IMPAQT GSO PRESENTS

SATURDAY, SEPTEMBER 25, 2027

GREENSBORO PRIDE

PARADE & FESTIVAL

2027 Sponsorship Opportunities



WHO WE ARE

ONE VOICE.
ONE ACTION.
ONE CELEBRATION.

IMPAQT GSO is a 501(c)(3) nonprofit building a more just, inclusive, and vibrant future for LGBTQIA+ people across the Triad. Greensboro Pride is our signature event, and sponsorships fund our work all year.

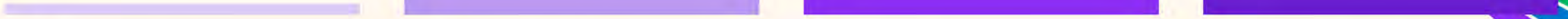
OUR YEAR-ROUND PROGRAMS

- **Coffeehouse Meetup**
- **Queer Karaoke**
- **Transgender Tuesday**
- **March to Remember**
- **Community Walk**
- **The IMPAQT Social Series**
- **Living Out Loud**
- **Transgender Day of Remembrance**



20 YEARS OF GREENSBORO PRIDE

FROM 400 TO 110,000.



2006

~400

people and six vendors at Festival Park, now LeBauer Park

2024

55,000+

attendees and nearly 220 vendors

2025

95,000+

attendees and nearly 300 vendors

2026

~110,000

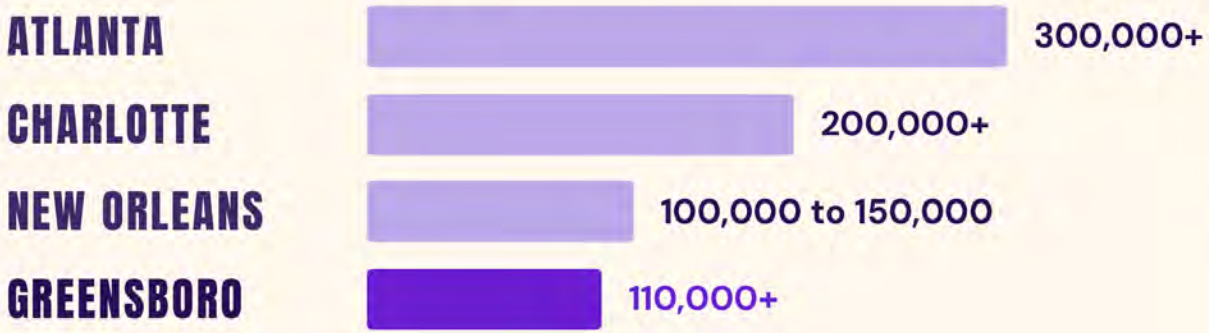
attendees (verified range: 110,000 to 117,000), with the first-ever Greensboro Pride Parade

SOURCES: QNOTES CAROLINAS; GREENSBORO ARTS COUNCIL; EVENTENY.
2026 ATTENDANCE OF 110,000 TO 117,000 VERIFIED BY MULTIPLE SOURCES, INCLUDING MOBILE LOCATION DATA. SOURCING AVAILABLE UPON REQUEST.

HOW WE COMPARE

A SIX-FIGURE PRIDE IN A MID-SIZED SOUTHERN CITY.

Greensboro Pride now draws crowds on par with New Orleans and sits among the largest Pride events in the Southeast, outside Florida and Texas. Attendance has nearly tripled since 2022.



WHY THE GROWTH MATTERS

SPONSORS

Nearly 50 sponsors and community partners backed the 2026 festival.

THE CITY

The City of Greensboro supported our first-ever Pride Parade on Elm Street.

THE COMMUNITY

Record crowds in 2025 and 2026 show attendees trust the festival we build.

COMPARISON FIGURES ARE APPROXIMATE, FROM PUBLISHED REPORTS. 2026 GREENSBORO ATTENDANCE VERIFIED BY MULTIPLE SOURCES (110,000 TO 117,000). SOURCING AVAILABLE UPON REQUEST.

