



Welcome to Seattle. This is How We Pride

Partner & Community Brand Guide - May 2026

CAMPAIGN PURPOSE – WHY THIS MATTERS!

How We Pride is a statewide storytelling campaign capturing the voices, perspectives, and spirit of people across Seattle and Washington at a defining moment for our region. As we welcome the world for the FIFA World Cup 2026™ and celebrate Pride Month, this campaign reflects who we are as a city and a community grounded in belonging.

How We Pride elevates real stories that reflect identity, visibility, and connection. It is a celebration of the many ways people show up for themselves, for one another, and for the place they call home. Individuals from across the state were invited to respond to a single prompt:

“I Pride by...”

The videos are a collection of authentic expressions each offering a unique perspective, and together forming a powerful, collective portrait of a region defined by inclusivity, pride, and shared community.

This Campaign Exists to:

- Elevate authentic, diverse voices from across our region at a defining global moment
- Celebrate LGBTQ+ communities, businesses and allies with visibility, pride, and joy
- Position Seattle and Washington as a global example of inclusive belonging
- Create a lasting legacy on how people feel in our home long after the moment has passed

LAUNCH DATE

How We Pride will launch May 19th, 2026.

WHAT'S INCLUDED

- A series of 10+ Videos
- :30 and :60 second versions as well as additional formats to use across platforms

All campaign videos will be available via YouTube starting May 19 in a centralized online portal—fully produced and ready to use. No filming or editing is required. Simply grab the link and share.

Access the full library here: HOW WE PRIDE LANDING PAGE <https://www.seattlefwc26.org/how-we-pride>

How We Pride brings together voices from across Seattle: from sports legends to small business owners, from needle movers to artists and advocates, all answering one simple question: *How do you show up for your city and community?*

Shot as intimate video spots, these stories are funny, moving, surprising, and deeply human. They reflect the full spectrum of what it means to live proudly in Seattle: during Pride Month, during the World Cup, and every day in between.

The Stories You'll See: Every video in the *How We Pride* series is a window into a different corner of Seattle life:

- Women's Sports: <https://youtu.be/WkHF2GV9DD0>
- Seattle Love <https://youtu.be/NoANcTypsZI>
- Seattle Sports: https://youtu.be/Xkvwg_mxjXE
- Megan Rapinoe: <https://youtu.be/RgYU9XBeeN0>
- Pride: <https://youtu.be/G8En2qHfrnY>
- Pride by All - Part 1: <https://youtu.be/4DenXZvMINY>
- Pride by All - Part 2: <https://youtu.be/msvVzMSDMs0>
- Pride by All - Part 3: <https://youtu.be/7nssx7x5mJw>
- Needle Movers: https://youtu.be/P-XwdW_jYZo
- Jaelyn Scott: https://youtu.be/Tb5Bk2z_wLk
- Business Owners: <https://youtu.be/eplpldZAVVw>
- Amelia Day: <https://youtu.be/26X071pW1uo>

SUPPORT & INQUIRIES

For questions, interview requests, or additional support:

Michi Suzuki — michi@michimsuzuki.com

Lisa Willis — lisa@lisawilliscreative.com

EVERYONE HAS A PART TO PLAY

Join us. *How We Pride* was made to be seen and shared.

This toolkit is for anyone ready to amplify *How We Pride* across audiences, platforms, and communities.

What you can do:

- Free to download and screen at your event
- Perfect for bars, restaurants, community spaces, and storefronts
- Formatted for big screens, social media, and everything in between

General Public

You love Seattle—this is your invitation.

Share the videos with friends, family, and your networks. Every post expands the reach and impact.

Partners & Partner Organizations

Nonprofits, community groups, and institutions—your voice carries.

Your amplification helps extend these stories deeper into the communities they represent.

Local Businesses

Shops, restaurants, and venues—bring this to your space.

Show your customers that they belong. Feature the films in-store or host a watch party during a match—create moments of connection that go beyond the screen.

Sports Organizations & Teams

Team's and leagues—lead by example.

Show how Pride lives in sport, leadership, and team culture. In season? Share in-venue or on the jumbotron. Off-season? Integrate into your content calendar.

Video Participants

You are the story.

Your voice is one of the campaign's greatest strengths. Help it travel. With 50+ voices—from athletes and artists to small business owners and community leaders—your participation brings this campaign to life.

Watch Parties

From World Cup matches to Pride Month gatherings—these videos set the tone.

Celebrate Seattle. Spark conversation. Show what inclusion looks like in action.

Influencers & Content Creators

Storytellers—this is where your voice shines.

Share, react, and engage. Your platforms help these stories reach new audiences in authentic, personal ways.

Media & Press

Help tell the story.

Campaign content is being shared with local, regional, national, and LGBTQ+ outlets. For assets, interviews, or coverage opportunities—reach out.

From one post to a global audience—this is how we show up. This is How We Pride.

