



# PRIDE 2026

SPONSORSHIP GUIDE





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In 2026, Pride Santa Fe celebrates its 32nd anniversary—more than three decades of visibility, joy, resistance, and community. Over these years, Pride has helped shape Santa Fe into one of the most inclusive and welcoming cities in the country. As we prepare for this milestone celebration, we're mindful that LGBTQ+ people across the nation are facing heightened challenges—from escalating political rhetoric to attempts to roll back hard-won protections. Polarization continues to threaten the very communities Pride exists to uplift.

That's why your support matters **now more than ever**.

Pride has always been more than a parade or a single day of celebration. It is a *commitment* to safety, belonging, and representation. It is a promise to our youth that they are never alone—and it's also a reminder to our elders that their courage built the foundation we all stand on. For Santa Fe, Pride has become a vibrant expression of our city's values: creativity, compassion, cultural richness, and unwavering solidarity.

This year, we are expanding that vision with the opening of our new community center—a year-round hub for resources, wellness programs, youth initiatives, arts and culture, advocacy, and connection. Bringing this vision to life, and sustaining the programs our community depends on, requires strong, engaged partners who understand what is at stake and are ready to stand with us.

As we prepare to celebrate this landmark year, we are asking you to make a meaningful commitment to Pride Santa Fe. Your support directly fuels our work: ensuring the 2026 festival is unforgettable, strengthening our expanding programs, and helping us continue to build accessible, affirming, life-changing spaces for LGBTQ+ people of all ages.

We invite you to review the enclosed sponsorship guide and support Pride at the highest level you can this year. Your participation is more than a contribution—it is a statement of shared values, a stand for inclusion, and a vote of confidence in the future of LGBTQ+ people in Santa Fe.

Thank you for considering this partnership. Together, we can ensure that Pride in Santa Fe continues to shine brightly—for the next decade and beyond!

With gratitude and Pride,

Kevin Bowen, Executive Director  
Michael Angelo D'Arrigo (M.A.), Board President



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	PRIDE MONTH SPONSOR 3 available	PRESENTING SPONSOR 6 available	HONORARY CHAIR 1 available	NEXT DECADE SPONSOR 5 available	PRIDE After Dark CELEBRATION 1 available	PRIDE TRAIN SPONSOR 1 available	PRIDE MONTH KICK-OFF RECEPTION 2 available	PRIDE WEEK KICK-OFF T-DANCE 1 available	BANDSTAND SPONSOR 12 available	PRIDE MOVIE NIGHT 1 available	PARADE SPONSOR 16 available	SUPPORTER 19 available	ALLY	ADVOCATE	FRIEND
	\$10,000	\$5,000	\$4,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$2,500	\$2,500	\$1,500	\$1,000	\$750	\$500	\$250
<b>PRINT</b>	Logo on posters/flyer	●	●	●	●	●	●	●	●	●	●				
	Logo on print ads (if applicable)	●	●	●	●	●	●	●	●	●					
	Logo on event sponsor signage (if applicable)	●	●	●	●	●	●	●	●	●	●	●	●	●	
<b>WEB &amp; SOCIAL MEDIA</b>	Special spotlight in social media posts prior to event	●	●	●	●	●	●	●	●	●					
	Logo on HRA website	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	Listing on HRA Sponsor Page	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>MEDIA</b>	Recognition as: Presenting, Honorary Chair, Next Decade, PRIDE Train, PRIDE After Dark	●	●	●	●	●	●	●	●	●					
	Recognized on all print & web banner ads	●	●	●	●	●	●	●							
	Special spotlight in HRA e-newsletter (begins 5/2025)	●	●	●	●	●	●	●							
	Recognition with link in e-newsletter (begins 5/2025)	●	●	●	●	●	●	●	●	●	●	●			
	Link to your website from event page	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>AT EVENTS</b>	Stage mentions at PRIDE Day 2025	●	●	●	●	●	●	●	●	●	●				
	Recognition at other PRIDE events	●	●	●	●	●	●								
	Complementary tickets at select events	●	●	●	●	●	●	●	●	●	●				