THE FESTIVAL

FREE TO ATTEND. OPEN TO EVERYONE.



PARADE



STAGE



CROWD



COMMUNITY

A free, family-friendly day downtown with three stages, a Kid Zone, a beer garden of Triad craft brewers, and around 300 vendors.

Every year, nationally recognized headliners, including RuPaul's Drag Race alumni, share our stages with great bands and entertainers, most of them rooted in the Triad's own performing community.

2026 AT A GLANCE

110,000+

ATTENDEES IN A SINGLE DAY

THE LARGEST SINGLE-DAY EVENT IN GREENSBORO

40+
organizations marching on Elm Street

~300
vendors across the festival

~50
sponsors and community partners



WHY SPONSOR

TWO WAYS TO INVEST.

MARKETING

Put your brand in front of around 110,000 people in a single day, across the parade, festival, signage, and social media.

COMMUNITY IMPACT

IMPAQT GSO is a 501(c)(3) nonprofit, and your sponsorship funds year-round LGBTQIA+ programs across the Triad. It is also a great fit for employee resource groups, with marching contingents and volunteer opportunities for your team.



THE PARADE

40+ ORGANIZATIONS. ONE PARADE.

More than 40 organizations marched down Elm Street in the first-ever Greensboro Pride Parade. Parade registration is free and will stay free, and an entry is included with most sponsorship levels, a great way to showcase your brand in front of the crowd.

AT A GLANCE

SPONSORSHIP LEVELS

Tier	Investment	Passes	Parade entry	Vendor booth
Presenting SOLD OUT	$20,000	10	Lead float + 2 vehicles	Double
Emerald	$10,000	8	Float or vehicle, priority	Premium location
Silver	$5,000	4	Vehicle or walking	Yes
Bronze	$3,000	2	Walking (upgrade available)	Yes
Community	$1,500	None	Walking (upgrade available)	Yes
Visibility	$1,000	None	Not included	Yes



SOLD OUT

PRESENTING SPONSOR | SOLD OUT

$20,000

PRESENT GREENSBORO PRIDE

WHAT IS INCLUDED

- Presenting Sponsor h ing on all f parade mater ls, signage, and m plus naming ts e age
- Lead para os fir Gran shal, with a float nd up 2 more le
- -tier log ce t o sets, shirts, and on-site sign ge
- king opportunity from the main stage
- 10 All Access Pride Pas
- Double booth space in a high-traffic location, with 4 chairs and 2 tables
- Dedicated social media feature post, plus inclusion in all festival press releases
- First right of renewal for 2028

NAMING RIGHTS TO A SIGNATURE ELEMENT

WHAT IS INCLUDED

- Choose the All Access Lounge, Kid Zone, or Beer Garden, first come, first served
- Premium logo placement on major signage, shirts, banners, and digital promotions
- Parade float or vehicle entry with priority placement near the front of the lineup
- 8 All Access Pride Passes
- Vendor booth in a premium, high-traffic location
- Dedicated social media spotlight and inclusion in festival press releases
- Verbal recognition from the stages



EMERALD SPONSOR

$10,000

SPONSORSHIP LEVELS

SILVER SPONSOR

$5,000

- Logo on website, festival signage, and shirts
- Parade vehicle or walking contingent entry
- 4 All Access Pride Passes
- Vendor booth
- Shared social media thank-you

BRONZE SPONSOR

$3,000

- Logo on website and shared sponsor signage
- Parade walking contingent entry (vehicle or float upgrade available)
- 2 All Access Pride Passes
- Vendor booth
- Group social media thank-you

SPONSORSHIP LEVELS

COMMUNITY SPONSOR

$1,500

- Name on sponsor banner and website
- Parade walking contingent entry (vehicle or float upgrade available)
- Vendor booth
- Group social media thank-you

VISIBILITY SPONSOR

$1,000

- Name on sponsor signage and website
- Vendor booth
- Group social media mention
- Parade entry not included

STAGE NAMING RIGHTS

PUT YOUR NAME ON THE STAGE

The Main Stage is presented by our Presenting Sponsor. The Band Stage and Community Stage are open for naming.

