



2025

SPONSORSHIP PROPOSAL

PIKES PEAK PRIDE

2910 N. Powers Blvd. #451

Colorado Springs, CO 80922

info@pikespeakpride.org

www.pikespeakpride.org



Pikes Peak Pride

ABOUT US

Pikes Peak Pride is a two-day community event in downtown Colorado Springs. Tens of thousands of visitors will gather from Southern Colorado and the Pikes Peak Region. The festival includes over 150 vendors, a cocktail lounge, and over 25 live entertainment acts. On Sunday, the annual Pikes Peak Pride Parade will fill the streets of Tejon with vibrant floats, enthusiastic marchers, lively music, and a myriad of other attractions.

Southern Colorado has enjoyed a robust Pride tradition for 35 years, and 2025 is the fourth year under the management of Pikes Peak Pride. In 2024 our festival attendance hit approximately 23,000.

2025

EVENT INFO

FESTIVAL

Saturday, June 14, 10 a.m. to 7 p.m.

Sunday, June 15, 10 a.m. to 7 p.m.

@ Alamo Square Park (Pioneer Museum)

PARADE

Sunday, June 15, at 11 a.m.

Acacia Park to Alamo Square Park (via Tejon St.)

PRIDE FOR ALL

The 2025 Pikes Peak Pride Festival and Parade embraces the theme 'Pride for All,' creating a vibrant, welcoming event centered on acceptance, love, and respect. This theme resonates with our mission to foster an inclusive space where people from all backgrounds, identities, and orientations can come together to celebrate the power of diversity. 'Pride for All' goes beyond a celebration; it's a call to action, encouraging unity, allyship, and understanding within our community. This year, we aim to deepen our commitment to inclusivity through interactive activities, educational resources, and programs that amplify underrepresented voices. As a sponsor, you will be part of an inspiring event that uplifts and empowers individuals, offering your brand the opportunity to align with values of equality, support, and compassion. Join us as we strive to make the 2025 Pikes Peak Pride Festival a space where everyone feels seen, valued, and celebrated.



2024 Pikes Peak Pride

BY THE NUMBERS

In 2024 Pikes Peak Pride saw massive numbers of participants, with over 23,000 attendees flocking to the two-day festival in Colorado Springs' Alamo Square Park. Sunday's parade brought 13,000 spectators.



TOTAL CROWD

23,000

**PARADE
SPECTATORS/GROUPS**

13,000 / 86



ENTERTAINMENT ACTS

27

VENDORS

154



Sponsorship

BENEFITS



**Pikes
Peak
Pride**

PARADE ENTRY

Participating in the annual Pikes Peak Pride parade ensures that your group, company or nonprofit will receive visibility among a diverse and welcoming community of thousands. As a sponsor, you can secure a spot in our Pride parade, valued up to \$350. Consider becoming a Diamond or Platinum sponsor for your choice of parade positioning, amplifying the reach of your message even further. Why miss out on this opportunity?

CORPORATE BOOTHS

While people may initially come for the parade, it's the festival that keeps them engaged. This means that your merchandise remains easily accessible to attendees for the entire day through a corporate booth, valued at \$450-\$900, and included as part of your sponsorship. Join our exceptional team of sponsors at any level and ensure that every participant becomes familiar with your brand!

Sponsorship

BENEFITS

WEB PRESENCE

We think you'd look great in rainbow! As a token of our appreciation, we're committed to showcasing all our sponsors on both our website and social media channels.

Want to amplify your presence even further? With our Diamond and Platinum sponsorships, get additional visibility for your brand with placements on the social media channels of our media sponsors.

ADDITIONAL BENEFITS

Enjoy unparalleled access to the Pikes Peak Region's community, as well as the opportunity to deliver your messages to a targeted, affluent and responsive urban audience.

In addition to one-on-one connections with community members at the festival and throughout the parade, you will benefit from Pride event promotion and advertising that boosts your profile in the community.



Sponsorship

LEVELS



	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Diamond \$15,000
Company logo on Pikes Peak Pride website and social media.	✓	✓	Prominent Position	Prominent Position	Prominent Position
Recognition on the Main Stage announcements.	✓	✓	✓	✓	✓
Company logo listed on event posters.	Name Listed	Small Logo	Medium Logo	Large Logo	Large Logo
Licensed use of the "Official Sponsor" logo and graphics until February 2026.	✓	✓	✓	✓	✓
Passes to the VIP area inside the Cocktail Lounge.	1	4	6	8	10
Official Pikes Peak Pride T-Shirts	1	2	4	6	8
Recognition on video wall next to Main Stage.	✓	✓	✓	✓	✓
1 Free entry into Pikes Peak Pride Parade.	✓	✓	✓	Choice of place in Parade	Choice of place in Parade
10' x 10' Vendor Booth	✓	✓	✓		
10' x 20' Vendor Booth				Premium Location	Premium Location

Sponsorship

LEVELS



Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Diamond \$15,000
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	Name Listed	Small Logo	Medium Logo	Large Logo
Logo on 2025 Pikes Peak Pride Official T-shirt				
Company signage placed inside the Cocktail Lounge. (Signage must be provided.)		✓	✓	✓
Artists Meet & Greet tickets			✓	✓
Logo on event signage in the venue during the event.			✓	✓
Recognition in media sponsors social media posts.			✓	✓
Company logo on skirt of the Main Stage.			✓	✓
Recognition on all radio ads.			✓	✓
Naming rights of the Cocktail Lounge or Youth Square. (First-come First-served)			✓	
Naming rights of the Main Stage or Parade. (First-come First-served)				✓



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