

GREENSBORO PRIDE

2026 SPONSOR & ADVERTISING BOOKLET

IMPAQT GSO

<https://www.impaqtgso.org/>

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Partner With Us!

Support the Community and Promote Your Business

IMPAQT GSO is a registered 501(c)(3) nonprofit dedicated to celebrating diversity, promoting inclusivity, and strengthening community connections.

We invite you to sponsor our annual Greensboro Pride Festival—one of the region's most anticipated events. This vibrant celebration brings together the LGBTQIA2+ community, allies, families, and supporters for a day filled with live entertainment, local vendors, food, and activities that showcase unity and pride.

As one of the largest LGBTQIA2+ events in the region, Greensboro Pride offers sponsors exceptional visibility and meaningful engagement. Benefits include:

- Exposure to regional LGBTQIA2+ audiences
- Inclusion in marketing and promotional campaigns
- Recognition as a champion of diversity and inclusion
- Opportunities to connect with a loyal and supportive community

Sponsoring Greensboro Pride aligns your business with values of acceptance while helping create an unforgettable festival experience. We also offer customizable sponsorship packages for businesses of all sizes to ensure maximum visibility and impact.

Your support powers this celebration—and we're excited to share that a special surprise is planned for our 2026 festival!

Join us in building a stronger, more inclusive community.

Thank you! We look forward to answering any questions regarding potential sponsorship opportunities.

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IMPAQT'S CORE

Since its debut in 2006 as Triad Pride, the Greensboro Pride Festival has grown exponentially, attracting more than 300 vendors and over 85,000 attendees in recent years.

This vibrant event transforms downtown into a colorful and welcoming space, featuring live entertainment, diverse food options, and engaging activities. The festival is the headlining annual event hosted by IMPAQT GSO, marking its commitment to creating safe, inclusive, and celebratory spaces for the LGBTQIA2+ community.

Our Mission

Our mission is to improve the emotional and social well-being of LGBTQIA2+ individuals in Greensboro by fostering inclusivity, expanding community resources, and creating safe, affirming spaces. Through social events, education, connection, and celebration, we work to ensure that every LGBTQIA2+ person feels valued, supported, and empowered to thrive.

IMPAQT GSO (EIN 58-1797037)

Our 501(c)(3) and tax documentation can be accessed [here](#). All sponsorships are tax-deductible to the extent of the law. Please consult your accountant or tax specialist for further details.



Jessie Taylor



Brittany Carter



Kendall Ryan



Christien Harden



Paisley M. Taylor



Erica Carson



Milo Furnas



Marianne Mason



Alyssa Havas

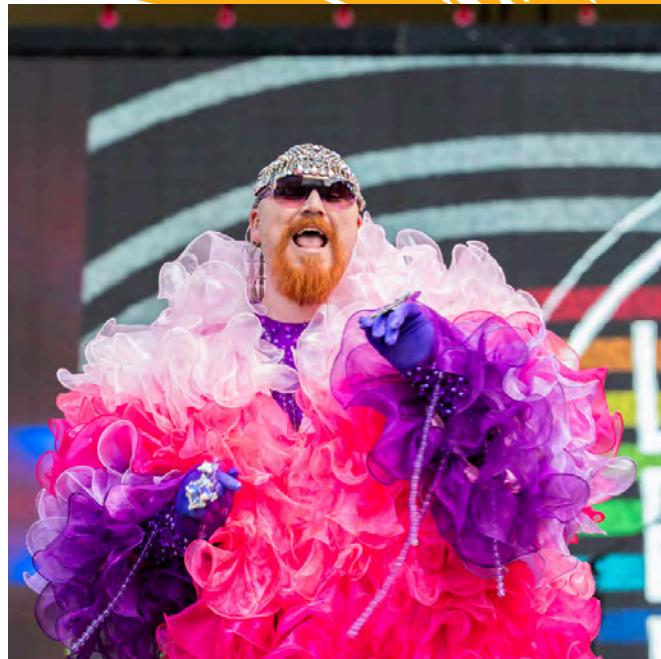


Tim Ojeda Hall Jr.



Susan Stobbs

DeAngelo Millner





A Welcome from Our Executive Director

Dear Friends and Community Partners,

On behalf of IMPAQ'T GSO and Greensboro Pride, I am excited to welcome you to our 20th anniversary celebration, the 2026 Greensboro Pride Festival & Parade. For two decades, this event has grown from a grassroots gathering into one of the region's largest LGBTQIA2+ celebrations, drawing tens of thousands of attendees each year. Our festival is more than a single day of joy and visibility. It is a living testament to resilience, inclusivity, and the ongoing work for equality.

At IMPAQ'T GSO, our mission is to create a safe, inclusive, and equitable space for the LGBTQIA2+ community year-round. We provide educational programming, advocacy, social events, and resources that strengthen our community. The Greensboro Pride Festival is the most visible extension of this mission. In 2026, it will expand in a historic way with the addition of a parade. This is something our community has been asking for over many years, and we are thrilled to finally bring it to life.

This anniversary and parade mark a milestone moment. While we celebrate how far we have come, we also recognize the challenges that remain. Our work, and the festival itself, are only possible with the support of sponsors like you. Sponsorship dollars directly fund operations, security, entertainment, youth programming, accessibility, and more. Your support ensures the festival and parade remain free, safe, and welcoming for everyone.

Sponsoring The Greensboro Pride Festival is more than an investment in a single event. It is a clear statement that your organization values diversity, equity, and inclusion. It also places your brand in front of one of the region's most loyal and engaged audiences. Sponsors benefit from strong visibility and association with one of Greensboro's most dynamic and beloved annual events. Just as important, your organization will be recognized as a partner in building a stronger and more united community.

