



CENTRAL ALABAMA PRIDE

2026 SPONSORSHIP GUIDE





Friends,

For nearly five decades, Central Alabama Pride has stood as a beacon of hope, resilience, and equality across Alabama. As we prepare for Central Alabama Pride Week 2026, June 1st through 15th, we find ourselves in a moment that demands both celebration and solidarity. In a time when LGBTQ+ rights face unprecedented challenges—from legislative attacks on transgender healthcare and youth to efforts to erase our stories from classrooms—our Pride events matter more than ever. They are acts of resistance, affirmation, and joy.

Last year, our festivities increased in economic impact, generating over \$7M in our state while creating safe, affirming spaces for skating, bowling, dancing, worship, and community connection. In 2026, we're committed to expanding these celebrations while doubling down on our advocacy. We need your partnership to make this vision a reality. Every contribution, whether large or small, directly supports Pride Week programming that serves our diverse community, from families with LGBTQ+ youth to elders who paved the way for our freedoms.

Community service remains at our core. Through partnerships like our work providing free Thanksgiving and Christmas meals at the Magic City Acceptance Center, we demonstrate that Pride is about action, not just celebration. In these challenging times, giving back through direct donations, volunteer efforts, advocacy, and education isn't optional—it's essential.

Central Alabama Pride, a 501(c)(3) nonprofit led by an all-volunteer Board of Directors, continues empowering, strengthening, enriching, and elevating LGBTQ+ lives throughout our region. This year, your sponsorship doesn't just fund a festival. It funds our collective future and sends a powerful message that Birmingham stands with its LGBTQ+ community.

The following pages detail sponsorship opportunities, Pride Guide advertisements, and festival vendor spaces. We're happy to customize packages to fit your goals. Sponsors receive year-round logo recognition across promotional materials, events, and digital platforms, demonstrating your commitment to equality when it matters most.

If you believe in a community where everyone belongs, we invite you to stand with us.

With Pride and Purpose,

Josh Coleman

President





PRIDEFEST VALUES

Our mission is brought to life through the cultivation, restoration, and strengthening of partnerships within our community. We are committed to offering a diverse range of entertainment, with a focus on showcasing local talent, supporting regional LGBTQ+ service organizations addressing today's most pressing challenges, and bringing in national headliners who champion equality. We take pride in promoting inclusivity within by carefully selecting venues that foster integration and accessibility for all. Our events are designed not only to raise awareness of queer issues but also to advocate for causes that resonate deeply with the queer community in this critical moment. With a Board of Directors dedicated to reaching out to every corner of the LGBTQ+ landscape, we aim to build connections, provide support, and create a stronger, more unified community.



BY THE NUMBERS

With special events engaging thousands throughout the year, we stand as the largest Pride organization in the state. Our Pride Guide is published on our website and distributed to over 5,000 residents. Pridefest 2025 and ancillary events had an estimated attendance of nearly 25,000 - demonstrating that visibility and celebration matter more than ever. Notably, we were distinguished by The Advocate Magazine in 2025 with the inaugural Communities of Pride Award, recognizing our commitment to advancing equality and community impact. Birmingham also ranks among just four Human Rights Campaign All-Star Cities in the Deep South - a distinction that reflects our community's dedication to LGBTQ+ equality even as we continue fighting for protections at the state level.



25K

**ESTIMATED ATTENDANCE OF THE
2025 PRIDE PARADE, PRIDEFEST
AND ANCILLARY EVENTS**



\$8.3M

**TOTAL ESTIMATED ECONOMIC
IMPACT OF PRIDEFEST ON THE
STATE OF ALABAMA**

Jefferson County accounted for more
than 97% at \$7.4 million

\$134K+



**CAPTURED IN DIRECT TAXES FROM HOTELS,
RESTAURANTS, RETAIL & BARS IN
THE CITY OF BIRMINGHAM**

More than \$35,000 in education taxes

\$315K+



TOTAL ESTIMATED LODGING TAX




9,400

**TOTAL ESTIMATED AREA
HOTEL STAYS**

Cities that scored above 85 points on the Human Rights Campaign Municipal Equality Index despite being in a state with no state level explicit statutory non-discrimination protection for LGBTQ+ people. Birmingham scored a perfect 100 on the Municipal Equality Index (MEI).

