's purpose-driven brand values.

04. Premium Brand Integration Opportunities

Enjoy custom activations, VIP experiences, and curated moments that spotlight your brand in meaningful, memorable ways — blending visibility with authenticity.

Celebrity Presence & Cultural Impact

Star Power That Amplifies Our Message — and Yours.

Past headliners include:

- Trina — The Diamond Princess, **6.2M+ followers** and a cultural icon bridging hip-hop and empowerment.
- Big Freedia — The Queen of Bounce, **2.3M+ followers**, reality TV star, and Beyoncé collaborator.
- Dawn Richard — Genre-defying artist and visionary performer with **1M+ followers** worldwide.

Together, these voices bring over 10M+ in combined social reach, generating viral moments, press coverage, and community pride that extend far beyond the rainbow.

For sponsors, it's more than visibility — it's alignment with culture, influence, and authenticity.



Brand Exposure Opportunities

One Weekend. Four Events. Unlimited Brand Reach.

Presenting Sponsor Dominance — Where Your Brand Leads Every Major Moment

As our **Title Sponsor**, your brand sits at the center of the **Flag Raising, YOU Ball Fundraising Gala, Celebrity VIP Meet & Greet, 5th Annual Springfield Pride Parade & Block Party** — backed by weekend-long digital prominence. It's the strongest visibility package we offer, created for brands looking to make a powerful cultural statement.



www.SpringfieldPrideParade.org

Weekend-Long Digital & Social Takeover— High-Frequency Visibility Across Every Platform

Your logo appears across all weekend digital assets — social graphics, schedules, promo videos, livestream overlays, and influencer features. With 50K+ direct social reach and regional media coverage, your brand is amplified before, during, and after Pride Weekend.

Branded Stage Ownership - Your Presence at the Heart of the Celebration

Command the Block Party's most visible space with full stage branding, LED screen presence, and host callouts. Your brand becomes the anchor of our largest public activation — delivering unforgettable visibility as thousands gather downtown.

YOU Ball Fundraising Gala Integration- A Marquee Moment With Your Name on It

The YOU Ball Fundraising Gala becomes your signature event — featuring branding across red carpet arrivals, step-and-repeats, programs, and stage screens. Your executive delivers remarks during the gala and award presentation, putting your brand in front of civic leaders, partners, and community influencers.

Parade Leadership & Visibility-Lead the March. Lead the Moment.

Your brand leads the 5th Annual Springfield Pride Parade with premium banner placement, float or vehicle branding, and a dedicated contingent. This is one of our strongest visual media opportunities, generating photography, broadcast footage, and long-tail digital visibility.



Springfield Pride In The News

A growing regional movement gaining national attention

Media Partners

Springfield-ma.gov

Dawn Richard To Headline 4th Annual Springfield Pride Parade Weekend

[Western Mass News](#)

Events announced for upcoming Springfield Pride Parade Weekend — Western Mass News (WGGB/WSHM)

[Western Mass News](#)

Springfield Pride Parade powers through the rain in 2025

[The Reminder](#)

Springfield Pride Parade expected to be ‘biggest, boldest’ yet — The Reminder

[Maine/New England Public Media](#)

Springfield’s first Pride parade celebrated community, acceptance” — by NEPM

[Espire Magazine](#)

No Rain on This Parade: How Springfield Pride Marches On in 2025” — by Enspire Magazine.

[Yahoo.com](#)

Springfield Pride Parade steps off this year in support of city’s LGBTQIA+ youth

Sponsorship Packages

**Partner With Purpose. Elevate Your Brand.
Go Beyond The Rainbow.**

Four tiers designed to maximize visibility, impact, and return on investment across the Springfield Pride Parade Weekend.

Package	Key Benefits
<p>Title Sponsor — \$100,000+</p>	<p>Total brand dominance across every event, channel, and audience touchpoint.</p>
<p>Gold Sponsor — \$50,000</p>	<p>High-visibility activations and premium placement that turn attention into connection.</p>
<p>Silver Sponsor — \$25,000</p>	<p>Strategic placements and on-site access that keep your brand front and center all weekend long.</p>
<p>Grassroots Orgs & Local Support - \$5,000 - \$10,000</p>	<p>Grassroots presence and meaningful exposure that showcase your brand's community commitment.</p>



SPONSORSHIP BENEFITS AT A GLANCE

Compare Opportunities. Choose Your Level of Impact.

Deliverables	Title Sponsor	Gold Sponsor	Silver Sponsor	Community Partner
Naming rights / "Presented by" recognition	✓	—	—	—
Logo on all major event signage & collateral	✓	✓	✓	✓
Logo on All Digital Assets (Weekend-Long)	✓	✓	—	—
On-site activation / booth space	✓	✓	Optional	—
Co-branded digital & social campaigns	✓	✓	Shared	—
Press release & media coverage inclusion	✓	✓	Shared	Mention
VIP Access - You Ball Fundraising Gala	2 Primary Gala Tables (20 guests)	1 Gala Table (10 guests)	4 tickets	2 tickets
Custom product placement / giveaways	✓	✓	✓	—
Logo on website & e-newsletters	✓	✓	✓	✓
Opportunity for executive remarks	✓	—	—	—
Recognition during Gala & Parade	✓	✓	✓	✓
Tax-deductible charitable contribution	✓	✓	✓	✓

AUDIENCE INSIGHTS & REACH IN ACTION

The Power and Performance Behind the Pride.

**01.**

Digital Natives

Social-first and tech-savvy, they share experiences in real time — creating **earned media value** far beyond traditional ad spend.

02.

Strong Buying Power

Purpose-driven consumers with measurable influence — a national demographic representing **\$1.4 trillion+ in annual LGBTQ+ spending power.**

03.

Value-Driven Engagement

Authenticity drives loyalty. Brands that show up with intention see lasting engagement and trust.

04.

Influence & Reach

Cultural tastemakers and early adopters who shape regional trends and turn brand moments into viral movements.

Past Collaborations & Testimonials

Proven Partnerships. Trusted by Industry and Community Leaders.

“Springfield Pride Parade Weekend is more than a celebration — it’s a reflection of who we are as a city. It brings visibility, unity, and economic growth to our community in the most authentic way.
— **Mayor Domenic J. Sarno, City of Springfield**

“MassMutual was proud to be an official sponsor of Springfield Pride and have some of our local employees participate — just one way we show our support for the LGBTQ+ community and the people who make Western Massachusetts thrive.”
— **MassMutual, National Sponsor since Year 1**



Contact & Next Steps

Let's Go Beyond The Rainbow — Together.

Partner with Springfield Pride Parade Weekend 2026 to align your brand with one of New England's fastest-growing cultural events.

Your sponsorship drives measurable community impact while amplifying brand visibility through on-site engagement, digital reach, and year-round storytelling that celebrates inclusion and innovation.

Taurean Bethea, Executive Director



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Website

www.SpringfieldPrideParade.org

For partnership inquiries, media requests, or activation opportunities, please reach out directly.

Thank you