HOW TO PARTICIPATE

Bring *How We Pride* to life by sharing campaign videos across your channels using #HowWePride, tagging @SeattleFWC26, and amplifying community voices. Invite participation by creating short “I Pride by...” moments and encouraging others to join using #HowWePride. Activate your space with signage, QR codes, and in-venue displays, and bring people together through watch parties, screenings, or Pride events—turning individual expression into a shared, visible celebration of how Seattle shows up for the world.

1. Share the videos

Put the campaign into motion across your channels.

- Post on Instagram, TikTok, Facebook, LinkedIn, or X
- Use **#HowWePride** on every post
- Tag **@SeattleFWC26**
- Engage your audience—reply, repost, and keep the conversation alive
- Amplify others!

2. Create Your “I Pride By...” Moment

Add your voice. Make it personal.

- Capture a short video (5–10 seconds) or photo
- Start with: “*I Pride by...*” and finish it your way

- Share as an individual, team, or organization

Bring others in:

- Invite your community to participate
- Challenge 2–3 others to join
- Create simple “I Pride By...” cards or prompts for staff and guests

Help it travel:

- Use **#HowWePride**
- Tag **@SeattleFWC26** and partners
- Share widely across your networks

3. Activate Your Space

Turn everyday places into moments of Pride.

- Display a window sign: “*We Pride By _____*”
- Add QR codes linking to campaign videos
- Feature films on in-store or in-venue screens
- Create an interactive display inviting guests to share their “I Pride By...”
- Use table tents, coasters, or postcards with the prompt

4. Bring People Together

Make it communal. Make it yours.

- Host a Pride Month watch party
- Screen videos at events or gatherings
- Create a team viewing moment
- Integrate into existing Pride programming

From Seattle to the world—this is how we show up. This is **How We Pride**.

SOCIAL TAGGING

Primary Hashtag — Use on Every Post **#HowWePride**

Primary Tag — Use on Every Post **@SeattleFWC26**

Using both ensures your content is part of a unified, citywide story—amplifying Seattle’s Pride across platforms and audiences.

SAMPLE CAPTIONS

Use as written, adapt to your voice, or let them spark your own.

General Public

This is how we Pride in Seattle. Watch this story—and tell us yours. How do you Pride?

#HowWePride @SeattleFWC26

Video Participants

This is how I Pride. Honored to share my story as part of Seattle's.

#HowWePride @SeattleFWC26

Businesses

At [Business Name], we Pride by creating space where everyone belongs. Proud to be part of Seattle's story.

#HowWePride @SeattleFWC26

Organizations

We Pride by showing up—for our community, our neighbors, and this city we love. This is Seattle.

#HowWePride @SeattleFWC26

MESSAGING GUIDELINES

Be Authentic

Speak in your own voice. Keep it human, honest, and grounded in real experience.

Themes to Embrace

Belonging • Visibility • Community • Welcome • Representation • Joy • Legacy • Support

What This Is About

Celebrating people, stories, and shared experiences that make Seattle feel like home—locally and globally.

What This Is Not About

Avoid negativity, criticism, or divisive language. This campaign centers respect, inclusion, and uplifting storytelling.

PROHIBITED USE

To maintain a consistent on-screen identity across all *Welcome to Seattle: This Is How We Pride* videos, the following uses are not permitted:

- Do not place the mark alongside or in sequence with any FIFA intellectual property (including logos or trophy imagery) within video frames, intros, outros, or credits
- Do not alter brand colors through color grading, filters, or scene lighting that shifts the logo's approved palette
- Do not animate, distort, rotate, stretch, or crop the mark in motion graphics or edits
- Do not apply visual effects such as glows, drop shadows, overlays, or stylized transitions to the logo
- Do not recreate, trace, or approximate the logo in titles, captions, or graphic packages

Use only the approved logo files, placed cleanly and consistently across all video content.

CAMPAIGN TIMELINE

What to expect—and when to show up.

May 19, 2026 — Launch Day

Official campaign debut and video release. The full library goes live, with partners and community members beginning to share stories across platforms.

June 15 – July 6, 2026 — Match Days

Campaign content is amplified throughout Seattle’s FIFA World Cup 2026™ match window.

June 2026 — Pride Month Activations

The campaign comes to life across the city—fan zones, watch parties, storefronts, and community events. Partner activations in businesses, venues, and public spaces build visibility and momentum throughout the month.

June 26, 2026 – Pride Match Day

One of six matches falls during Pride Weekend—offering a global stage to model something powerful: Pride as celebration, safety, dignity, and belonging, while driving meaningful economic and cultural impact for LGBTQ+-owned businesses, artists, and organizations.

Beyond 2026 — Lasting Legacy

All videos will remain accessible via the Seattle Pride Foundation website. Designed to endure, *How We Pride* stands as a lasting expression of how Seattle shows up—for community, for inclusion, and for the world.



NEED SUPPORT?

We're here to help you shine!

Reach out for assets, caption support, activation ideas, or anything else. We want to make participation as easy as possible for you.

