

**YOU
ARE
LOVED**



Tacoma Pride® Festival 2026
SPONSORSHIP OPPORTUNITIES

**VOTED
BEST OF
PIERCE
COUNTY
2025**

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tacomapride.org
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About Rainbow Center

ESTABLISHED

1997







Rainbow Center is Pierce County's only **LGBTQIA2S+** community center, servicing thousands of individuals every year.

27+ YEARS OF SERVICE

We provide affirming, inclusive, and life-saving programs for LGBTQIA2S+ individuals and families throughout South Puget Sound.



Our Core Pillars

-  Education & Advocacy
-  Direct Services
-  Celebration & Visibility
-  Systemic Change
-  Community Safety
-  Authentic Connection

"Ensuring Tacoma remains a place where everyone can live safely, authentically, and with pride."

Tacoma Pride® Festival 2026



30,000+ Attendees in South Puget Sound

Tacoma Pride® is one of the largest LGBTQIA2S+ celebrations in the region, bringing together a diverse and vibrant community in downtown Tacoma.

Centering Joy, Visibility, and Connection

The festival is a safe haven that centers LGBTQIA2S+ joy and authentic connection, ensuring visibility for all identities within our community.

Powering Rainbow Center's Mission

The event raises critical funds to support Rainbow Center's year-round programs, including education, advocacy, and direct services for the South Sound.

Why Sponsor Tacoma Pride®?

Sponsoring Tacoma Pride® is more than brand visibility — it is a public commitment to equity, belonging, and community well-being.



Key Benefits

- Meaningful alignment with LGBTQIA2S+ values and community support
- High-visibility brand exposure to 30,000+ attendees
- Year-round recognition opportunities across digital and physical channels



Connecting brands with one of the largest LGBTQIA2S+ celebrations in South Puget Sound.

Title Sponsor

\$25,000

As the premier partner of Tacoma Pride® 2026, the Title Sponsor receives the highest level of visibility, exclusivity, and engagement across all festival activities.

 Exclusive Top-Tier Opportunity



Sponsorship Benefits

- Exclusive Title Sponsor for Tacoma Pride®
- Banner placed on main stage during the festival
- Prominent recognition on Tacoma Pride® website for one year
- Title logo placement on all Pride® signage at the event
- Title logo placement on all Pride® advertising (printed & digital)
- Up to four 10x10' booths (10x40' total booth space)
- Logo inclusion on Tacoma Pride® staff and volunteer shirts
- Verbal recognition at all Pride® events
- *Includes all items in lower Sponsorship Levels*

Ruby Sponsor

\$10,000



Make a prominent statement of support with high-visibility placement and extensive brand recognition throughout the festival.

Sponsorship Benefits

- Recognition on Tacoma Pride® website for one year
- Prominent Logo placement on Tacoma Pride® banners at event
- Business banner with prominent placement at Tacoma Pride®
- Prominent Logo placement on all printed advertising
- 4 social media mentions for Tacoma Pride®
- Two 10x10' booths (10x20' booth space)
- Logo Inclusion on Tacoma Pride® staff and volunteer shirts
- Verbal recognition at all Pride® events

⊕ *Includes all items in lower Sponsorship Levels*

Emerald Sponsor

\$5,000

The Emerald package ensures your organization is seen as a major supporter of the LGBTQIA2S+ community through diverse visibility channels both at the festival and online.



Sponsorship Benefits

- Recognition on Tacoma Pride® website for one year
- Logo placement on Tacoma Pride® banners at event
- Logo on printed advertising + 2 social media mentions
- Two 10x10' booths (10x20' booth space)
- Verbal recognition from the stage at Tacoma Pride®

✓ *Includes all items in lower Sponsorship Levels*

Pearl Sponsor

\$2,500

Connect directly with the community through our Pearl level sponsorship, offering essential visibility and on-site engagement opportunities.



Sponsorship Benefits

- Recognition on Tacoma Pride® website for one year
 - Line listing on rack cards + 1 social media mention for Tacoma Pride®
 - One 10x10' booth at the event
 - Verbal recognition from the stage at Tacoma Pride®
 - All items included in the lower Sponsorship Levels
-

◆ *"Visibility and connection at the heart of the festival."*

Sapphire Sponsor

\$1,000

An accessible entry point for local businesses and community allies to show their support.

The Sapphire level provides essential visibility at the event and online, connecting your brand directly with festival attendees while supporting the mission of Rainbow Center.

 Community Supporter Level

Sponsorship Benefits

- Recognition on Tacoma Pride® website for one year
- Line listing on rack cards
- Verbal recognition from stage at Tacoma Pride®



Feature Area Sponsors

Specialized sponsorship opportunities to align your brand with key festival experiences.