Source: City of Birmingham, Department of Innovation and Economic Opportunity



 JASON MICHAEL | SECRET PLAYGROUND

THE VALUE OF YOUR PARTNERSHIP

With a full week of events and ample opportunities for visibility, our sponsors can effectively engage one of the most loyal and values-driven markets available. Whether you aim to promote products or services, enhance your talent pool, demonstrate corporate responsibility in a critical moment for LGBTQ+ rights, or simply support the community, your sponsorship will reach an audience that remembers and rewards those who stand with them. Sponsors benefit from year-round exposure on the Central Alabama Pride website, through our email lists, and across our social media platforms. As the largest Pride organization in Alabama and recipient of The Advocate's inaugural Communities of Pride Award, we also participate in other Pride events, where sponsorship banners and signs are prominently displayed at our tent, and Pride Guides are distributed widely.

For first-time sponsors, Central Alabama Pride is eager to introduce and establish your brand among our devoted patrons. For our returning sponsors, we look forward to welcoming you back and hope you enjoy the enhancements and new features we have implemented for our 48th year in 2026!

STRENGTHEN YOUR BRAND & YOUR TEAM

Partnering with us offers meaningful exposure within the LGBTQ+ community and its allies, a market that supports businesses demonstrating authentic commitment to equality. Your sponsorship sends a powerful message that your values extend beyond commerce, especially when visibility and allyship matter most. Having a presence at our festival and parade allows your employees to engage in community activism while building direct customer connections. This strengthens workplace culture, boosts employee morale and retention, and attracts patrons who align with your commitment to equality. It's an investment in both community impact and business growth.

ADVERTISING & PROMOTIONS

Depending on your selected sponsorship level, your company logo, website links, and social media will be prominently showcased to a diverse and expansive audience across Alabama. This exposure connects you with folks who actively support businesses championing equality, particularly during a time when corporate allyship carries significant weight.

Our full-color Pride Guide will be distributed in the lead-up to Pridefest and remain in circulation throughout the month, ensuring sustained brand visibility in a highly engaging format. Your sponsorship makes a meaningful community impact while elevating your brand's presence among an audience that remembers and rewards those who stand with them. Your support will resonate with attendees long after the festivities, reinforcing your commitment to equality when it matters most.



SPONSORSHIP LEVELS:

FRIEND OF PRIDE (\$2,500+)

- 10x10ft Vendor Space at Pridefest
- 1/2 Page Ad in the 2025 Pride Guide
- Parade Entry
- Logo Placement on Website
- Social Media Recognition
- 1 VIP with Meet & Greet and 2 Hospitality VIP Tickets

BRONZE SPONSOR (\$5,000+)

- 10x10ft Premier Vendor Space at Pridefest
- Full Page Ad in the 2026 Pride Guide
- Parade Entry
- One Vinyl Banner at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Listing on Pride Website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 2 VIP with Meet & Greet and 2 Hospitality VIP Tickets

SILVER SPONSOR (\$7,500+)

- 10x20ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2026 Pride Guide
- Parade Entry
- One Vinyl Banner at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Listing on Pride website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 4 VIP with Meet & Greet and 4 Hospitality VIP Tickets
- Shared Naming Rights to a Pridefest Village

GOLD SPONSOR (\$10,000+)

- 10x20ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2026 Pride Guide
- Parade Entry
- One Vinyl Banner at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Hyperlink Logo on website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 5 VIP with Meet & Greet and 5 Hospitality VIP Tickets
- Shared Naming Rights to a Pridefest Village
- Social Media recognition/announcements
- 5 Exclusive Central Alabama Pride 2026 T-Shirts

