



**INSIDE
PRIDE**

QUEER

STOM

IS RESISTANCE



**SAN FRANCISCO
PRIDE 2025**



CELEBRATING
PRIDE
AND ALL THAT IS YOU

We stand with the LGBTQ+ community in health, harmony, and happiness.

Everyone deserves access to inclusive and affirming care, no matter who they love or how they identify. We see you — and celebrate you — for all that is you.

Happy Pride Month from all of us at Kaiser Permanente.

kp.org



Proclamation

City and County of San Francisco

WHEREAS, San Francisco takes tremendous pride in its diverse communities and multicultural neighborhoods, and possesses a deep commitment to inclusion and diversity; and

WHEREAS, San Francisco Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Pride is a month-long celebration with events around the City focused on raising awareness of issues facing the LGBTQ community, recounting important historical events in San Francisco involving the LGBTQ community, and promoting diversity through artistic expression, multicultural entertainment, and community celebrations; and

WHEREAS, the LGBTQ community has made significant and remarkable contributions to the history and success of our City, and this month is an opportunity to reflect on this enduring legacy, while also celebrating the countless community leaders and advocates who have and will continue to play an important role in ensuring that our City remains a place which values equality and justice for all; and

WHEREAS, as a City whose character is rooted in its long-standing history of advancing civil rights for all and continued commitment to fighting for tolerance and acceptance, San Francisco is proud to host this year's LGBTQ Pride Celebration with this year's theme *Queer Joy is Resistance*; and

WHEREAS, as our communities across the country and world continue to face discrimination and suffer from violence, systemic racism, persecution and oppression, this is a crucial time for us to collectively renew our dedication to ensuring equal right for all; and

THEREFORE, BE IT RESOLVED, that I, Daniel Lurie, Mayor of the City and County of San Francisco recognize and honor the **LGBTQIA+ community** for their extraordinary contributions to San Francisco; and

BE IT, FURTHER RESOLVED, that June 2025, is hereby declared as:

LGBTQ Pride Month
in San Francisco!



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

Daniel Lurie
Mayor

QUEER JOY IS RESISTANCE: Why Showing Up Matters More Than Ever



As we mark the 55th anniversary of San Francisco Pride, I want to extend a heartfelt welcome to our entire LGBTQ+ community—and to our allies, friends, and chosen family—who make this celebration what it is: a revolutionary act of joy.

This year's theme, Queer Joy Is Resistance, couldn't be more timely. We are living through an era of increasingly coordinated attacks on our rights—coming from the executive branch, far-right extremists, and those who would rather erase us than see us thrive. The fear is real. The anger is justified. But what's more powerful than either is our collective refusal to back down.

That's why this Pride matters. That's why your presence matters.

When I first joined the board of SF Pride in 2017, I knew the fight for equality wasn't over—but I didn't expect we'd be reliving old battles while facing new ones. Nearly four years into my role as Executive Director, I've seen firsthand how this community shows up in the face of adversity. We rise. We march. We dance. We organize. And we do it together.

There's something extraordinary happening this year. A shift is taking place—not just politically, but spiritually. Groups within our community that have historically disagreed are coming together. At San Francisco Pride, we're proud to be marching in solidarity with the People's March, and we welcome them to march within our Resistance Contingent. This isn't just symbolism. It's a signal. The message is clear: we don't have to agree on everything to unite against hate.

This year's Pride celebration isn't just about sequins, speakers, and Sunday floats—it's about survival and defiance wrapped in glitter and love. It's about standing on the shoulders of those who came before us and making damn sure there's something to stand on for the next generation. It's about holding joy in one hand and resistance in the other.

So come as you are. Show up loud. Show up proud. Show up for your younger self, your future self, and for every queer kid wondering if they'll ever belong.

Because in 2025, showing up to Pride isn't just a celebration. It's an act of resistance.

With love and determination,
Suzanne Ford
Executive Director, San Francisco Pride



Deposit rainbows. Change lives.

For every rainbow photo you upload, BMO will donate \$1* to Rainbow Railroad to help protect 2SLGBTQ+ people around the world.



Scan the QR code to upload photos
or visit [BMORainbowDeposits.com](https://www.bmo.com/RainbowDeposits)

*Terms and conditions apply. See [BMORainbowDeposits.com](https://www.bmo.com/RainbowDeposits.com) for more information.
Donations will be made by BMO up to a maximum of \$50,000 CAD.





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**SAN FRANCISCO
PRIDE**

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www.sfpride.org

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www.gregtraverso.com

Event Production

Silverback

www.gosilverback.com

SFO PRIDE

**Joy
Hope
Pride**

Nonstop



Home of Harvey Milk Terminal 1

SFO
SAN FRANCISCO
INTERNATIONAL AIRPORT

flysfo.com/HMT1

THANK YOU TO OUR
2025 SPONSORS





SAN FRANCISCO PRIDE BOARD OF DIRECTORS



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TREASURER; THEY/THEM



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SHE/HER/HERS



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HE/HIM/HIS



JACK BECK
HE/HIM/HIS



CITYSCAPE @ Hilton
SAN FRANCISCO SKY BAR SAN FRANCISCO UNION SQUARE

CELEBRATE FROM THE CITY'S HIGHEST SKY BAR

OFFICIAL SPONSOR OF SF PRIDE

Join us for unmatched views and delicious Pride inspired cocktails.

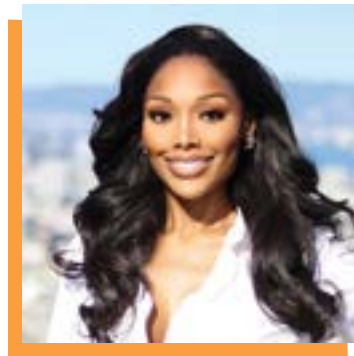
CityscapeSkyBar.com

COMMUNITY GRAND MARSHALS

Meet our 2025 SF PRIDE Community Grand Marshals—the heart and soul of this year's theme, "Queer Joy is Resistance."

