About InterPride

InterPride is the international association for organizers of Pride events around the world. Our member organizations are dedicated to producing Pride parades, marches, festivals, and events for the global Lesbian, Gay, Bisexual, Transgender, Queer, and Intersex (LGBTQI+) community.

Founded in 1982, InterPride is a not-for-profit organization incorporated in Texas, USA. InterPride represents the global Pride movement of over 1,200 organizations. InterPride is a membership-based organization with more than 400 active members from over 65 countries. We are funded by membership dues, licensing fees, sponsorships, donations, and merchandise sales.

We partner with other international, regional, and national LGBTQI+ associations and other Human Rights organizations to facilitate social change for LGBTQI+ people around the world. Each year, InterPride, its partners and its members reach millions of people around the world through in-person events, mainstream media and social media.

Our voice is global, and our reach is local. InterPride influences the LGBTQI+ community on a global stage and our community helps to shape the future of our world.
Vision & Mission

VISION

InterPride’s vision is a world where there is full cultural, social and legal equality for all.

MISSION

Empowering Pride Organizations Worldwide.
Opportunity

Sponsoring InterPride places your brand in front of the world’s most prominent LGBTQI+ leaders and the global LGBTQI+ community. InterPride’s sponsorship program can meet your strategic goals and maximize your brand visibility to the LGBTQI+ community, reinforce your message, and educate Pride Organizations and their communities about your products and services.

Your financial support affords you the opportunity to:

- Increase and enhance brand awareness amongst a distinguished demographic
- Network with LGBTQI+ decision-makers and develop a new business and client base
- Launch and promote a new product or service
- Promote your business to regional, national, and international markets

We will facilitate networking opportunities between your company and our members at our World Conference & General Meeting (WCGM), hosted by one of our member organizations every Autumn.

From the InterPride website and newsletter to conference exhibits, keynote address opportunities, and brand recognition, we’ll make it clear that there is a connection between your organization and InterPride.

Set your company apart from others and sponsor InterPride. Align with InterPride, and you’ll be recognized as a partner in Pride.
Support

Becoming a sponsor is an impactful way to share your brand and show your support for Pride and diverse communities in far-reaching locations worldwide.

Your financial support enables us to:

• Share information with Pride organizers around the world.
• Create and oversee annual regional and international conferences that provide education and networking opportunities to members
• Offer scholarships to member organizations to attend the InterPride World Conference and General Meeting of Pride Organizations.
• Grow the Solidarity Fund, which assists Pride organizations in hostile environments and areas of crisis and conflict. In 69 countries, homosexuality is illegal, and in 6 countries, it is punishable by death. In 34 countries, LGBTQI+ people face legal barriers to the freedom of expression. InterPride leads the Pride movements to fight for equality and human rights.
• Deliver capacity building and community strengthening programs and activities for Pride Organizations around the globe.
Our Partners

Here are some partners we have worked with in the past:

Google  YouTube  priceline

AARP  showclix
Partnership Levels

PRESENTING PARTNER: $240,000+ (Minimum 3-year commitment)

Brand Awareness
• Company logo with link on our website, social media platforms, and newsletter
• Ad Banner placement on our website
• Social media promotions by our partner, Pride365
• Announcement as a key contributor to the Solidarity Fund or Scholarship program (opportunity for a dollar-matching component)
• Presenter of 2 segments (each year) during the World Conference & General Meeting
• Video presentation during the General Meeting and host announcement
• Include your marketing materials and samples in the conference delegate bags
• Inclusion in the Annual Report
• Include your advertisement in our annual magazine (still in the works)

Direct Messaging
• 2 X newsletter campaigns throughout the year
• 2 X social media campaigns throughout the year
• Opportunity for a webinar session to Pride organizations through InterPride

*Personalized or additional individualized benefits with higher contribution
Partnership Levels

PLATINUM PARTNER: $100,000+ (Minimum 2-year commitment)