SPONSORSHIP LEVELS:

PLATINUM SPONSOR (\$15,000+)

- 10x20ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2026 Pride Guide
- Parade Entry
- Three Vinyl Banners at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Hyperlink Logo on website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 10 VIP with Meet & Greet and 10 Hospitality VIP Tickets
- Exclusive naming rights to an area at Pridefest
- 10 Exclusive 2026 Central Alabama Pride T-Shirts

PRESENTING SPONSOR (EXCLUSIVE - \$30,000+)

- 10x30ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2026 Pride Guide (Centerfold)
- Parade Entry
- Five Vinyl Banners at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Hyperlink Logo on website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 15 VIP with Meet & Greet and 15 Hospitality VIP Tickets
- Exclusive naming rights to Pridefest
- 15 Exclusive Central Alabama Pride 2026 T-Shirts

PRIDE GUIDE ADVERTISEMENTS

Our full-color Pride Guide is distributed to over 8,000 people throughout Central Alabama the month before Pride Week and widely distributed during Pride Week. The Pride Guide is a great way to show support to the community as our brand loyal patrons see and recognize those who support them.

Ad Size	Dimensions W x H	Price
Full Page Back Cover	"6 x "9	\$1,500
Full Page Inside Cover (2 avail.)	"6 x "9	\$750
Full Page	"6 x "9	\$300
Half Page	"6 x "4.5	\$150
Quarter Page	"6 x "2.25 or 3" x 4.5"	\$100

Artwork is due by April 4, 2026 and must be supplied by ad purchaser.
Please email sponsor@centralalabamapride.org for more information.

VENDOR SPACES

Celebrated in the heart of Downtown Birmingham at Linn Park, Central Alabama Pride offers prime vendor spaces at Alabama's largest and most dynamic Pride festival. Each year, our vendor areas expand as more businesses discover the unmatched opportunity to connect with 25,000+ attendees who are eager to support companies standing with the LGBTQ+ community.

In 2025, we welcomed over 250 vendors, from national brands and local artisans to nonprofit organizations and food trucks—all benefiting from direct engagement with one of the most loyal and values-driven consumer markets in the region. This is your chance to showcase your products, services, or mission to an audience actively seeking businesses that share their commitment to equality.

To help vendors navigate the summer heat, we highly recommend setting up tents. Power access may be available with 15-day notice. Secure your space early—this is the marketplace moment you don't want to miss!

Standard: Our standard vendor spaces are in the second tier of Linn Park, behind the Premier spaces. These spaces may not provide direct visibility of the main stage.

Oversize: These spaces are the same as standard but for a vendor who needs more than the standard 10x10ft space. Premier oversize spaces are twice the Premier rate for up to 10x20ft.

	Size	For Profit	Non-Profit	Artisan
Standard	10ft x 10ft	\$225	\$150	\$125
Oversize	10ft x 20ft	\$325	\$225	\$175

Non-profit organizations must submit documentation of their 501(c)(3) status to qualify for the non-profit rate.

Artisan vendors are defined as independent, non-corporate or non-franchise businesses that offer handmade products or services, including but not limited to artwork, photography, clothing, and crafts. If you have any questions regarding eligibility for the artisan rate, please don't hesitate to contact us.



SPONSORSHIP, PRIDE GUIDE & VENDOR COMMITMENT FORM



☐ **YES**, I am interested in being a sponsor, vendor or adviser for Pridefest 2026 as stated herein.
My signature below signifies my commitment:

Signature _____

Date _____

Name _____

Title _____

Organization _____

Address _____

Phone _____

Email _____

Website URL _____

Kindly provide Central Alabama Pride with your logo for use in promotional materials upon submitting this completed form. We prefer logos in JPG or PNG format.

