HOLYOKE pride

Dear Community Partner,

Holyoke Pride is a month-long series of events celebrating the lives, creativity, and contributions of LGBTQIA+ people—here in Holyoke and across Western Massachusetts. Organized entirely by a dedicated volunteer committee, Pride has grown into a regional touchstone for visibility, belonging, and joy.

In June 2027, Holyoke Pride events are expected to reach more than 25,000 people over the course of the month, drawing thousands to multiple events that welcome not only LGBTQIA+ individuals, but also their friends, families, and allies. This is not passive exposure or fleeting clicks. It is direct, human connection—face-to-face moments where your support is seen, felt, and remembered.

We invite you to make a tax-deductible donation to support Holyoke Pride through our fiscal sponsor, Holyoke Art, a nonprofit dedicated to strengthening cultural life in the city. We are also grateful for the continued support of the Holyoke Local Cultural Council. Your contribution directly helps produce and promote the following events:

- Monday, June 7 – Pride Flag Raising at City Hall
- (TBD) – Buen Provecho Drag Brunch at Fame Lounge & Eatery
- (TBD) – House of Colors Youth Pride Prom at the War Memorial
- Saturday, June 12 – Holyoke Pride Rainbow Run at Ashley Reservoir
- (TBD) – Drag Story Hour at Holyoke Public Library
- Saturday, June 27 – PrideFEST at Veterans Park
- Saturday, June 27 – Pride Fest After Party at Fame Lounge & Eatery

Each year, Holyoke Pride continues to grow—expanding its reach, deepening its impact, and strengthening its role as a visible affirmation of LGBTQIA+ lives throughout the region. Pride Fest alone features over 100 vendors, local food, artisans, performers, and community organizations, creating a vibrant public space where values are made visible.

In return for your support, sponsors receive meaningful recognition on our website, across social media, print materials, event signage, press releases, and announcements throughout the month. Sponsorship is not just logo placement—it is a public statement of solidarity, inclusion, and community investment. All sponsors also receive a commemorative Holyoke Pride gift bag. To be included in this year's programs, banners, and printed signage, please submit your donation by May 30. *(Please note that the deadline is May 20 to be included on Rainbow Run Tshirts).*

For questions, contact info@holyokepride.org, and for the latest updates on Pride Month events, visit www.holyokepride.org. Thank you for standing with LGBTQIA+ communities across Western Massachusetts. Your support helps make Pride visible, accessible, and powerful—exactly where it counts.

With gratitude,
Holyoke Pride Committee

NAME _____ **PHONE** _____

COMPANY / ORG _____ **EMAIL** _____

- ☐ Other $ _____
- ☐ Patron $250
- ☐ King $500
- ☐ Queen $1000
- ☐ Royal Court $1,500
- ☐ Marshal $2,500
- ☐ Media Marshal $3,000
- ☐ Grand Marshal $5,000

PLEASE REVIEW SPONSORSHIP LEVEL DETAILS ON REVERSE SIDE

☐ I have enclosed a check (Your donation is tax deductible) **MADE PAYABLE TO:** Holyoke Art Inc.

☐ Credit/Debit (all data is destroyed after use) ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

EXP _____ **BILLING ZIP** _____ **CVV** _____

OR

DONATE ONLINE

holyokepride.org/donate

RETURN THIS FORM TO: Holyoke Pride c/o Holyoke Art 62 Main Street #2 ~ Holyoke, MA 01040

HOLYOKE PRIDE | 2027 SPONSORSHIP PACKAGES

PATRON $250

- Name or logo listed in the Flag Raising Program
- Name or logo included on the Festival banner
- Listing on the HolyokePride.org Sponsors page
- Holyoke Pride gift bag

KING $500

➔ All Pride Patron benefits, plus:

- Individual name or logo signage at PrideFest and the Rainbow Run
- On-stage acknowledgment at PrideFest and materials on "sponsors table"
- Social media thank-you as a King-level sponsor

QUEEN $1000

➔ All Pride King benefits, plus:

- Featured logo placement (larger, more prominent)
- Inclusion in Pride marketing materials: flyers, posters, and press releases
- Dedicated social media spotlights as a Queen-level sponsor
- Tabling opportunity at PrideFest or Rainbow Run
- On-stage acknowledgment as a Queen-level sponsor

ROYAL COURT $1500

➔ All Pride Queen benefits, plus:

- Tabling opportunities at BOTH PrideFest and Rainbow Run
- Enhanced logo placement across digital platforms
- Additional social media recognition throughout Pride Month

MARSHAL $2500

➔ All Pride Royal Court benefits, plus:

- Prominent featured logo placement (top-tier visibility)
- Featured placement on HolyokePride.org
- On-stage acknowledgment as a Pride Marshal
- Four tickets to the PrideFest Afterparty
- Priority tabling placement at PrideFest and Rainbow Run

MEDIA MARSHAL $3000

➔ All Pride Marshal benefits, plus:

- Recognition as a Media or Presenting Sponsor (category exclusivity when applicable)
- Expanded logo presence in press outreach and media-facing materials
- Additional Pride Month social media features
- Eight PrideFest Afterparty tickets

GRAND MARSHAL $5000

***only one available!**

➔ All Pride Marshal benefits, plus:

- Premier logo placement across all Pride materials
- Featured placement on the HolyokePride.org homepage
- Recognition as THE Grand Marshal Sponsor of Holyoke Pride 2027 at all events
- On-stage recognition at PrideFest, with the option to appear on stage
- Premium booth/table placement at PrideFest, Rainbow Run and Flag Raising
- Twelve PrideFest Afterparty tickets and VIP access to headliner Meet & Great
- Ongoing recognition throughout Pride Month

HOLYOKE ART

Mass Cultural Council