

BECOME A PROUD SPONSOR!



CELEBRATING 6 YEARS *with* **PRIDE!**

JUNE 2ND - JUNE 7TH

**2026 PARK
CIRCLE PRIDE
SPONSORSHIP
DECK**

**A PRIDE CELEBRATION
IN THE PARK CIRCLE
NEIGHBORHOOD OF NORTH
CHARLESTON**

ABOUT PARK CIRCLE PRIDE

PARK CIRCLE PRIDE IS PRODUCED BY VIVE LE ROCK PRODUCTIONS IN PARTNERSHIP WITH THE PARK CIRCLE BUSINESS COLLECTIVE. THE FESTIVAL HAS GROWN TO BE ONE OF THE PREMIERE PRIDE EVENTS IN THE CAROLINAS. FEATURING ONE OF THE MOST DIVERSE AND ECLECTIC SCHEDULE OF EVENTS OF ANY PRIDE FESTIVAL IN THE SOUTH. EMBRACING INCLUSIVENESS, OPENNESS AND SOMETHING FOR EVERYBODY IN THE LGBTQIA+ COMMUNITY ALONGSIDE OUR ALLIES.

WE'RE EXCITED TO EXPAND THE 2025 FESTIVAL FOR OUR 5TH YEAR. THE WEEKLONG SCHEDULE INCLUDES OVER 35 EVENTS, INCLUDING SELECT EVENTS FOR ALL AGES, CELEBRATING THE LGBTQ+ COMMUNITY. THE MAJORITY OF OUR EVENTS ARE FREE TO ATTEND.

THE SCHEDULE INCLUDES A VARIETY OF LOCATIONS AROUND THE PARK CIRCLE AREA WITH PARTICIPATING BUSINESSES INCLUDING BARS, RESTAURANTS, BREWERIES, COMMUNITY SPACES AND MORE.

EVENTS INCLUDE DRAG BRUNCHES, TRIVIA, WORKSHOPS, POETRY STAGE, LECTURES, A QUEER YOUTH FEST, COMEDY, PRIDE WORSHIP SERVICE, PRIDE BLOCK PARTY, BINGO, SPEED FRIENDING, LIVE MUSIC, A DAY RAVE, FEMINIST MAGIC MARKET, DRAG STORY TIME, A COLOR RUN, MOVIE SCREENINGS, QUEER PROM, BOOK FAIR, A DATING GAME AND MORE.



A BENEFIT

PARK CIRCLE PRIDE IS A BENEFIT FOR WE ARE FAMILY AND AFFA. PARTICIPATING BUSINESSES DONATE TO THE ACTION-ORIENTED CHARITIES, WAF AND AFFA. A PERCENTAGE OF SPONSORSHIP DOLLARS ALSO SUPPORT THE CHARITIES.

WORK TOGETHER

OUR PRIDE FESTIVAL UNITES THE LOCAL, REGIONAL AND COMMUNITY BEYOND TO CELEBRATE DIVERSITY! WE WORK WITH THE LOCAL COMMUNITY / NEIGHBORHOOD AS WELL AS CONNECT WITH KEY LGBTQ ORGANIZATIONS.

PARK CIRCLE PRIDE IS ALL ABOUT DIVERSITY, OPENNESS AND INCLUSIVENESS. THE WEEKLONG SCHEDULE OF EVENTS BRING THE COMMUNITY TOGETHER. CREATING AN ECLECTIC FESTIVAL THAT DRAWS A DIVERSE CROWD TO CELEBRATE PRIDE IN PARK CIRCLE THAT TRULY BRINGS EVERYBODY TOGETHER.



TITLE
SPONSORSHIP
PARK CIRCLE PRIDE
\$10,000 PACKAGE

EVENT

- BUSINESS NAME ABOVE “PARK CIRCLE PRIDE” LOGO ON ALL ASSETS INCLUDING POSTER, PROMOS, ADVERTISING, SOCIAL MEDIA POSTS, NEWSLETTERS AND MORE
- RECOGNITION PRE-EVENT AND AT FESTIVAL AS TITLE SPONSOR
- TITLE SPONSOR LOGOS AND BRANDING ON ALL PERTAINING SIGNAGE AND BANNERS
- OPPORTUNITY FOR FEATURED CUSTOMIZED ACTIVATIONS AND INTEGRATIONS AT PARTICIPATING BUSINESSES AND EVENTS
- OPPORTUNITY FOR BRAND PROMO ITEMS AND SCHWAG FOR GIVEAWAYS THROUGHOUT THE WEEK
- SPECIFIC EVENTS DESIGNED TO INTEGRATE YOUR BUSINESS BRAND IN A UNIQUE WAY