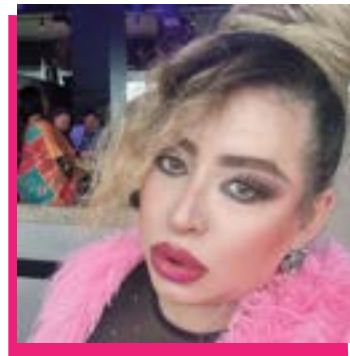
From fearless advocates to transformative community voices, these six exceptional local heroes embody resilience, representation, and radical love.

We present to you, the 2025 honorees!



PUBLIC VOTE
Jahnell Butler
COMMUNITY GRAND MARSHAL

Known in the Ballroom community as Jahnell Chanel, Jahnell Butler is a powerhouse for trans visibility and health equity. As Associate Director of Trans Services at San Francisco Community Health Center and Overall Mother of the International Iconic House of Chanel, she channels care, creativity, and leadership into every facet of her advocacy. Through Chanel Cares, the House's nonprofit, Jahnell supports Black and Brown LGBTQI+ communities navigating systems of marginalization. Her work is rooted in community power and joy, and she views SF Pride as a vital moment of reflection and visibility. As Grand Marshal, she honors the brilliance and resilience of the communities she serves and celebrates the work still ahead.



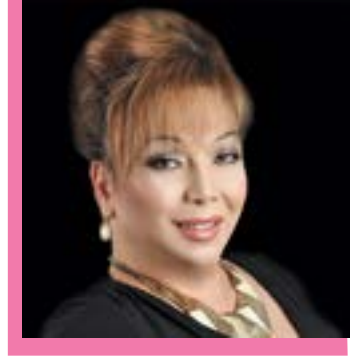
SELECCIÓN DE LA JUNTA DIRECTIVA
Jessy Ruiz
GRAN MARISCAL DE LA COMUNIDAD

Jessy Ruiz is a transgender Latina activist transforming lives through community-centered work and policy advocacy. With the San Francisco Immigrant Rights Commission and Mission Neighborhood Resource Center, Jessy fights for the rights and dignity of immigrants, unhoused individuals, and LGBTQI+ people. Her lived experience drives her mission to uplift the most vulnerable with compassion and justice. Being named Grand Marshal is more than an honor for Jessy—it's a symbol of perseverance, visibility, and the strength of the LGBTQI+ community. Her leadership reminds us that fighting for equity and living authentically are acts of courage that ripple across generations.



BOARD SELECTION
Kenan Arun
COMMUNITY GRAND MARSHAL

Kenan Arun is a queer immigrant activist, artist, and Co-Executive Director of the Center for Immigrant Protection. His work bridges creative expression and advocacy, uplifting LGBTQI+ immigrant communities through performance, visual art, and organizing. As a resident makeup designer with Golden Thread Productions, a volunteer with the San Francisco Gay Men's Chorus, and a board member at The Turkish American Gezi Platform, Kenan uses every platform available to push for visibility and justice. For Kenan, San Francisco Pride represents the legacy of trans women of color who paved the way for our liberation. His presence as Grand Marshal honors those who first resisted and amplifies the call for continued advocacy, creativity, and care.



BOARD SELECTION
Tita Aida
LIFETIME ACHIEVEMENT GRAND MARSHAL

Tita Aida, also known as Nicky Calma, is a longtime advocate for HIV awareness, trans justice, and AAPI LGBTQI+ visibility. Her leadership across decades of activism—from Trans March to API Pride Stage—has helped shape San Francisco's queer landscape. Honored with the Teddy Witherington Award in 2015, Tita has championed culturally grounded, community-driven care and celebration. She sees SF Pride as her chosen family and a space where humility and joy fuel her purpose. As Lifetime Achievement Grand Marshal, Tita celebrates the legacy of queer history and uplifts the next generation to preserve and expand it.



MEMBERSHIP SELECTION
Dr. Tyler TerMeer
COMMUNITY GRAND MARSHAL

As CEO of the San Francisco AIDS Foundation and Co-Chair of the AIDS United Public Policy Council, Dr. Tyler TerMeer leads with a deep commitment to Black, queer, and HIV-positive communities. The first person of color and openly HIV-positive leader to head the Foundation, he advocates for affirming care, racial justice, and policy change. Honored by the White House for his leadership, Dr. TerMeer sees Pride as a blend of protest and joy. Being Grand Marshal during a time of heightened legislative attacks is both a responsibility and a rallying cry. He carries this title for everyone who has ever been told they don't belong.



PUBLIC & MEMBERSHIP VOTE
San Francisco Community Health Center
ORGANIZATIONAL GRAND MARSHAL

The San Francisco Community Health Center (SFCHC) is a vital force for LGBTQI+ and AAPI wellness, equity, and advocacy. Through gender-affirming, culturally responsive care and community-centered services, SFCHC transforms lives and champions health justice. Led by CEO Lance Toma, the organization reaches people often left out of traditional systems: trans women of color, immigrants, people living with HIV, and unhoused individuals. Their recognition as Organizational Grand Marshal reflects decades of frontline service and a commitment to queer joy as a form of resistance. SFCHC continues to build a healthier, more just future for all.

CELEBRITY GRAND MARSHAL HARPER STEELE

Celebrating Queer Joy, Creativity, and Connection at San Francisco Pride

San Francisco Pride is honored to welcome Harper Steele as the 2025 Celebrity Grand Marshal for this year's Celebration and Parade, happening June 28-29 at Civic Center Plaza and along Market Street.

An Emmy-winning comedy writer and producer, Steele is best known for her 13-year tenure at Saturday Night Live, where she rose to the role of head writer, and her work on acclaimed comedies like Casa de Mi Padre, A Deadly Adoption, and Eurovision Song Contest: The Story of Fire Saga. She later helped shape the viral comedy scene as creative director at Funny or Die.

This year, Steele's story reached a broader audience through Will & Harper, a moving Netflix documentary that premiered at Sundance.