PR, Production and Creative Team:

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FILMMAKERS: MAGGIE KIRKLAND (maggiekirkland.com) and LACY KIRKLAND (lacykirkland.com)

A FINAL NOTE

This campaign is a reflection of belonging—of a city, a moment, and one another. Every story shared, every voice added, helps shape how Seattle shows up with Pride—open, visible, and connected to the world.

The FIFA World Cup 2026™ will be the largest sporting event ever hosted in both Seattle and the United States. Spanning three host countries, 48 national teams, and 104 matches across 16 Host Cities, it represents an unprecedented global moment.

Seattle will host six matches at Seattle Stadium, welcoming national teams including Belgium, Egypt, the United States, Australia, Iran, and more. Each match is expected to sell out, drawing fans into neighborhoods, businesses, and community spaces across the city.

An estimated 750,000 visitors will travel through the Seattle region during the tournament, while more than 2 billion viewers worldwide will tune in to matches played here.

For the past eight years—two full World Cup cycles—the tournament has been hosted in countries where LGBTQ+ people face limited or no legal protections. FIFA World Cup 2026™ marks a meaningful shift and a rare opportunity to affirm LGBTQ+ dignity and belonging on a global stage.

In Seattle, that opportunity is especially pronounced. One of our six matches is scheduled during Pride weekend and features Iran vs. Egypt. For many of the hundreds of millions of global viewers tuning in, LGBTQ+ people face criminalization, stigma, or restricted civil rights in their home countries. Hosting this match during Pride weekend allows Seattle to model something powerful: Pride as a celebration of safety, dignity, and belonging—while also generating real economic and cultural benefit for local LGBTQ+-owned businesses, artists, and organizations.

This is Seattle on a global stage—welcoming the world and showing exactly How We Pride.

THANK YOU

With gratitude to the partners who helped bring *How We Pride to life* - SeattleFWC26 Local Organizing Committee, Pride + Match Impact Council, and filmmakers Maggie Kirkland and Lacy Kirkland - your vision, collaboration, and commitment made this story possible.

To the individuals who shared their stories on camera—thank you.

Your voices, your honesty, and your willingness to be seen are what make *How We Pride* real. You didn't just participate—you shaped the story of this city, and how it shows up for the world.

Because of you, Seattle's Pride is not just something we say—it's something we see, feel, and carry forward.

- Amelia Day, Musician
- Andre Lucero, Western Neon
- Arielle Orsuto, KING 5
- Bookda Gheisar, Port of Seattle
- Carly "CJ" Jackson, Seattle Torrent
- Charlie Hunts, Charlie's Queer Books
- Dan Wilson, Seattle Mariners
- Daniel Pak, Totem Star
- Detlef Schrempf, Seattle SuperSonics
- Lauren (Lu) Barnes, Seattle Reign FC
- Leo Flor, SeattleFWC26 LOC
- Li Nowlin-Shi, ACLU
- Louise Chernin, GSBA (retired)
- Mario Bailey, Seattle Seahawks
- Matty Beniers, Seattle Kraken
- Megan Rapinoe, Seattle Reign FC (Retired) and NWSL
- Patti Hearn, Seattle Pride

- Drag Queen Sativa
- Eric Wahl, Writer & Educator
- Everett Fitzhugh, Seattle Kraken
- Ginny Gilder, Seattle Storm
- Hedda McLendon, SeattleFWC26 LOC
- Jaelynn Scott, Lavender Rights Project
- Jen Barnes, Rough & Tumble
- Jess Fishlock, Reign FC
- Jordan Eberle, Seattle Kraken
- Jordan Horston, Seattle Storm
- Kamala Saxton, Marination
- Karen Olson, Space Needle
- Karen Wilkins-Mickey, Seattle Seahawks
- Kelly Bjork, Artist
- Peter Tomozawa, SeattleFWC26 LOC
- Phillip Grubauer, Seattle Kraken
- Robyn Schumacher, Stoup Brewing
- Rodney Hines, Métier Brewing
- Roz Edison, Marination
- Sharon Blyth - Moss, Squirrel Chop
- Shayla Hufana, Concept Shell Art + Design Studio
- Sisters of Perpetual Indulgence
- Supreme Court Justice Mary Yu
- Tribal Councilmember Annette Bryan, Puyallup Tribe of Indians
- Ty Flandreau, Seattle Seahawks
- William Kirtley, Western Neon

Special thanks to the organizations who provided B-roll footage that helped bring *How We Pride* to life—capturing the energy, community, and spirit of Seattle’s Pride with authenticity and care.

- Alki Pride
- Cheer Seattle
- Puyallup Tribe of Indians
- Seattle Kraken
- Seattle Mariners
- Seattle Pride
- Seattle Reign FC
- Seattle Seahawks
- Seattle Sounders
- Seattle Storm
- Seattle Torrent
- Spokane Pride
- Visit Seattle

Thank you to Pearl Jam for allowing their song “Alive,” written by Stone Gossard and Eddie Vedder, to be featured in the campaign, alongside “Skipping Down the Sidewalk” from emerging Seattle artist Amelia Day.