I invite you to stand with us as we celebrate 20 years of Pride in Greensboro and debut the long-awaited Pride Parade. Together, we can ensure this historic year uplifts, inspires, and creates lasting impact for decades to come. Thank you for your partnership, your belief in our mission, and your commitment to walking proudly with us.

**With gratitude,
Jessie Taylor
Executive Director
IMPAQT GSO**



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A Milestone Year:

20th Anniversary & Parade Launch

For our 20th anniversary, Greensboro Pride is making history bigger, louder, and more vibrant than ever before. In 2026, we proudly unveil our first-ever **Greensboro Pride Parade**, a moment our community has dreamed about for years. This powerful new addition transforms our landmark celebration into a full-day Pride experience and unlocks an entirely new level of visibility for sponsors. With a new parade and expanded VIP experience means new opportunities for sponsors can now engage with the festival in bold, unforgettable ways. This isn't just another year, it's the start of a new era of Pride in the Triad!





2026 Greensboro Pride

Festival & Parade Sponsorship Opportunities

Join us for the **2026 Greensboro Pride Festival & Parade** — one of North Carolina's largest and most celebrated single-day events, welcoming over 85,000 attendees each year. As a sponsor, your organization will gain powerful visibility and connection with a diverse, engaged audience while aligning your brand with inclusion, equality, and community pride.

Your partnership helps fund IMPAQ'T GSO's year-round programs that uplift LGBTQIA2+ voices and build a more inclusive Triad. With massive crowds, extensive media reach, and a growing parade, your sponsorship ensures unmatched exposure, both on-site and online.





Pride Partnership Opportunities

Presenting Sponsor – \$30,000

- Exclusive “Presented by [Your Name]” branding on all materials and media.
- Lead-position premium parade float (first after Grand Marshal).
- Option for up to 2 additional vehicles.
- Top-tier logo placement across all digital assets and on-site signage.
- Speaking opportunity at kickoff.
- Custom VIP tent for 12 guests.
- Double premium vendor booth.
- Full-page feature on Main Stage Video Wall.
- Dedicated social media announcement, highlight video, and blog feature.
- First right of renewal for 2027.
- All sponsors receive on-screen recognition between mainstage performances and announcements.

Diamond Sponsor – \$20,000

- Naming rights for a signature festival element.
- Premium float OR large vehicle with priority placement.
- Marching contingent allowed.
- Premium logo placement.
- VIP access for 10.
- Premium vendor booth.
- Half-page feature on Main Stage Video Wall rotation.
- Dedicated social media spotlight and inclusion in official press releases.
- All sponsors receive on-screen recognition between mainstage performances and announcements.



Pride Partnership Opportunities

Platinum Sponsor – \$12,500

- Prominent logo placement on major signage, shirts, banners, and digital promotions.
- Premium parade float OR contingent entry with priority lineup near top-tier sponsors.
- Exclusive VIP access for 10 guests, including VIP Lounge and private parade viewing area.
- Half-page printed/digital program ad (upgraded from quarter-page).
- Dedicated social media feature post.
- Inclusion in festival press release and verbal acknowledgment on stage.
- Premium vendor booth in a high-traffic area.
- All sponsors receive on-screen recognition between mainstage performances and announcements.

Emerald Sponsor – \$10,000

- Logo placement on select festival signage, digital platforms, and event materials.
- Parade float OR banner entry with preferred lineup placement.
- VIP access for 8 guests, including VIP Lounge and parade viewing area.
- Premium vendor booth.
- Quarter-page ad in printed/digital program.
- Social media highlight and inclusion in select online promotions.
- Recognition on official website sponsor page and group thank-you announcements.
- All sponsors receive on-screen recognition between mainstage performances and announcements.



Pride Partnership Opportunities

Gold Sponsor – \$7,500

- Large logo placement on festival materials and t-shirts.
- Parade banner entry included.
- VIP access for 6 guests.
- Vendor booth in a high-traffic location.
- Program listing and newsletter mention.
- All sponsors receive on-screen recognition between mainstage performances and announcements.

Silver Sponsor – \$5,000

- Logo on website, signage, and shirts.
- Parade walk-in or banner contingent entry.
- VIP access for 4 guests.
- Vendor booth.
- Shared social media thank-you.
- All sponsors receive on-screen recognition between mainstage performances and announcements.

Bronze Sponsor – \$3,000

- Name/logo on website and shared signage.
- Parade walk-in entry.
- VIP access for 2 guests.
- Vendor booth.
- Event program mention.
- All sponsors receive on-screen recognition between mainstage performances and announcements.



Pride Partnership Opportunities

Community Sponsor – \$1,500

- Name on sponsor banner and website.
- Vendor booth.
- Group social media thank-you.
- Parade walk-in participation.
- All sponsors receive on-screen recognition between mainstage performances and announcements.

Visibility Sponsor – \$1,000

- Name listed on sponsor signage and website.
- Vendor booth.
- Social media group mention.
- No parade entry included.
- All sponsors receive on-screen recognition between mainstage performances and announcements.

Optional Add-Ons (Available to All Sponsors)

- Parade Float/Large Vehicle/Bus Entry: +\$500
- Additional VIP Passes: +\$50 each
- Extra Vendor Booth Space: +\$300
- Giveaway Item in VIP Bags: +\$250
- Program Ad (Bronze and up): +\$250 for 1/4-page