MEDIA

- LOGOS ON OFFICIAL FESTIVAL POSTER AND MEDIA / PUBLICITY BOTH ONLINE AND IN PRINT
- BRANDS INCLUDED IN PERTINENT MEDIA/PRINT AD'S AND SOCIAL MEDIA PROMO'S
- BEVERAGE BRANDS PROMO BANNER FEATURED IN ALL FESTIVAL EMAIL NEWSLETTERS

SPONSORSHIP BREAKDOWN

- SPONSORSHIP SUPPORTS ADVERTISING AND PRODUCING BUDGET



**PREMIERE
BEVERAGE
SPONSORSHIP**
**PARK CIRCLE PRIDE
\$6,000 PACKAGE**

EVENT

- RECOGNITION PRE-EVENT AND AT FESTIVAL AS FEATURED BEER/LIQUOR SPONSOR
- PROMINENT LOGO'S AND BRANDING ON ALL PERTAINING SIGNAGE AND BANNERS
- PARTICIPATING BEVERAGE BRANDS TO BE FEATURED INCLUDING HIGHLIGHTED SPECIALS AT PARTICIPATING BUSINESSES
- EVENT TO INCLUDE MULTIPLE BARS AND RESTAURANTS IN THE PARK CIRCLE AREA, ALL PARTICIPATING BUSINESSES (WHERE PERTINENT) WILL FEATURE THE SPONSOR BEVERAGES
- OPPORTUNITY FOR CUSTOMIZED ACTIVATIONS AND INTEGRATIONS AT PARTICIPATING BUSINESSES
- OPPORTUNITY FOR BRAND PROMO ITEMS AND SCHWAG FOR GIVEAWAYS THROUGHOUT THE WEEK

MEDIA

- LOGOS ON OFFICIAL FESTIVAL POSTER AND MEDIA / PUBLICITY BOTH ONLINE AND IN PRINT
- BRANDS INCLUDED IN PERTINENT MEDIA/PRINT AD'S AND SOCIAL MEDIA PROMO'S
- BEVERAGE BRANDS PROMO BANNER FEATURED IN ALL FESTIVAL EMAIL NEWSLETTERS

SPONSORSHIP BREAKDOWN

- SPONSORSHIP SUPPORTS ADVERTISING AND PRODUCING BUDGET



FEATURED SPONSORSHIP PARK CIRCLE PRIDE \$3,500 PACKAGE

EVENT

- RECOGNITION PRE-EVENT AND FESTIVAL AS FEATURED SPONSOR
- BUSINESS LOGO ON ALL SIGNAGE AND BRANDING AT FESTIVAL
- WEEK INCLUDES MULTIPLE EVENTS WITH OPPORTUNITIES FOR PRESENTING SPONSORSHIP OPPORTUNITIES INCLUDING CONTESTS, DRAG SHOWS, PANELS AND OTHER PROGRAMMING
- POTENTIAL FOR CUSTOMIZED ACTIVATIONS DURING EVENTS INCLUDING PRESENTING SPECIFIC EVENTS, PRIZE GIVEAWAYS, PROMO BAGS AND FURTHER INTEGRATIONS AND ACTIVATIONS
- OPPORTUNITY TO CREATE, PRESENT & HOST A SPECIFIC EVENT AS PART OF THE WEEK-LONG SCHEDULE (CAN BE CUSTOMIZED TO BEST FIT YOUR BUSINESS – INCLUDING POTENTIALLY BEING HOSTED AT YOUR BUSINESS)

MEDIA

- LOGOS ON OFFICIAL FESTIVAL POSTER AND PERTAINING MEDIA / PUBLICITY BOTH ONLINE AND IN PRINT
- BRANDS INCLUDED IN SPECIFIC MEDIA/PRINT AD'S AND SELECT SOCIAL MEDIA PROMO'S
- BUSINESS PROMO FEATURED IN SPECIFIC EMAIL NEWSLETTERS
- LOGO / LINK INCLUDED ON SPONSOR PAGE ON OFFICIAL WEBSITE