The film follows Steele and her longtime friend Will Ferrell on a cross-country road trip that explores friendship, identity, and joy in the wake of her gender transition. The project offers a heartfelt and humorous portrait of queer resilience and the power of community," said San Francisco Pride Executive Director Suzanne Ford. "Her visibility and vulnerability are a powerful reminder that queer people can and must be celebrated in every context."

Steele's selection as Celebrity Grand Marshal beautifully reflects this year's theme: Love Will Keep Us Together — a call to celebrate the love that binds our communities through transformation, laughter, and fearless self-expression.



EMPOWERED AGAINST MPOX



EmpoweredAgainstMpox.com



COMMUNITY PARTNERS

This year, SF Pride is excited to re-launch its iconic Beverages Program – returning for the first time since the pandemic! The Beverages Program is a Pride tradition that gives back to grassroots, community-led organizations. This initiative supports 18 local nonprofit organizations and LGBTQ+ groups,

helping them to raise funds by serving drinks to Pride attendees. It's a way for organizations to engage with the community while supporting their missions. Support this program by purchasing a refreshment at San Francisco Pride!

Participating organizations includes:

Bayard Rustin

SF Gay Softball League

Project MORE Foundation Inc

SUS WORLD

Gay for Good San Francisco

Healing Waters Wilderness Adventures

Alwan Foundation

Mission Action

San Francisco Spikes

Tenderloin Tessie Holiday Dinners

All Blues Rugby Club

SF Inferno (group of PASS)

SF Gay Basketball Association (SFGBA)

Fishnets & Film, Inc.

Pride Band

SF Queer Chorus

Silicon Valley Gay Softball League

San Francisco SPCA

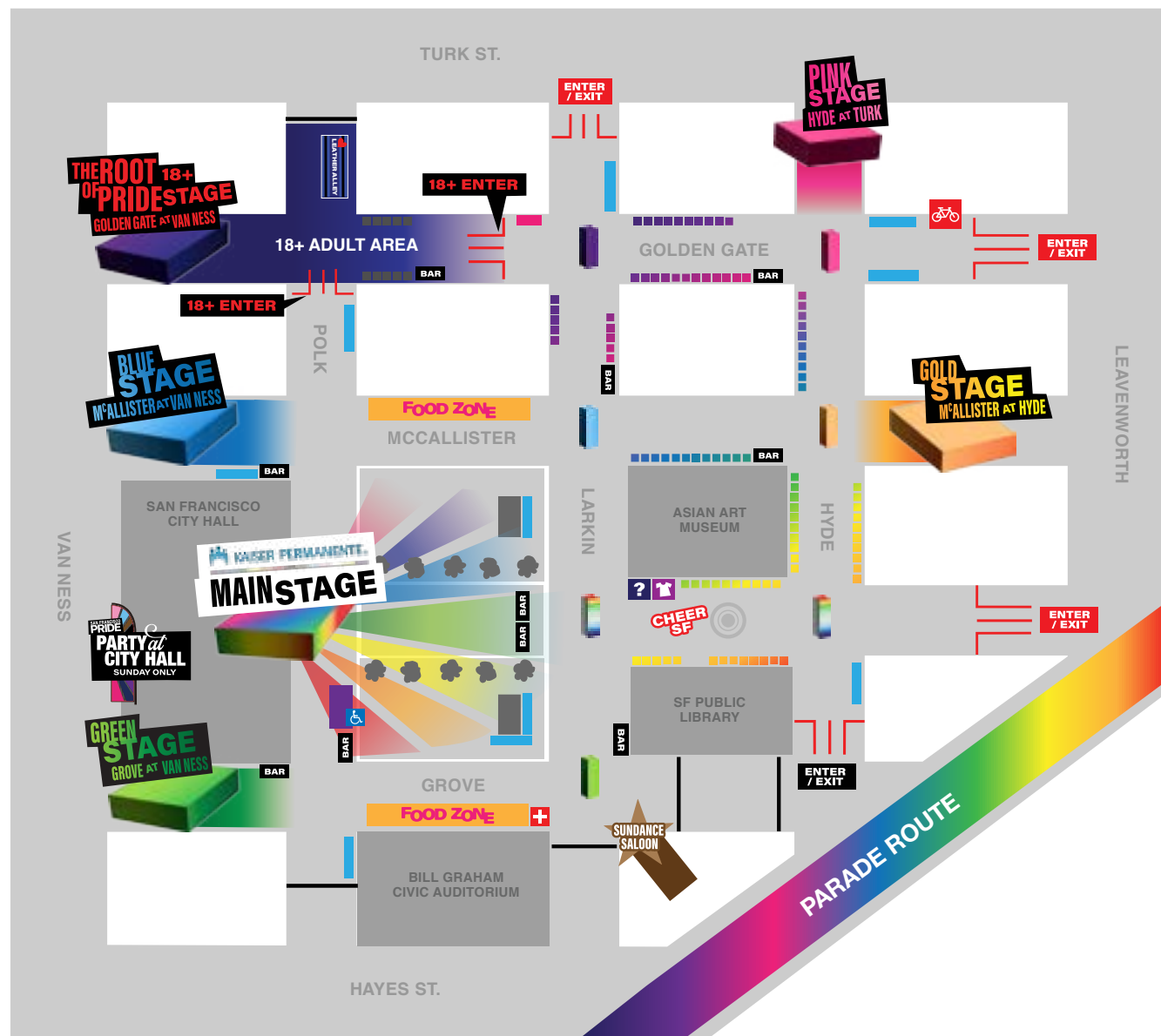


Meet you at Pride

LEVI'S® is proud to once again march
with the LGBTQ+ community

MAP

COMMUNITY STAGES



-  ACCESSIBLE
-  INFO BOOTH
-  MERCH
-  BIKE PARKING
-  VENDORS
-  FIRST AID
-  BAR
-  FOOD
-  INFO CUBE
-  ENTER / EXIT
-  SEATING AREA
-  RESTROOMS