Water Stations \$10,000

Keep the crowd hydrated and refreshed.

- Featured logo placement at all Water Stations
- Option to order logoed water bottles to pass out at the event
- Social Media mention + inclusion on Tacoma Pride® poster and banner
- Verbal acknowledgement at Tacoma Pride®
- Option for your employees to volunteer within this specific area
- All items included in the Emerald Sponsor Level



Pride's Kid Corner \$10,000

Engage families in a fun, safe environment.

- Featured logo placement throughout the Kids/Family Area
- 10 x 20 booth in Family Area
- Social Media mention + inclusion on Tacoma Pride® poster and banner
- Verbal acknowledgement at Tacoma Pride®
- Option for your employees to volunteer within this specific area
- All items included in the Emerald Sponsor Level

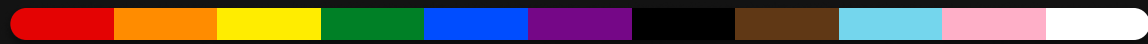


Merchandise \$10,000

Be part of the official festival gear.

- Featured logo placement on all Staff and Volunteer Shirts
- Featured logo placement on chosen merchandise item
- Social Media mention + inclusion on Tacoma Pride® poster and banner
- Verbal acknowledgement at Tacoma Pride®
- Option for your employees to volunteer within this specific area
- All items included in the Emerald Sponsor Level

Community Stage Sponsor \$7,500



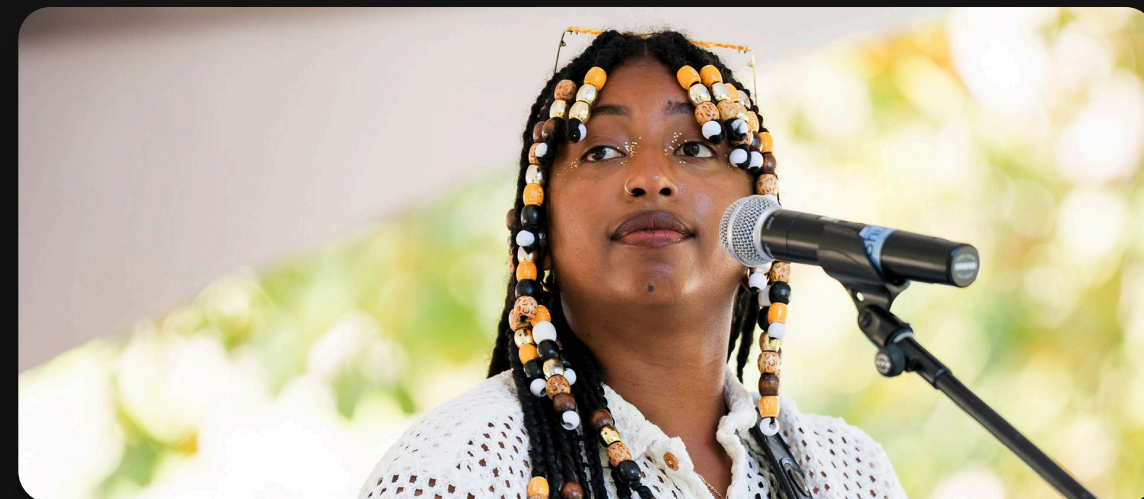
Sponsor our Community Stage—a central hub where local performers and presenters share demonstrations, talent, and workshops throughout the event.

 Connect with engaged local audiences



Sponsorship Benefits

- **Prominent Signage**
Logo placement on main signage at the Community Stage
- **Live Recognition**
Verbal recognition as Community Stage Sponsor on stage
- **Program Feature**
Recognition in official festival event programming
- **Digital Spotlight**
Dedicated social media mentions across all platforms
- **Booth Space**
Includes Emerald Sponsor benefits (10x20' booth space)



Beer Garden Packages

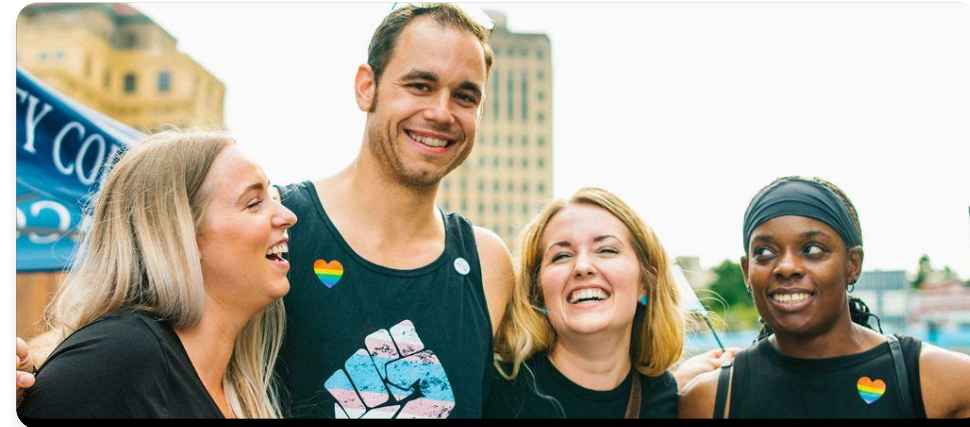
Align your brand with the 21+ crowd with the following opportunities in the Pride Beer Garden – bringing in thousands of patrons throughout the festival