CITY CENTER PARK

BAND STAGE $7,500

- Your company named on the stage all day, such as "Band Stage presented by Your Brand"
- Logo on the Main Stage video wall
- Verbal recognition between every act
- Optional welcome remarks from the stage
- 6 All Access Pride Passes
- Logo on the festival map, website, and social media
- Sponsor recognition commensurate with your investment

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COMMUNITY STAGE $5,000

- Your company named on the stage all day, such as "Community Stage presented by Your Brand"
- Logo on the Main Stage video wall
- Verbal recognition between every act
- Optional welcome remarks from the stage
- 4 All Access Pride Passes
- Logo on the festival map, website, and social media
- Sponsor recognition commensurate with your investment

SPONSOR PERK

THE ALL ACCESS PRIDE PASS

Sponsor passes include our premium festival experience:

- Parade viewing at The Pyrle on Elm Street, indoors and out, exclusively for pass holders, with a mimosa bar and breakfast bites
- Reserved parking steps from the festival footprint, plus express check-in
- The All Access Lounge in the Greensboro History Museum lobby, with AC, private restrooms, a catered lunch, snacks, a DJ, and limited complimentary beer and wine
- Meet-and-greet and photo op with our headliners
- Up-close, shaded seating in a private tent steps from the main stage in LeBauer Park, with non-alcoholic drinks and grab-and-go snacks
- A swag bag and an on-site concierge team



MAKE IT YOURS

SIGNATURE OPPORTUNITIES

Make a piece of the festival your own. Add one to any sponsorship or purchase it on its own. Stand-alone purchases receive the benefits of the sponsorship level their investment reaches.

Staff or volunteer shirts (each)
$4,000

Portable restrooms
$3,000

All Access parade viewing at The Pyrle
$3,000

All Access stage-side shaded seating
$1,500

Festival maps
$2,500

All Access Lounge bar
$2,500

Hand fans
$1,500

All Access swag bags
$2,500

Wristbands and lanyards
$1,500

THE DETAILS

PARADE, BOOTHS, AND IN-KIND.

PARADE ENTRY

Parade registration is free and will remain free. A parade entry is included with every sponsorship level except Visibility, a great way to showcase your brand. Vehicles and floats are included at Silver and above. Bronze and Community sponsors can upgrade for +$250.

VENDOR BOOTHS

Each sponsor booth includes 2 chairs and 1 table. The Presenting Sponsor receives a double booth space with 4 chairs and 2 tables. Tents are not provided at any level, so please plan to bring your own.

IN-KIND PARTNERS

We welcome partners who provide goods, services, or venues that help bring Pride to life. Contributions need a documented fair market value of at least $1,500. Partners receive the benefits of the matching sponsorship level, confirmed in a written agreement before the event.

KEY DATES

APRIL 30, 2027
Commit by this date for maximum exposure, including all pre-festival promotion.

AUGUST 1, 2027
Final deadline for logos on shirts and printed signage.

SEPTEMBER 25, 2027
Greensboro Pride Parade & Festival in downtown Greensboro.

OPTIONAL ADD-ONS

Vehicle or float upgrade for Bronze and Community parade entries	+$250
Additional All Access Pride Passes	+$90 each
Extra vendor booth space	+$400
Giveaway item in All Access bags	+$250

LET'S MAKE 2027 HAPPEN.

Choose a package, or talk with us about a partnership built around your company's goals.

CHRISTIEN HARDEN, FESTIVAL CHAIR

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www.impaqtgso.org/pride | @greensboropride

IMPAQT GSO

IMPAQT GSO IS A 501(C)(3) NONPROFIT