SATURDAY

SUNDAY

- PINK STAGE**
HYDE AT TURK

INDIQUEER STAGE BY
**BAAITS/
WEAVING SPIRITS**

**AAPI
PAVILLION**
- GOLD STAGE**
M'ALLISTER AT HYDE

**YOUTH
STAGE** PRESENTED BY LYRIC

DYKES ONLY SPACE & MOIST PRESENT
**WOMENS
STAGE**
- GREEN STAGE**
GROVE AT VAN NESS

**HIP-HOP
STAGE**

25TH ANNIVERSARY
**SOUL OF
PRIDE**
- BLUE STAGE**
M'ALLISTER AT VAN NESS

PEACOCK REBELLION &
 TRANSCEND RETREAT PRESENT
**TRANS
LIBERATION
BLOC PARTY**

CLUB PAPI & VALENTINO PRESENTS
**LATIN
STAGE** AT STEAMWORKS PAVILLION
- 18+
THE ROOT
OF PRIDE STAGE**
GOLDEN GATE AT VAN NESS

CURATED BY
FOLSOM STREET
 & TWISTED WINDOWS

CURATED BY
**FOLSOM STREET
INDIE GOGO** & TWISTED WINDOWS

SAN FRANCISCO PRIDE

KAISER PERMANENTE

MAIN STAGE

SATURDAY

HOSTED BY:
GRACE TOWERS & JOHN WEBER

NOON

DJ SERGIO FEDASZ

1 PM

CENTER FOR IMMIGRANT PROTECTION

SEEN COLLECTIVE / SIR JOQ

2 PM

DJ OLGA T OF MANGO

TORY TEASLEY

THE LADIES OF ASIASF 2.0

PRINCESS WITH DAYA BETTY

3 PM

SUNKEE ANGEL

COMFORT & JOY

4 PM

ULTRA NATÉ

HOLLAND

BALLROOM SHOWCASE

5 PM

MICHAELA JAÉ

RAQUEL WILLIS

6 PM

DREAMS



SAN FRANCISCO PRIDE

KAISER PERMANENTE

MAIN STAGE

SUNDAY

HOSTED BY:
HONEY MAHOGANY & SISTER ROMA

NOON

ADAM KRAFT

MEL4EVER

1 PM

CHEER SF

RYAN CASSATA

2 PM

BAD BITCH BURLESQUE

**BAAITS IDIGIQUEER
SHOWCASE HOUR**

3 PM

KIMMORTAL

FRANKIE FICTICIOUS

PRIYANKA

4 PM

EL/LA PARA TRANSLATINAS

TS MADISON

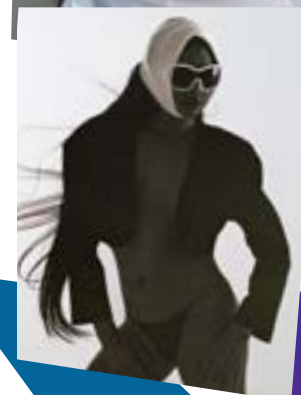
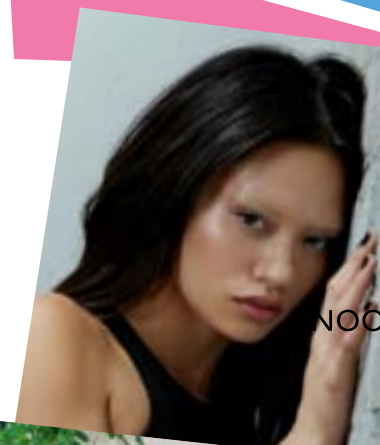
SNOW WIFE

5 PM

TENDER BOIS CLUB

6 PM

SAUCY SANTANA



PINK STAGE
HYDE AT TURK
 SAN FRANCISCO PRIDE

@baaits-sf
 @weavingspirits

INDIGIQUEER STAGE BY
**BAAITS/
 WEAVING SPIRITS**

WeliveinparadiSe - Boyswitch
 Landa Lakes & U_Phoria & Mama Greasebox
 Meta-Morgan - Snowflake Calvert
 Cham Kerem & Movimientoyaya
 Papi Churro & Sabes Que Collective



SATURDAY

SUNDAY

**AAPI
 PAVILLION**



PERFORMANCES BY

- | | |
|-----------------|----------------------|
| DJ Sean Jupiter | Ladies of Silhouette |
| SATA | Vincent Aire |
| DJ Dailo Mac | Deedee Marie Holiday |
| Heiwa Taiko | Rice Rockettes |
| MC Cong | Side Piece |
| Siam Phusri | John Fedellaga |
| Jeffrey Tay | Ikonic |
| Kiki Krunch | Groove Generation |
| Lucas Tecson | PKDJ |
| Mar XOXO | JAY Santos |

@sfcommunityhealth

SATURDAY

@lyricstf

**YOUTH
 STAGE**

BY LYRIC &
 SOUL OF PRIDE

Introducing the Youth Stage by LYRIC at SF Pride—a dynamic spotlight dedicated to LGBTQ+ individuals aged 18-24. Curated by the incredible youth facilitators at LYRIC, this vibrant space at Polk and Grove is a haven for emerging queer creativity. Expect rising stars, electrifying ballroom showcases, spoken word, and art that reflects the heart and resilience of the next generation. Plus, a family-friendly oasis with balloon artists and face painters ensures everyone can feel welcome.

GOLD STAGE
 M'CALLISTER AT HYDE

SUNDAY

**WOMENS
 STAGE**

HOSTED BY
 Alotta
 Boutte

- DJ Mama San
 DJ Rockaway
 DJ Sucia
 DJ Young Ella Baker
 DJ China G
 DJ Olga T
 Black Gold Sun
 Bad Bitch Burlesque
 Deja
 Mia Jomar
 In Lak'ech



**ALL BAY
 ALL DAY**

PRODUCED BY KOJA RAY & DJ OLGA T

GREEN STAGE
GROVE AT VAN NESS

@sfpride_hiphopstage
@groovetheory.ent

HIP HOP STAGE

SUNDAY

25TH ANNIVERSARY
SOUL OF PRIDE

This year marks 25 years of the Soul of Pride Stage, a vibrant space celebrating the rich legacy of Black LGBTQ+ culture, music, and activism. What began as a grassroots effort has grown into a cornerstone of SF Pride—uplifting Black queer voices, fostering community, and serving pure joy, resistance, and liberation through art and music.