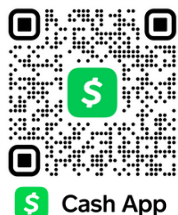
INCLUSION IN THE PRINTED PRIDE GUIDE REQUIRES SUBMISSION OF ARTWORK ON OR BEFORE APRIL 5, 2026.

Vendors	Size	For Profit	Non-Profit	Artisan
Standard	10ft x 10ft	<input type="radio"/> \$225	<input type="radio"/> \$150	<input type="radio"/> \$125
Oversize	10ft x 20ft	<input type="radio"/> \$325	<input type="radio"/> \$225	<input type="radio"/> \$175

For digital contributions, please scan, donate, and submit this form to:

**sponsor@CentralAlabamaPride.org or
Central Alabama Pride, Inc.**

Post Office Box 13859 | Birmingham, AL 35203



Pride Guide Ad Size	Dimensions	Price
<input type="radio"/> Centerfold (subject to availability)	"6 x 9" (2)	\$1,500
<input type="radio"/> Full Page Back Cover	"6 x "9	\$1,500
<input type="radio"/> Full Page Inside Cover (2 avail.)	"6 x "9	\$750
<input type="radio"/> Full Page	"6 x "9	\$300
<input type="radio"/> Half Page	"6 x "4.5	\$150
<input type="radio"/> Quarter Page	"6 x "2.25 or 3" x 4.5"	\$100

Sponsorship Opportunities

<input type="radio"/> Presenting Sponsor (exclusive)	\$30,000
<input type="radio"/> Platinum Sponsor (sector exclusive)	\$15,000
<input type="radio"/> Gold Sponsor	\$10,000
<input type="radio"/> Silver Sponsor	\$7,500
<input type="radio"/> Bronze Sponsor	\$5,000
<input type="radio"/> Friend of Pride	\$2,500
<input type="radio"/> Add-ons	_____

THE FINE PRINT

Cancellation & Payment Policy: Authorized signature signifies commitment to pay for all opportunities as stipulated herein. All requests are final. Full payment must be received in order to receive benefits and recognition. Central Alabama Pride reserves the right to resell and/or reassign sponsorship(s) at its sole discretion for commitments that are not paid in full 30 days prior to the event date and/or advertising deadline. Refund requests received prior to April 1st will incur a \$100 processing fee. Requests received on or after April 1st will incur an additional 50% fee. No refunds will be permitted after April 15th.

Benefit Delivery: Central Alabama Pride's ability to deliver on certain elements of recognition and benefits including the Pride Guide and signage are based on the date of commitment of your sponsorship opportunity. Please verify commitment deadlines when submitting your paperwork. It is best to add dates to your calendar as you will not necessarily be notified of production deadlines before they occur. Any modification to sponsorship package, ad or vendor space must be approved in writing by Central Alabama Pride. No verbal changes will be honored.

Marketplace: Central Alabama Pride does not provide additional security for our vendor area. Each sponsor/vendor is responsible for storage of their materials during event. Water/ Power and other requirements require prior notice and approval.

ADA Regulations: In compliance with ADA regulations, Central Alabama Pride will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program offered by Central Alabama Pride. To better serve your needs, please contact info@CentralAlabamaPride.org for special requests.

PRIVACY PROTECTION NOTICE: Central Alabama Pride takes reasonable efforts to protect all private, confidential, and personal information provided in the conduct of business, including but not limited to: names, addresses, financial and credit card information, account numbers, or any other information provided while conducting a business transaction with Central Alabama Pride Inc, or it's affiliates. Central Alabama Pride utilizes third party vendors for the processing of credit card information. Central Alabama Pride suggests that all financial information be submitted in a secure manner. Central Alabama Pride will provide, upon request, an electronic invoice, allowing remittance in a secure manner directly with the payment processor. Central Alabama Pride suggests that no credit card information be submitted via email, additionally Central Alabama Pride is not responsible for breaches in security resulting in submissions via email, or postal mail.

Your commitment indicates you agree to the terms and conditions as stated herein. Thank you for your support of Central Alabama Pride!