



**SAN FRANCISCO
PRIDE**

**QUEER JOY
IS RESISTANCE**

**JUNE 28 & 29
2025**



2025 Sponsorship

WHAT IS San Francisco Pride?



San Francisco Pride is the nation's largest **free** LGBTQ+ parade & celebration. Our mission is to educate the world, commemorate our heritage, celebrate our culture and, liberate our people. Our sponsors help us to maintain enshrined principles of inclusion and accessibility. Help keep Pride free for hundreds of thousands of attendees.

Become a sponsor today for a full year of Pride magic, community and celebration!

SF Pride 2025 Sponsorship

	Tier 6	Tier 5	Tier 4	Tier 3	Tier 2
Price	\$30k+	\$45k+	\$60k+	\$80k+	\$100k+
Parade	✗	Basic	2nd Half	1st Half	1st Third
Exhibitor Space	10x10 sqft	✗	10x20 sqft	10x30 sqft	20x20 sqft
Brand Inclusion	Website	Social Media	Print	June Signage	All-year Signage
Main Stage	✗	✗	✗	Static Ad	Dynamic Ad

Tier 1 ✨

\$150k+ is a Tier 1 Sponsorship. This opportunity includes premium FIRST QUARTER parade placement, a 20x40 exhibitor space, increased brand exposure on SF Pride digital and printed media + exclusive tv features, a main stage speech, and more! We will work with you to create a custom offering to suit your organization's needs. Become a Tier 1 sponsor today!

What are sponsorship tiers?

Each sponsorship tier is a flexible template of benefits for each level of contribution. Tier benefits are inclusive, meaning higher tiers generally receive the benefits of the tiers below, plus new goodies! Want something special? Ask away! This is a general guide :)

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Additional Benefits and FAQ

Ticketed Benefits

All Sponsors receive guest tickets to the following events:

- Grandstands
- Fashion Show
- Human Rights Summit
- City Hall Party
- Golf Tournament reception

*Only Tier 5+ will receive the opportunity to play as a team at the annual golf tournament.

What is “Inside Pride”?

Inside Pride Magazine is our annual printed feature. This benefit replaces newsletter and other digital press release benefits of the past. All Sponsors receive an opportunity to write 600-800 words in our annual Inside Pride Magazine. The magazine will highlight and commemorate Grand Marshals, San Francisco Pride events, and showcase the best of the bay queer community! Tier level 3+ will have the added benefit of branded logo advertising. Please consult the tier chart (p. 5) for benefit details.

Is my contribution consider a charitable donation?

Yes! All of our sponsors receive charitable donation status, even Tier 6.

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Key Metrics

- SF Pride is a two-day event that was attended by **1.3 million** people in 2023
- Over **1 million** people watch the parade in-person, with many more watching the national television and international livestream broadcast through ABC 7. 2023 saw a **77%** increase in viewership.
- Logo inclusion on SF Pride's website was viewed by **365k** unique visitors in 2022, and we experienced a **110%** increase in daily active users in 2024
- During Pride season (May 15-July 15), SF Pride reaches over **2 million** accounts on social media (Facebook & Instagram).
- With **200k** people watching the main stage at any given point over the two-day celebration, sponsorship ads running on the jumbotrons deliver approximately **4 million** impressions per hour
- The **top ten** busiest days for BART and public transportation ridership in San Francisco history are all Pride Sundays

sources: San Francisco Pride internal data report, ABC7 internal data report, [BART publications](#)

READY FOR NEXT STEPS?

Contact Us

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THANK YOU
Happy Pride 2025!