SATURDAY



SATURDAY



CLUB PAPI & VALENTINO PRESENTS

LATIN STAGE AT STEAMWORKS PAVILLION

@clubpapiofficial
@valentinopresents

DJ JAFFETH • DJ BEN
JACQUELINE
SILVANNA DANIELS y VICKY BARCELONA
RICKY LIPS
CONNIE PENA
WENDY GUEVARA

SAN FRANCISCO PRIDE

BLUE STAGE
MCCALLISTER AT VAN NESS

PEACOCK REBELLION & TRANSCEND RETREAT PRESENT

TRANS LIBERATION BLOC PARTY

@peacockrebellion
@transcendretreat

SUNDAY



THE ROOT 18+
OF PRIDE STAGE
GOLDEN GATE AT VAN NESS

FOLSOM STREET x **SAN FRANCISCO PRIDE**



SATURDAY

- 12 PM: Del
- 2PM: Moejito
- 2 PM: Baby Magick
- 3:30 PM: Taradox
- 4PM: Performer Spotlight
- 5 PM: Sgt Die Wies

PERFORMANCES BY
**TWISTED
WINDOWS &
DARK ARTS**

SUNDAY

- 11 AM: AHUFF
- 12 PM: Kris Hazard
- 1 PM: Cole Grey
- 2 PM: Baby Magick
- 3 PM: Performer Spotlight
- 3:30 PM: Starr Noir
- 4:30 PM: Performer Spotlight
- 5 pm: Brit

PERFORMANCES BY **TWISTED
WINDOWS &
DARK ARTS**



SUNDAY JUNE 29 - 10:30 AM

**SAN FRANCISCO
PRIDE**

PRIDE WEEK EVENTS

**TUES
6/24**

**THREADS
OF PRIDE**

**5:30 PM
YERBA BUENA
CENTER OF THE ARTS
TICKET LINK IN BIO**

**THUR
6/26**

**HUMAN RIGHTS
SUMMIT**

**9 AM
COMMONWEALTH CLUB
TICKET LINK IN BIO**

**THUR
6/26**

**SAN FRANCISCO
PRIDE
BLOCK
PARTY**

**5 PM - 11 PM
DAWN CLUB - ANNIE ST.
FREE WITH RSVP
LINK IN BIO**

**SAT
6/28**

**PRIDE FOR
BREAKFAST**

**7:30 AM - 11 AM
CIVIC CENTER
TICKET LINK IN BIO**

**SAT
6/28**

**CIVIC CENTER
CELEBRATION**

**NOON
- 6PM**

**SUN
6/29**

**PARADE
CIVIC CENTER
CELEBRATION**

10:30 AM

**NOON
- 6PM**

PARTY at CITY HALL 1 - 5PM

[SFPRIDE.ORG/EVENTS](https://sfpride.org/events) FOR MORE

Empowered by Queer Joy



As San Francisco celebrates 55 years of LGBTQ+ Pride, we acknowledge that one of the greatest strengths of this community is joy. It is queer joy that has sustained, uplifted, and persisted for generations throughout history. By leading with that joy, this community has shown a never-ending resiliency. That resiliency is enduring and ongoing. Queer people have always been here and always will be—empowered by joy.

San Francisco Pride is one of the largest LGBTQ+ Pride events in the world, dedicated to its mission to “create a space where everyone can come together to celebrate, honor, and uplift the diversity of our community.” The theme for this year’s event, “Queer Joy is Resistance” is timely and timeless. Pride represents authenticity, visibility, and the ongoing fight for equal rights. As a proud supporter of San Francisco Pride and expressions of Pride throughout the year, Bavarian Nordic wants to celebrate and empower queer joy.

To empower queer joy, we must protect queer joy. That includes raising awareness about specific issues affecting the community. Equitable and accessible health care for the LGBTQ+ community is essential. One aspect of that health care includes empowering individuals to take care of themselves through access to generally safe, effective vaccines.

Getting vaccinated against communicable diseases, like mpox, is important to protecting individual health. When an unprecedented mpox outbreak became a global health threat in 2022, Bavarian Nordic began rapid development, production, and distribution of an mpox vaccine. In addition to vaccine development, we are continuing efforts to raise awareness about mpox and vaccination by partnering with health agencies and key advocacy groups like San Francisco Pride.

Mpox, formerly known as monkeypox, is a vaccine-preventable, viral disease that can cause painful symptoms and can result in serious complications.

Anyone can be infected, but most mpox cases have been among groups who are most at-risk including gay, bisexual, and other men who have sex with men, transgender or nonbinary people with certain risk factors.

Understanding the historical barriers to adequate health care for members of diverse communities, especially the LGBTQ+ community, we want to empower people to take their health care into their own hands. GBMSM, transgender, and nonbinary individuals face many challenges. Mpox transmission among these groups is persistent in part due to fear and stigma. Because there is a gap in tailored health education and resources to promote inclusivity, especially for racial and ethnic minority groups, this may make some hesitant to seek vaccination. Our education and awareness efforts at events like San Francisco Pride are a direct response to these concerns. We want to encourage everyone in the LGBTQ+ community to feel educated and become empowered against mpox.

Individual health is extremely personal, and we encourage anyone interested in mpox vaccination, especially those who are considered most at-risk, to speak to their health care provider or pharmacist to see if vaccination is right for them. Bavarian Nordic is a leading global provider of travel vaccines and a preferred partner with international health organizations on delivering vaccines for improving public preparedness. We are dedicated to developing vaccines that help protect against existing diseases. We are proud to partner with San Francisco Pride to spread awareness concerning the health of this community as we embrace queer joy as resistance.

When people are healthy, they can connect to what is important. We want to keep people connected—to their community, to each other, and to the world. We value the power of touch, the power to dream big, and the power to live out loud. Queer joy is empowering.

