



pride

ARLINGTON

THE CELEBRATION

Arlington Pride 2024 – it’s going to be a spectacular celebration of the LGBTQ+ community – one you don’t wanna miss.

Two years ago, when the Mayor’s LGBTQ+ Advisory Council first hosted an Arlington Pride celebration, organizers predicted there may be as many as 400 participants. They were stunned when more than 1000 vibrant, inclusive, engaged and enthusiastic supporters of the LGBTQ+ community showed up.

Last year, the festivities moved to the Levitt Pavilion and the crowd grew to over 5,200 – one of the largest ever at the pavilion. Attendees traveled from all over the nation to join in the Arlington Pride merriment with attendees from 3 countries, 22 states and 114 cities.

Already the largest pride event in Tarrant County, Arlington Pride 2024 promises to be even bigger, better, and more incredible.

The celebration brings together Arlington and the surrounding communities for a day of fun, education, food, and fabulous performances! This event is family friendly and welcomes people of all ages.



WHY SPONSOR ARLINGTON PRIDE?

Our organization is dedicated to producing a celebration that promotes a diverse, inclusive, and positive image of our LGBTQ+ community. Your sponsorship of the Arlington pride 2024 ensures positive exposure to a community with over \$1.4 trillion in buying power in the United States. When you sponsor our annual pride celebration, it does more than expose your company to this powerful demographic. It encourages fellowship and support that helps foster a sense of community and encourages all LGBTQ+ persons to live openly and with pride.

As a community, we are fiercely loyal and have a strong brand conscious for companies that support us both locally and nationally. All proceeds from our events - after expenses - are donated to our beneficiary community organization. This is a very important celebration for the Arlington and North Texas LGBTQ communities and our sponsors are what make it all possible. We hope that you will consider being a part of this amazing celebration.

“ North Texas businesses know that the LGBTQ+ community is a big part of the power behind the economic activity in the area. Arlington pride 2024 is an opportunity to tap into that power. ”

DEEJAY JOHANNESSEN
CEO, HELP Center for LGBT Health & Wellness

LGBTQ+ BUYING POWER



The U.S. LGBTQ+ buying power estimates surpassed
1.4 TRILLION
in 2021*



LGBTQ+ households spent an average of \$4,135 at retail stores,
7% MORE
than non-LGBTQ consumers.**

The average LGBTQ+ household net worth ranges from
\$100K to \$499K
with two income producing individuals, no kids, the LGBTQ+ community has lots of discretionary income.



LGBTQ+ households make
10% MORE
shopping trips in a year than the average U.S. household.***

*The Pride Co-op; **Nielsen 2015 LGBTQ Consumer Report; ***US Census Bureau, 2013 American Community Survey



2024 SPONSORSHIPS

	\$35,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
Event Name	Arlington Pride Celebration		-	-	-	-
Billboard Ad	Logo	-	-	-	-	-
Step & Repeat	Logo	Logo	Logo	-	-	-
Digital Tickets	Logo	Logo	Logo	-	-	-
Select Digital & Print Ads	Logo	Logo	Logo	Logo	Name	-
ArlingtonPride.org	Logo	Logo	Logo	Logo	Logo	Name
Event Sponsor Signage	Logo	Logo	Logo	Logo	Logo	Name
Volunteer T-Shirts	Logo	Logo	Logo	Logo	Logo	-
Use of Arlington Pride Logo	Yes	Yes	Yes	Yes	Yes	Yes
VIP Lounge Admission	20	10	8	6	4	2
Festival Booth	Custom	10' x 20' premier placement	10' x 20'	10' x 10'	10' x 10'	-
Pride Guide Ads	Custom	2 Full Pages	1 Full Page	1 Full Page	1 Full Page	1/2 Page
Sponsor Supplied Stage Emcee Recognitions	5	3	2	1	-	-
Sponsor Supplied Social Media Posts in 2024	10	5	4	3	2	1

Arlington Pride is a tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code.



AUSTIN JENNINGS-RALPH

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