SPONSORSHIP BREAKDOWN

- SPONSORSHIP SUPPORTS ADVERTISING AND PRODUCING BUDGET



**PROUD
SUPPORT
SPONSORSHIP
PARK CIRCLE PRIDE
\$1,500 PACKAGE**

EVENT

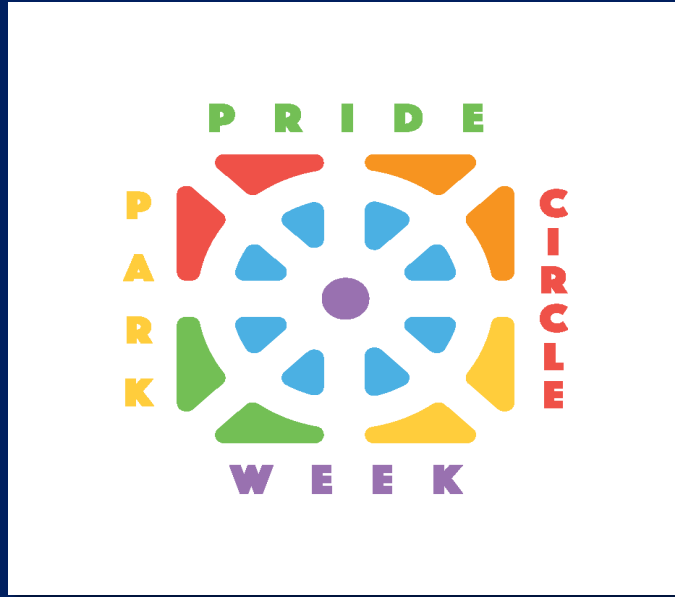
- RECOGNITION PRE-EVENT AND AT FESTIVAL AS A SPONSOR
- BUSINESS LOGO ON SPECIFIC SIGNAGE AND BRANDING
- THE WEEK INCLUDES MULTIPLE EVENTS WITH OPPORTUNITIES FOR PRESENTING SPONSORSHIP OPPORTUNITIES TO PRESENT A SPECIFIC EVENT AND PRIZE GIVEAWAY OPPORTUNITY
- TABLE / BOOTH SETUP AT SPECIFIC EVENTS
- FURTHER INTEGRATIONS AND CUSTOMIZATIONS AVAILABLE
- YOUR BUSINESS HAS THE OPPORTUNITY TO BE HIGHLIGHTED AS PART OF THE SCHEDULE FOR AN EVENT OR PROMOTION

MEDIA

- LOGO ON OFFICIAL FESTIVAL POSTER AND SPECIFIC EVENT PROMO
- BRAND INCLUDED IN SPECIFIC MEDIA/PRINT AD'S AND SELECT SOCIAL MEDIA PROMO'S
- BUSINESS BRAND PROMO FEATURED IN A FESTIVAL EMAIL NEWSLETTER
- LOGO / LINK INCLUDED ON SPONSOR PAGE ON OFFICIAL WEBSITE

SPONSORSHIP BREAKDOWN

- SPONSORSHIP SUPPORTS ADVERTISING AND PRODUCING BUDGET



LOCAL BUSINESS FEATURED SPONSORSHIP

PARK CIRCLE PRIDE
\$800 PACKAGE

EVENT

- RECOGNITION PRE-EVENT AND AT FESTIVAL AS A SPONSOR
- BUSINESS LOGO ON SPECIFIC SIGNAGE AND BRANDING
- OPPORTUNITY TO DO PRIZE PACKS / GIVE AWAYS AT SPECIFIC EVENTS
- YOUR BUSINESS HAS THE OPPORTUNITY TO BE HIGHLIGHTED AS PART OF THE SCHEDULE FOR AN EVENT OR PROMOTION

MEDIA

- LOGO ON OFFICIAL FESTIVAL POSTER
- BRAND INCLUDED IN SELECT SOCIAL MEDIA PROMO'S
- BUSINESS BRAND PROMO FEATURED IN A FESTIVAL EMAIL NEWSLETTER
- LOGO / LINK INCLUDED ON SPONSOR PAGE ON OFFICIAL WEBSITE