At Bavarian Nordic, we want you use that power to be empowered against mpox.

Learn more about mpox and mpox vaccination at EmpoweredAgainstMpox.com. • Veeva: US-POX-2500023 | May 2025

VENDORS

ART & CRAFTS

Signature Innovation

Fog City Jewelry

Deja Vu Icon

KaySugar

Cultureshock

Happy Good

Infiltrator

Xodi Jewelry & Gallery

Golden Hour Designs

The Pet's Table

Black Swan

Myztical Pixel

TahoeWoodMaps.com

W By L, LLC

Meditative Crafts

Samali Perfumes

RXLA The Brand

City Art Apparel

Escape the Womb

Health Wristbands USA

My First Couch

Pop Dazzle Cups

Karavana

Double Down

FAVE

Insurgent Cat Design

Himalayan Tribes

SoftBoysClub

Murgabi

Knobs & Bobbins

Smile Cult

Everything You See Jew-
elry

Drawn Together Caricature
Company

Carmen Barreto

Lobster Tee

World of Gifts

Garden Gremlin

Tiny Cute Studio

Ma's Trading Company

Tiny Cute Studio

Uncommon Finch

Tibetan Golden Lotus

SNGREENHOP

Zeyma Collection

The Flow Shoppes LLC

That's So Andrew

Viva La Revolution

Native Roots

Golden Gate Furniture
Company

The Hungry Sloth

Brickhouse Accessories

Green Season Succulents
and Plants

Colors4Love

REK

BMONI

Cooper Rocky Designs

Aly Maky

Art Lab Candy

Fans of Urban Nudism

Be Adorned by Reni

The Catnip Dispensary by
Era

Owlhaired Designs

Festival Universe

Monstera Boutique

Pets Are Better Than
Humans

Sankofa

King and Queen Things

Mal.inky

Exquisitely Empty

Doruk Silver

Patchy Patchenstein

Tooth Gems by GG

Party's Hawaiian Dress

Sappho's Jewelry

Sara Collection LLC

Artensania Korita

Handcrafted To Go

Moonlight Dichroic Fused
Glass Jewelry

Rosabella Arts & Craft

Witch Hazel Collective

A.L.M. The StudioHooked-
Wonders

Eternium

Senpai Inu

Soap by Moltazdesign

Minneci Makers

Oyster Art Gallery

Sunflower Earth and
Travel

Mestiza Makes

Hawaiian BBQ

Inka Crystals

What Pride Means to Hilton

At Hilton, Pride is more than a celebration. It's a reflection of who we are, what we stand for, and the vision we've carried for over a century: to fill the earth with the light and warmth of hospitality. This vision doesn't come with caveats or exclusions. It extends to everyone—every guest, every team member, every identity, and every beautiful variation of humanity.

For more than 100 years, we've proudly stood as a brand rooted in the belief that hospitality is a universal language. It's about creating spaces where people feel not just welcomed, but seen, valued, and celebrated. That's why Pride isn't a seasonal campaign for us—it's a year-round commitment, woven into the way we operate, lead, and serve.

Pride reminds us that visibility matters. That safety matters. That joyful, intentional inclusion matters. But for Hilton, these aren't new realizations or temporary talking points. We believe that travel is a powerful force for change—it opens our hearts, expands our minds, and connects us to one another in ways that transcend language, politics, and borders. When people explore new places, meet new people, and experience life beyond their own neighborhoods, something shifts. They become more open-hearted, more curious, more compassionate. Hospitality plays a key role in that journey. And we're proud to be the kind of company that not only makes travel possible, but meaningful.

Our hotels are more than just places to sleep—they are spaces where people come to be themselves. For LGBTQ+ travelers, finding a place where they can feel safe and respected is not always a given. At Hilton, it is. We are proud to be a place where every person, regardless of who they love or how they identify, can expect dignity, comfort, and care. This is not conditional. It's foundational.

We're also proud to support and uplift our team members. Hilton's commitment to the LGBTQ+ community is not limited to our guests—it lives in our culture, our policies, and our leadership. Our award-winning DEI initiatives are driven by a simple

truth: we are at our best when everyone can bring their whole self to work. From employee resource groups to inclusive benefits, from training programs to our partnerships with LGBTQ+ advocacy organizations, we are intentional about creating a workplace where all people can thrive.

This mission feels especially alive here in San Francisco—a city whose heartbeat has long pulsed with freedom, self-expression, and bold, unapologetic love. We are honored to be part of that legacy. In a place that has been both a sanctuary and a stage for LGBTQ+ rights, our hotels stand proudly in support, solidarity, and celebration. We don't take that lightly. Diversity, equity, and inclusion are not just buzzwords to us—they are in our DNA.

During Pride Month, we don't just decorate our lobbies—we deepen our commitments. We don't just show up in the parade—we show up in policies, partnerships, and paychecks. Whether it's ensuring trans guests are treated with the utmost respect, supporting queer-owned vendors, or uplifting our LGBTQ+ team members behind the scenes, our actions are loud with love.

This is hospitality in its truest form: taking care of people—all people—with empathy, joy, and unwavering respect. Pride amplifies this truth, but it does not invent it. At Hilton, this is our everyday promise.

So, what does Pride mean to us?

It means showing up fully, not just in June but in every month.

It means leading with love and listening.

It means standing up when it matters, and always making room at the table.

It means being brave enough to evolve, and bold enough to celebrate.

Because at the end of the day, Pride is about light—and light is what we do best.

To every LGBTQ+ traveler, team member, and ally: You belong here. You always have. You always will.

Hilton
SAN FRANCISCO
UNION SQUARE



SFO PRIDE

San Francisco International Airport (SFO) is proud to be a sponsor of San Francisco PRIDE! With more than 50 airlines serving 130+ nonstop destinations around the globe, SFO connects the Bay Area to the world.