For Businesses \$12,000

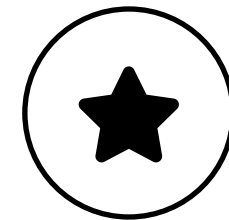
(One Available)

- Prominent Logo placement at Beer Garden
- 10x10 booth space in the Beer Garden
- Logo on 21+ wristbands & official merch
- Option for merch at ticket table
- Option for your employees to volunteer in the Garden throughout the day
- Includes all Emerald Sponsor benefits



Liquor & Breweries \$5,000

- Exclusive rights to product served in category
- Custom Beer Tickets with your logo
- Option for promo staff to pass samples
- Must provide product & bartenders
- Includes all Pearl Sponsor benefits



Combined Package

\$15,000

(Total Exclusivity)

Align your business with the busiest place at Pride! Secure complete dominance of the Beer Garden experience.

- Includes both Business & Brewery packages
- **Save \$2,000 with this bundle**

Food Vendor \$2,000

Exclusivity available for \$4,000



Get ahead of those beer munchies and have your truck directly in the Beer Garden. This is the best way to get direct customers that are enjoying the festival from the Garden.

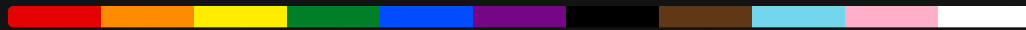
 High-traffic location

- Placement directly inside the Beer Garden
- Exclusive access to 21+ crowd area
- Limited availability (Only 1-2 spots available)
- Prime location for hungry festival-goers

Includes Sapphire Level Benefits:

- ✓ Recognition on Tacoma Pride® website
- ✓ Line listing on rack cards
- ✓ Verbal recognition from stage

NEW: Pride + Gayla Combined Sponsorships



Legacy Sponsor
\$50,000

ONE AVAILABLE



- ✓ Title Sponsor for both Gayla! and Tacoma Pride®
- ✓ All Benefits of Title Sponsor Tier for Tacoma Pride®
- ✓ Gayla VIP table with 10 tickets
- ✓ Featured logo placement on all promotions for Gayla
- ✓ Featured logo placement during Gayla programming and auction
- ✓ Custom Social Media Promotion for Your Organization
- ✓ Logo on RC Main Page year round with prominent recognition

Champion Sponsor
\$30,000



- ✓ All Benefits of Ruby Sponsor Tier for Tacoma Pride®
- ✓ Gayla VIP table with 10 tickets
- ✓ Logo inclusion on all promotions for Gayla
- ✓ Featured logo placement during Gayla programming and auction

"Your sponsorship ensures that the Center continues to grow so more and more of our South Sound community members can know they are loved."



Pride + Gayla Combined Sponsorships

Community Builder

\$15,000

- All benefits of **Emerald Sponsor** tier for Tacoma Pride®
- 6 Tickets to the Gayla
- Logo inclusion on all printed promotions + 1 social media mention for Gayla
- Logo inclusion in Gayla programming and auction

Equality Partner

\$7,500

- All benefits of **Pearl Sponsor** tier for Tacoma Pride®
- 2 Tickets to the Gayla
- Logo inclusion on all printed promotions + 1 social media mention for Gayla
- Logo inclusion in Gayla programming and auction

Education Partner

\$5,000

(For educational institutes only)

- **Pearl Sponsor** Recognition at Pride (includes 10x10 tent)
- (1) Table for Gayla
- Sponsorship recognition for Gayla on all promotional items

You Are Loved

Thank you for supporting Tacoma Pride® and Rainbow Center.
Together we celebrate joy, visibility, and connection.

CONTACT EMAIL

sponsors@rainbowcntr.org

FESTIVAL WEBSITE

tacomapride.org
[@tacomapridefestival](https://www.instagram.com/tacomapridefestival)

CENTER WEBSITE

rainbowcntr.org
[@rainbowcntr](https://www.instagram.com/rainbowcntr)