SPONSORSHIP BREAKDOWN

- SPONSORSHIP SUPPORTS ADVERTISING AND PRODUCING BUDGET



CUSTOM SPONSORSHIP PACKAGE

**CUSTOMIZED PRICE
FOR YOUR BUSINESS**

FULLY CUSTOMIZED SPONSORSHIP PACKAGE

- WE WILL WORK WITH YOU TO CREATE A UNIQUE SPONSOR PACKAGE THAT FITS YOUR BUSINESS BRAND AND BUDGET
- A CUSTOM PACKAGE THAT FITS YOUR BUSINESS BRANDS NEEDS
- A GREAT OPPORTUNITY TO PICK AND CHOOSE FROM THE OTHER SPONSORSHIP PACKAGES TO CUSTOMIZE WHAT WORKS BEST FOR YOUR BUSINESS.
- UNIQUE INTEGRATIONS AND ACTIVATIONS BOTH ONLINE AND DAY OF THE FESTIVAL
- LET US KNOW IF THIS IS THE SPONSOR PACKAGE YOU PREFER AND WE CAN TALK FURTHER TO MAKE THIS THE BEST PACKAGE FOR YOUR BUSINESS

MEDIA COVERAGE

- FOX 24 (WTAT) NEWS NOW BROADCAST + LOCAL HAPPENINGS SEGMENT
- ABC 4 (WCIV), LOWCOUNTRY LIVE SEGMENT + ONLINE PROMO AND STREAM
- POST & COURIER, EDITORIAL, ONLINE + FACEBOOK
- CHARLESTON CITY PAPER DIGITAL AND PRINT ADS, CITY PICK, ONLINE COVERAGE, NEWSLETTER + FACEBOOK
- HOLY CITY SINNER ONLINE + INSTAGRAM
- CHS TODAY EMAIL X2 + INSTAGRAM POST
- YELP CHARLESTON ONLINE + TARGETED NEWSLETTER
- RADIO TBD: ON-AIR AD'S, LIVE DJ PROMOS + TICKET GIVEAWAYS
- SELECT NATIONAL LGBTQ PRESS
- SOME OF THE MEDIA COVERAGE MAY CHANGE BASED ON AVAILABILITY – THE LIST ABOVE IS ONLY SOME OF THE COVERAGE THE FESTIVAL WILL OBTAIN.



PARK CIRCLE PRIDE BENEFITS AFFA & WE ARE FAMILY



ABOUT AFFA

- TO ACHIEVE, NURTURE, AND DEFEND EQUALITY AND FULL ACCEPTANCE FOR LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUEER (LGBTQ) PEOPLE. TO DISPEL THE MYTHS AND HALF-TRUTHS THAT TRAP US ALL – ABOUT ECONOMY, RACE, AND ORIGIN; WHO WE CAN AND CAN'T BE; WHO WE CAN AND CAN'T LOVE; WHO'S ENTITLED TO FREEDOM AND EXPRESSION, AND WHO'S NOT; WHO'S VALUABLE, AND WHO'S EXPENDABLE – AND REVEAL OUR TRUE ESSENCE AND PRIDE.
- THAT'S WHY WE ROOT OUT IGNORANCE, HATRED, AND INEQUITY WHEREVER THEY LIVE – IN COURTROOMS, IN FINE PRINT, IN EMERGENCY ROOMS AND CLASSROOMS, IN BOARDROOMS AND LIVING ROOMS, IN SYSTEMS, INSTITUTIONS, AND LANGUAGE, IN PRIVATE AND PUBLIC SPACES – AND REPLACE THEM WITH KNOWLEDGE, EMPATHY, AND JUSTICE.



ABOUT WE ARE FAMILY

- OUR MISSION AS A SOUTHERN GRASSROOTS NON-PROFIT ORGANIZATION IS TO PROVIDE AFFIRMING SPACES FOR LGBTQI+ (LESBIAN, GAY, BISEXUAL, TRANSGENDER, QUEER/QUESTIONING, INTERSEX, ETC.) AND ALLY YOUTH UP TO THE AGE OF 24 THROUGH DIRECT SUPPORT, LEADERSHIP DEVELOPMENT, AND COMMUNITY ENGAGEMENT.
- OUR VISION IS THAT LGBTQI+ AND ALLY YOUTH FEEL EMPOWERED TO FIND THEIR PLACES IN THE WORLD, IN THEIR FAMILIES, AND IN THEIR COMMUNITIES.
- OUR VALUES: WE ARE CHANGE AGENTS LIFTING VOICES AND SHIFTING CULTURE BY UPHOLDING THESE VALUES. 1). AFFIRMATION. 2). INTERSECTIONALITY. 3). COMMUNITY-BUILDING.

THANK YOU

CONTACT

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PARKCIRCLEPRIDE.COM

YOU
BEING
YOU
MAKES
US, US!

PARK
CIRCLE
Pride