If you're traveling through SFO, make sure to check out Harvey Milk Terminal 1, the only airport terminal in the world named for a LGBTQ+ leader. Inspired by the life of Harvey Milk and the city he loved, Harvey Milk Terminal 1 features world-class architectural design; dozens of custom art works from local and international artists; award-winning concessions offering the Bay Area's favorite restaurants and stores; and Harvey Milk: Messenger of Hope, a permanent exhibition that chronicles the life of the visionary human rights leader, groundbreaking political luminary, and seminal figure of the LGBTQ+ rights movement. Learn more at FlySFO.com/nonstop; or visit FlySFO.com/sfo-celebrates to learn how SFO is celebrating San Francisco PRIDE and other San Francisco cultural events.

The Social Frozen Drinks
What Coffee & Bakery
Antojitos Raspados Del Sur
Lemon Squeezy
Potato Hut
Fruta Loca Roasted
CornHellaGud Cooking-Gourmet Faire
Tacos Before Vatos
KimTanghulum
KettlePop
Aunt Betty's #2 Gourmet
Corn Dogs
Pampangas Cuisine
Taste of Mexico
Los Colorines
Pampangas Cuisine
Something Yummy LLC
Bluey & Co.

Thai Chef
Tropical Drinks
Tantes
Pitayas Locas
Coffee Tree
Kona Ice of South Beach
Lizetta's Southern Soul Food
Yosoysевичe
Churros Mexicanos Plus
Miister Potato

Squealing Pig
San Francisco Bay Times
Sutter Health
Diageo / Smirnoff
Kaiser Permanente
Olivia Travel
Safeway
Surfside
A4TE
US Bank
BMO
Ghirardelli Chocolate
Red Bull

ViiV Healthcare
Andean Baby
Xpresion Cultural
Mexica Tiahui Clothing
Twinkle Tongue
Bavarian Nordic
The Juice Club
Aroma Concessions Inc.

Pride Is a Year-Round Commitment at La Crema

At La Crema, Pride isn't a moment—it's a mindset. We believe in creating space for connection, authenticity, and joy every day of the year. Supporting the LGBTQ+ community isn't seasonal for us—it's part of who we are.

What does Pride mean to us? It means standing up, speaking out, and showing up. It means raising a glass to the people who shape our workplaces, our communities, and the wine industry. And it means using our voice—and our platform—to advocate for equality and inclusion in meaningful, lasting ways.

That's why we're proud to support San Francisco Pride and LGBTQ+ events nationwide, year-round. From Washington, D.C. to Aspen to Palm Springs, we honor the rich diversity of the LGBTQ+ experience across the country. We also partner with organizations like Equality California, who work every day to protect rights, advance visibility, and build community.

And because sustainability and social justice go hand in hand, we're working toward a future that's not only more inclusive, but more sustainable, too—through regenerative farming, water conservation, and renewable energy efforts that help care for our planet and all who share it.

Whether you're marching, dancing, or just enjoying a glass of wine with friends, know that you always have a seat at our table. At La Crema, we're proud to stand with the LGBTQ+ community.

Cheers to being yourself. Fully and proudly.



What Pride Means to the Bay Area Air District

At the Bay Area Air District, we proudly celebrate LGBTQ+ Pride as part of our commitment to equity, inclusion, and environmental justice. As the agency responsible for protecting air quality across all nine Bay Area counties, we know that a truly healthy region depends not only on clean air—but also on fair and inclusive communities where everyone can thrive.

Pride is a time to honor the courage, resilience, and contributions of the LGBTQ+ community. It's also a moment to reaffirm our mission: ensuring that all people—regardless of identity or whom they love—can live, work, and breathe in safe, healthy environments that uphold both public health and human dignity.

We recognize that LGBTQ+ individuals, especially those who are people of color or living in underserved areas, often face disproportionate environmental and health burdens. Clean air, like equality, is a basic human right—and Pride reminds us that environmental and social justice are deeply interconnected.

That's why equity is at the heart of our programs:

- Spare the Air empowers residents to take simple, effective actions on high-pollution days—such as reducing driving, carpooling, taking public transit, or telecommuting. During winter alerts, the program also urges residents to avoid wood burning and instead use cleaner heating alternatives or improve home insulation to retain warmth—to improve air quality for everyone, especially vulnerable populations.
- Clean Cars for All helps income-qualified residents replace older, high-emission vehicles with cleaner options, improving neighborhood air quality and advancing climate and health equity.



- Through Assembly Bill 617, we work directly with communities most impacted by air pollution—such as San Francisco's Bayview-Hunters Point, West Oakland, East Oakland/San Leandro, and Richmond-North Richmond-San Pablo—to co-develop local, community-led solutions.

Within our agency, we strive to create a workplace where LGBTQ+ employees feel safe, valued, and empowered. This includes supporting inclusive policies and benefits, fostering cultural competency, and ensuring diverse voices help guide environmental decisions.

Pride is both a celebration and a call to action. It honors the activists who fought for LGBTQ+ rights and inspires us to build a more just and sustainable future. Whether through science, policy, or community partnerships, we center equity in everything we do—so that

all Bay Area communities, especially those historically marginalized, can truly breathe easier.

This Pride Month—and every month—we stand in solidarity with LGBTQ+ communities. Because when we say, "love is in the air," we mean it. It's a celebration of identity, community, and the belief that everyone deserves the right to live openly, love freely, and breathe clean air.

VENDORS

NON-PROFIT

One Marriott/Marriott
Business Counsel

Jay Sunglasses

Huaraches Ibarra

Crane Center

The Tryst Hotel

MISTR

SPARC

Bay FC

Queen On The Scene -
Inappropriately Awesome
Enamel Pins

The Little Gay Sho

Kalos

Renewal By Andersen

"Fabulosa Books

Noe Valley Books"

House of Air

Religious Trauma Recov-
ery Center

Carbon Health

Native American Health
Center

Safe & Sound

Mental Health Association

of San Francisco

Mission Loteria

Tropicana Prestige

DEM

NMDP

49ers Pride

California Rural Legal
Assistance

HealthRight 360

UCSF / Health Campus

Donor Network West

Reproductive Freedom
for All California

Human Rights Campaign

Stop Cop City Bay Area,-
Booth

Golden Gate Flyers

L.E.A.D.