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	PRIDE MONTH SPONSOR 3 available	PRESENTING SPONSOR 6 available	HONORARY CHAIR 1 available	NEXT DECADE SPONSOR 5 available	PRIDE After Dark CELEBRATION 1 available
	\$10,000	\$5,000	\$4,000	\$3,500	\$3,500
<b>PRINT</b>	Logo on posters/flyer	●	●	●	●
	Logo on print ads (if applicable)	●	●	●	●
	Logo on event sponsor signage (if applicable)	●	●	●	●
<b>WEB &amp; SOCIAL MEDIA</b>	Special spotlight in social media posts prior to event	●	●	●	●
	Logo on HRA website	●	●	●	●
	Listing on HRA Sponsor Page	●	●	●	●
<b>MEDIA</b>	Recognition as: Presenting, Honorary Chair, Next Decade, PRIDE Train, PRIDE After Dark	●	●	●	●
	Recognized on all print & web banner ads	●	●	●	●
	Special spotlight in HRA e-newsletter (begins 5/2025)	●	●	●	●
	Recognition with link in e-newsletter (begins 5/2025)	●	●	●	●
	Link to your website from event page	●	●	●	●
<b>AT EVENTS</b>	Stage mentions at PRIDE Day 2025	●	●	●	●
	Recognition at other PRIDE events	●	●	●	●
	Complementary tickets at select events	●	●	●	●

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	PRIDE TRAIN SPONSOR 1 available	PRIDE MONTH KICK-OFF RECEPTION 2 available	PRIDE WEEK KICK-OFF T-DANCE 1 available	BANDSTAND SPONSOR 12 available	PRIDE MOVIE NIGHT 1 available
	\$3,500	\$3,500	\$3,500	\$2,500	\$2,500
<b>PRINT</b>	Logo on posters/flyer	●	●	●	●
	Logo on print ads (if applicable)	●	●	●	●
	Logo on event sponsor signage (if applicable)	●	●	●	●
<b>WEB &amp; SOCIAL MEDIA</b>	Special spotlight in social media posts prior to event	●	●	●	●
	Logo on HRA website	●	●	●	●
	Listing on HRA Sponsor Page	●	●	●	●
<b>MEDIA</b>	Recognition as: Presenting, Honorary Chair, Next Decade, PRIDE Train, PRIDE After Dark	●	●	●	●
	Recognized on all print & web banner ads	●	●	●	
	Special spotlight in HRA e-newsletter (begins 5/2025)	●	●	●	
	Recognition with link in e-newsletter (begins 5/2025)	●	●	●	●
	Link to your website from event page	●	●	●	●
<b>AT EVENTS</b>	Stage mentions at PRIDE Day 2025	●	●	●	●
	Recognition at other PRIDE events	●			
	Complementary tickets at select events	●	●	●	●

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	PARADE SPONSOR 15 available	SUPPORTER 10 available	ALLY	ADVOCATE	FRIEND
	\$1,500	\$1,000	\$750	\$500	\$250
<b>PRINT</b>	Logo on posters/flyer	●			
	Logo on print ads (if applicable)				
	Logo on event sponsor signage (if applicable)	●	●	●	●
<b>WEB &amp; SOCIAL MEDIA</b>	Special spotlight in social media posts prior to event				
	Logo on HRA website	●	●	●	●
	Listing on HRA Sponsor Page	●	●	●	●
<b>MEDIA</b>	Recognition as: Presenting, Honorary Chair, Next Decade, PRIDE Train, PRIDE After Dark				
	Recognized on all print & web banner ads				
	Special spotlight in HRA e-newsletter (begins 5/2025)				
	Recognition with link in e-newsletter (begins 5/2025)	●	●		
	Link to your website from event page	●	●	●	●
<b>AT EVENTS</b>	Stage mentions at PRIDE Day 2025	●			
	Recognition at other PRIDE events				
	Complimentary tickets at select events	●			