Brand Awareness
- Company logo with link on our website, social media platforms, and newsletter
- Social media promotions by our partner, Pride365
- Announcement as a key contributor to the Solidarity Fund or Scholarship program (opportunity for a dollar-matching component)
- Presenter of one luncheon session during the World Conference & General Meeting
- Video presentation during the General Meeting and host announcement
- Include your marketing materials and samples in the conference delegate bags
- Inclusion in the Annual Report
- Include your advertisement in our annual magazine (still in the works)

Direct Messaging
- 1 X newsletter campaign throughout the year
- 4 X social media campaigns throughout the year

*Personalized or additional individualized benefits with higher contribution
GOLD PARTNER: $60,000+

**Brand Awareness**
- Company logo with link on our website, social media platforms, and newsletter
- Social media promotions by our partner, Pride365
- Announcement as a key contributor to the Solidarity Fund or Scholarship program (opportunity for a dollar-matching component)
- Presenter of one segment during the World Conference & General Meeting
- Include your marketing materials and samples in the conference delegate bags
- Inclusion in the Annual Report
- Include your advertisement in our annual magazine (still in the works)

**Direct Messaging**
- 1 X newsletter campaign throughout the year
- 1 X social media campaign throughout the year

*Personalized or additional individualized benefits with higher contribution*
Partnership Levels

SILVER PARTNER: $30,000+

Brand Awareness
• Company logo with link on our website, social media platforms, and newsletter
• Social media promotions by our partner, Pride365
• Announcement as a key contributor to the Solidarity Fund or Scholarship program (opportunity for a dollar-matching component)
• Video presentation during the General Meeting and host announcement
• Include your marketing materials and samples in the conference delegate bags
• Inclusion in the Annual Report

Direct Messaging
• 2 X newsletter campaigns throughout the year
• 2 X social media campaigns throughout the year

*Personalized or additional individualized benefits with higher contribution
Partnership Levels

PROGRAMMATIC PARTNER: $10,000+

Here are the programs you can support:

a. Solidarity Fund
Through the Solidarity Fund, InterPride makes small grants to organizations that are helping to create positive change and promote a better understanding of LGBTQI+ communities around the globe. The focus of the fund is on community-based events in portions of the world where public LGBTQI+ events face challenges and hostility.

b. Scholarship Program
InterPride offers scholarships in the form of a reimbursable grant to delegates from member organizations in hostile environments to attend the annual World Conference & General Meeting.

c. Racism & Oppression Awareness Program (ROAP)
We recognize that education and advocacy of racism and oppression is a 365-day effort. As such, we launched ROAP to raise awareness and educate Pride organizers worldwide.

d. We are open to exploring other programs

Brand Awareness
- Company logo with link on our website, social media platforms, and newsletter to mention the program you are supporting
- Inclusion in the Annual Report to mention the program you are supporting
Partnership Levels

WORLDPRIDE 2021 PARTNER: $50,000+

Human Rights Conference - Human Rights & Pride Track
• Presenter of a segment related to Pride and Human Rights during the track
• Mention by the host during the sessions under the track as official sponsor

InterPride Welcome Reception
• Include your marketing materials and samples in the goodie bags for guests
• Tabletop display with a sign
• Mention by the host as official sponsor

InterPride Booth
• Include your marketing materials and samples at our booth
• Official sponsor of booth sign at the entrance of the booth

Brand Awareness
• Company logo with link on InterPride’s website, social media platforms, and newsletter
• Inclusion in InterPride’s Annual Report
• Include your advertisement in our annual magazine (still in the works)

Direct Messaging
• 1 X newsletter campaign
• 1 X social media campaign
• Personalized or additional individualized benefits with higher contribution
Contact

We look forward to developing a customized sponsorship package that fits your unique marketing/branding objectives and will achieve the desired results.

We would be delighted to have you on board as a sponsor.

If you would like to discuss sponsorship opportunities, please email us at info@interpride.org and check us out at https://interpride.org/.