Democratic Socialists
of America

Bawdy Caste

Until There's A
Cure Foundation

HeadCount

The Junior League of San

Francisco

Satellite Affordable Hous-
ing Associates (SAHA)

SGL-USA, Booth - Non Profit
Under \$10 Million

National Eating Disorders
Association

CaIPG

LYRIC

Latino Programs

Family Builders
By Adoption

United in Spirit

Gender Monster Studios

Alcoholics Anonymous

Friendship House

"San Francisco Suicide
Prevention, Felton Insti-
tute"

Equality California Insti-
tute

SF Log Cabin

Paul Johnson

OPEN (Organization for
Polyamory & Ethical
Non-Monogamy

San Francisco State
University

Rising Phoenix Entheo-
genic Temple

CMEN

Live By Shirts

Vitalant

Aquarium of the Bay

USF/DS

San Francisco Green Party

Free Mom Hugs

Curry Senior Center

LGBTQ Outdoors

San Francisco Fire

Kanbar Cardiac Care
Center

The Spooky Haus

Cheeky Charity Colorectal
Cancer Awareness

San Francisco Police
Department

San Francisco Sheriff's
Office

City College of
San Francisco

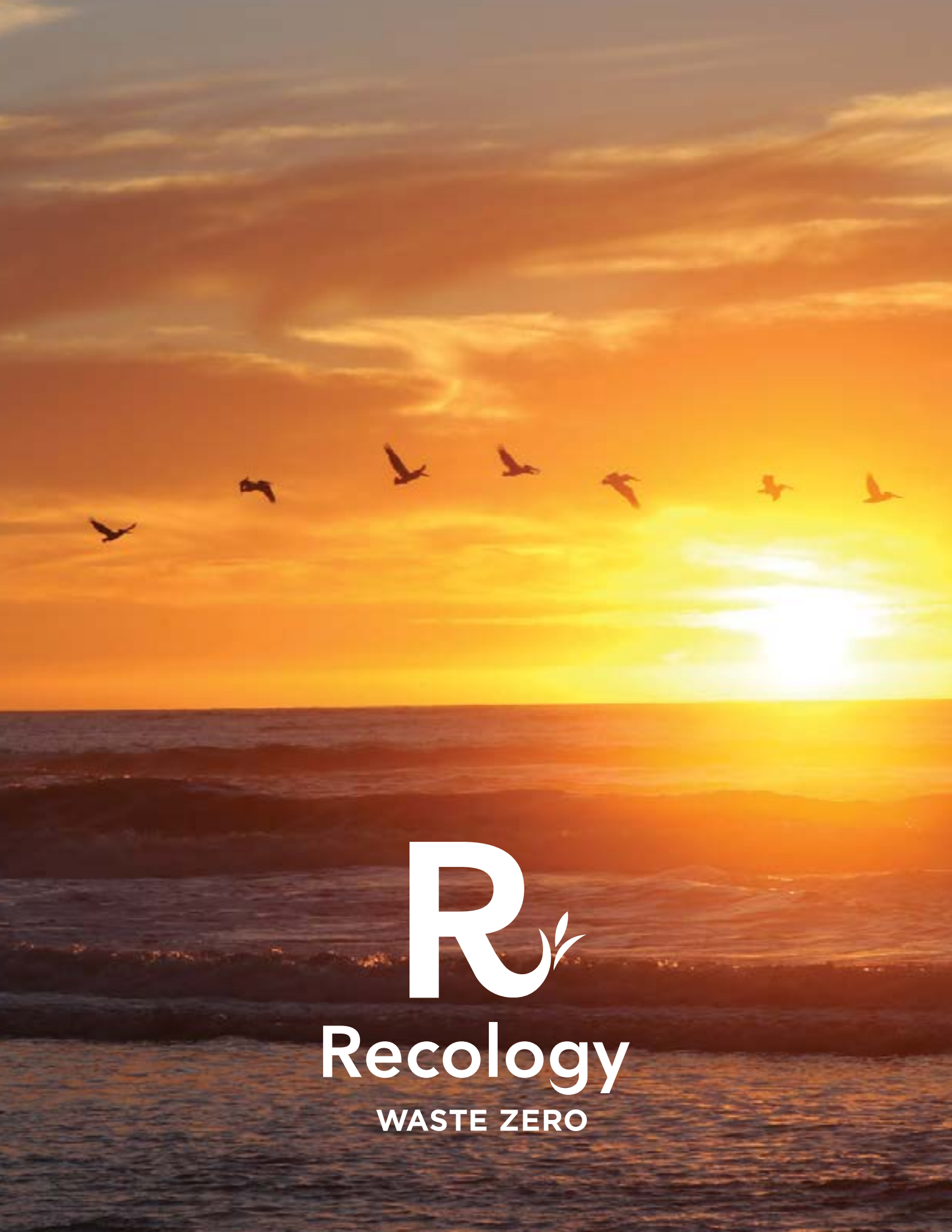


sfpride.org/merch



squealing pig

Squealing Pig is all about having fun, and bringing a playful, optimistic and inclusive spirit to wine, which is why Squealing Pig is thrilled to announce its title as the Official Wine Sponsor of San Francisco Pride. This incredible partnership will be brought to life in the heart of this year's celebration, where guests will be able to experience Squealing Pig's cracking wines at the Squealing Pig Wine Lounge, a playful tasting experience that reflects the brand's inviting, carefree spirit and commitment to spreading joy, one squeal at a time. Squealing Pig's passion for uplifting and empowering the LGBTQIA community is longstanding. As the official wine sponsor of San Francisco Pride's "Pride for Breakfast" in 2024, and the official wine supplier for the Sydney Gay and Lesbian Mardi Gras for 2022-2024 and Sydney WorldPride in 2023, Squealing Pig is thrilled to be part of the vibrant celebration for individuality and self-expression that Pride represents because at the heart, it's exactly what makes this pig SQUEAL.



Recology

WASTE ZERO