

# San Francisco Pride 2026 Sponsorship Packages

Join the world's most iconic Pride celebration. Reach over 1 million attendees and showcase your commitment to the LGBTQ+ community. Each tier includes **all benefits from lower tiers**, plus exclusive additions.

## Presenting Sponsor

\$150,000+

*Includes all benefits from Levels 1-5, plus:*

- **Premier Activation Space:** Upgrade to 20'x40' in premier location
- **Elite Parade Placement:** Upgrade to select position (first 25% / ~50 contingents)
- **Main Stage Speaking:** 1 speaking opportunity on Main Stage
- **Exclusive Event Branding:** Brand 1 official in-person SF Pride event
- **Front Page Advertising:** Upgrade to front page of Inside Pride guide
- **Executive Director Access:** ED from social media collaboration

## Level 5 Sponsor

\$100K - \$149K

*Includes all benefits from Levels 1-4, plus:*

- **Activation:** Upgrade to 20'x20'
- **Parade:** Upgrade to prominent (first 30% / ~70 contingents)
- **Media:** 1 TV spot + 1 parade interview on ABC7 broadcast
- **Hospitality:** 1 team entry for SF Pride Golf Tournament + 4 Pride Passes
- **Print:** Upgrade to full page ad in Inside Pride guide
- **Digital:** Dedicated "Thank You" social media post

## Level 4 Sponsor

\$80K - \$99K

*Includes all benefits from Levels 1-3, plus:*

- **Activation:** Upgrade to 10'x30'
- **Parade:** Upgrade to premium (first 50% / ~100 contingents)
- **Media:** Upgrade to full-screen ads on Main Stage IMAG (2x/hour min.)
- **Hospitality:** 4 Pride Passes (all-access to all official events)
- **Print:** Upgrade to half page ad
- **Digital:** Logo on [sfpride.org](http://sfpride.org) homepage

## Level 3 Sponsor

\$60K - \$79K

*Includes all benefits from Levels 1-2, plus:*

- **Activation:** Upgrade to 10'x20'
- **Parade:** Upgrade to preferred (second half of lineup)
- **Media:** Lower-third banner ads on Main Stage IMAG (4x/hour min.)
- **Hospitality:** 4 tickets to official backstage party, 4 Grandstand, 4 Awards
- **Print:** Upgrade to third page ad
- **Digital:** SF Pride will collaborate or re-share sponsor post

## Level 2 Sponsor

\$45K - \$59K

*Includes all benefits from Level 1, plus:*

- **Parade:** Priority ahead of all non-sponsor corporate contingents
- **Media:** Up to 2 banners on parade route barricades (provided by sponsor)
- **Hospitality:** 4 tickets for SF Pride Parade grandstands, 4 Awards tickets
- **Print:** Upgrade to quarter page ad
- **Digital:** Logo inclusion in newsletter

## Level 1 Sponsor

\$30K - \$44K

*Foundation tier — all higher tiers include these benefits:*

- **Activation Space:** 10'x10'
- **Media:** Inclusion in banner thanking all sponsors (multiple locations)
- **Hospitality:** 4 tickets to "Heritage of Pride" Awards (June 24)
- **Print:** Logo in sponsor grid of Inside Pride guide
- **Digital:** Logo on [sfpride.org/sponsors](http://sfpride.org/sponsors)

## Complete Benefits Comparison

Benefit Category	Level 1 (\$30K-\$44K)	Level 2 (\$45K-\$59K)	Level 3 (\$60K-\$79K)	Level 4 (\$80K-\$99K)	Level 5 (\$100K-\$149K)	Presenting (\$150K+)
Celebration Activation Space	10'x10'	-	10'x20'	10'x30'	20'x20'	20'x40' Premier
Parade Placement	-	Priority	Second Half	First 50%	First 30%	First 25%
Main Stage Access	-	-	-	-	-	Speaking opp.
IMAG Advertising	-	-	Lower-Third	Full-Screen	-	-
TV Broadcast (ABC7)	-	-	-	-	Spot + Interview	-
Inside Pride Guide	Logo Grid	Quarter Page	Third Page	Half Page	Full Page	Front Page Logo
Social Media	Website Logo	Newsletter	Reshare Post	Logo	Thank You Post	ED Collab
Hospitality Tickets	4 Awards	4 Grandstand + 4 Awards	4 Backstage + All Below	4 Pride Passes	Golf Team + 4 Passes	Event + Golf + 4 Passes

## Employee Resource Group (ERG) Packages

**Starting at \$5,000** — Includes Pride tickets, reserved parade viewing, professional development workshops, and more through an exclusive ERG Track at the Human Rights Summit. Perfect for LGBTQ+ Employee Resource Groups seeking meaningful team experiences.

## Contact Us

Ready to make an impact? Join us in creating an unforgettable Pride celebration.

**San Francisco Pride Partnership Team**

Email: [partnership@sfpride.org](mailto:partnership@sfpride.org)

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