

**MISSION ACTION PRIDE PARADE
SPONSORSHIP DECK**

PRIDE 2026





Join Us in Making a Statement at the Pride Parade!

Mission Action is proud to participate in this year's Pride Parade, celebrating love, resilience, and the power of community. This year, we are seeking sponsors to raise \$50,000 to support essential programs like Arcoíris Market, Cohen Residence, and Jazzie's Place, ensuring we can continue providing vital services year-round. Your support will also help us celebrate our community as a fully participating parade contingent.



Why Sponsor Mission Action?

Your sponsorship will support:

- **Visibility & Engagement:** Your business, organization, or initiative will be prominently displayed on our vehicle, banners, and promotional materials, reaching thousands of attendees. Our newsletter reaches 13,000+ subscribers, amplifying your visibility even further.
- **Community Empowerment:** Funds raised will support our Pride participation AND Mission Action's vital programs that create affirming spaces for LGBTQ+ individuals and their families, including:
 - **Arcoiris Market:** Providing access to culturally relevant food and resources for low-income LGBTQ+ individuals.
 - **Cohen Residence:** Providing transitional housing and support for individuals living with HIV/AIDS and facing housing insecurity.
 - **Jazzie's Place:** Offering emergency shelter and support services tailored to the LGBTQ+ community, with an emphasis on trans-inclusivity.
- **Tax Deductible Contribution:** A portion of your sponsorship will be tax-deductible, accounting for the fair market value of VIP tickets and other benefits.
- **Social Media Exposure:** Sponsors will be featured in our social media campaigns, website, and newsletters.

Sponsorship Opportunities

DIGNITY IN LIVING SPONSOR – \$10,000

- Premier logo placement on all event materials (Parade contingent, banners, website, and Cohen Pride Garden Party signage)
- Ten (10) VIP tickets to the May 14 Cohen Pride Garden Party, featuring private site tour and celebratory glass of champagne
- Featured Social Media partnership profile
- Half-page feature in the program booklet
- Recognition on stage during the event

LEGAL ADVOCACY SPONSOR – \$5,000

- Premier logo placement on all event materials (Parade contingent, banners, website, and Cohen Pride Garden Party signage)
- Five (5) VIP tickets to the May 14 Cohen Pride Garden Party, featuring private site tour and celebratory glass of champagne
- Highlighted in social media promotions
- Quarter-page feature in the program booklet
- Recognition during event announcements

AFFIRMING SPACES SPONSOR – \$1,000

- Logo placement on all event materials based on sponsorship level (Parade contingent, banners, website, and Cohen Pride Garden Party signage)
- Two (2) VIP tickets to the May 14 Cohen Pride Garden Party, featuring private site tour and celebratory glass of champagne
- Highlighted in social media promotions
- Name listed in the program booklet

RAINBOW JUSTICE SPONSOR – \$500

- Logo placement on select printed materials
- Two (2) Regular Access tickets to the May 14 Cohen Garden Party Event
- Float presence
- Call out on Social Media Call promotions

COMMUNITY SOLIDARITY FRIEND – \$250

- Name listed on promotional materials
- Call out on Social Media promotions

Join Our Movement & Get Involved

If you would like to make a donation to support our Pride contingent and programs for our LGBTQ+ community, please visit <https://bit.ly/MA26PRIDE>, use the QR code, or contact Donor Engagement Manager, Jackeline.Rodriguez@missionaction.org.

Join us in celebrating love, equality, and community – because Pride is more than a parade; it's a movement!

