

26<sup>TH</sup> ANNUAL JERSEY CITY PRIDE FESTIVAL

OUR 2026 THEME

# SHOW YOUR TRUE COLORS: NOW MORE THAN EVER



**AUGUST**<sup>ND</sup>

**22**

**1-9PM**

## SPONSORSHIP OPPORTUNITIES

## OVERVIEW

### WELCOME TO 26 YEARS OF PRIDE IN JERSEY CITY

Jersey City Pride is proud to announce the 26th Annual Jersey City Pride Festival, taking place on Saturday, August 22, 2026. More than a one-day celebration, the Festival is the centerpiece of a year-round movement that champions LGBTQ+ visibility, inclusion, culture, and community across Hudson County and the greater New York City metropolitan area.

Set in the heart of historic Downtown Jersey City, the Festival will transform Newark Avenue from Grove Street to Jersey Avenue, extending into the bustling Grove Street PATH Plaza. With unparalleled accessibility—just a couple of PATH stops from Manhattan and easily reached via multiple bus routes—the Festival attracts a diverse, regional audience and creates an energetic, pedestrian-friendly environment ideal for both community engagement and commerce.

### A CELEBRATION WITH REACH, PURPOSE, AND MOMENTUM

The Jersey City Pride Festival honors the full spectrum of our community—lesbian, gay, bisexual, transgender, queer, intersex, and asexual people, along with the countless allies who stand with us. In 2025, more than 22,000 people attended the Festival, with over 5,000 additional participants engaging in more than 40 Pride Month events throughout the city. In 2026, we are poised to reach even greater heights.

### OUR 2026 THEME

At a time when LGBTQ+ visibility and hard-won progress face renewed challenges nationwide, this year's Festival proudly introduces the theme: "Show Your True Colors — Now More Than Ever"

This theme is both a celebration and a call to action—affirming visibility, authenticity, and community presence as essential values. The day will begin with our Equality March, a powerful, community-led demonstration honoring the progress we've made and reinforcing our collective commitment to protecting LGBTQ+ rights for future generations

Throughout the Festival and across our year-round programming, the theme will come to life through bold visuals, inclusive storytelling, live performances, educational programming, and community-centered experiences. From large-scale celebrations to intimate cultural gatherings, Pride creates space for connection, expression, and belonging—inviting everyone to show up fully and authentically.

### BE PART OF THE MOVEMENT

As one of the premier LGBTQ+ events in Hudson County and one of New Jersey's largest Pride festivals, this celebration offers a unique sponsorship opportunity. Your brand can join us in uplifting the voices of a vibrant, loyal community while aligning with a powerful legacy of advocacy and social progress. By supporting our festival, you not only help fuel a tradition of inclusivity and celebration but also position your organization as a champion of diversity and positive change.



## WHY YOUR COMPANY SHOULD BE A SPONSOR

### WELCOME TO 26 YEARS OF PRIDE IN JERSEY CITY

The Jersey City Pride Festival offers a unique opportunity to connect directly with a visible, loyal, and values-driven audience.

### VISIBILITY THAT DELIVERS RESULTS

All participating sponsors receive prominent, multi-channel exposure, including:

- Dedicated social media recognition
- Featured placement on JerseyCityPride.com
- Inclusion in email campaigns and printed festival materials
- Visibility through local and regional media coverage

Recent digital metrics underscore the Festival's reach:

- 15,700+ unique website visitors and 21,000+ sessions during the most recent reporting period
- Over 60% of website traffic driven by organic search, with nearly one-third from direct visits
- 1.3+ million social media views in 2025, including:
  - 733,000+ Instagram views, reaching more than 100,000 unique accounts
  - 650,000+ Facebook views

This reach translates into meaningful brand visibility, direct engagement with thousands of attendees, and sustained exposure across digital, print, and on-site activations. Sponsors benefit from aligning with a trusted community institution while building authentic connections with a diverse, loyal, and highly engaged audience..

### TRUSTED BY LEADING BRANDS AND COMMUNITY PARTNERS

For more than 26 years, Jersey City Pride has partnered with respected national brands, regional institutions, and local businesses committed to inclusion and community impact. Past and returning sponsors have included TD Bank, RWJBarnabas Health, NJ TRANSIT, Hudson County Community College, Jersey City Medical Center, and many other prominent organizations.

These trusted partners recognize Jersey City Pride as one of New Jersey's most visible and impactful LGBTQ+ events, offering meaningful opportunities to connect with a diverse, engaged audience from across Jersey City, New York City, and the surrounding region.

By participating in Jersey City Pride Festival 2026, your organization joins a respected network of sponsors that support visibility, celebrate diversity, and demonstrate leadership in advancing LGBTQ+ inclusion.

### JOIN US

If you are a sponsor looking to align your brand with inclusion and community impact, or seeking meaningful exposure and direct engagement, Jersey City Pride 2026 offers a powerful platform for connection, visibility, and growth.

Join us on August 22, 2026, as we celebrate love, diversity, and resilience—and continue building a future where everyone is empowered to show their true colors, now more than ever.



Jersey City Pride is a registered 501(c)(3) nonprofit organization dedicated to uplifting, celebrating, and advocating for the LGBTQ+ community through inclusive cultural programming, community engagement, and public events.

Formed to provide long-term stewardship and sustainability for Pride in Jersey City, the organization formalizes more than two decades of Pride celebrations under an independent nonprofit structure. This

ensures transparency, responsible governance, and continued growth for future generations.

The Jersey City Pride Festival, now in its 26th year, is the organization's flagship program and one of New Jersey's largest Pride festivals. It brings together tens of thousands of attendees, community partners, businesses, artists, and allies in a highly visible celebration of diversity, inclusion, and equality.

Through strategic partnerships, public programming, and year-round initiatives, Jersey City Pride continues to expand its reach and impact—creating meaningful opportunities for sponsors to connect with a diverse, engaged, and values-driven audience.

## JERSEY CITY PRIDE SPONSORSHIP OPPORTUNITIES

Benefit	DIAMOND	Platinum	Presenting	Gold	Silver	Bronze
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
Category exclusivity	✓					
Mention in media interviews and press outreach	✓					
Lead sponsor press release recognition	✓	✓	✓			
Sponsor promo video featured	✓	✓				
Dedicated social media posts	5	3	3	2	1	
Logo placement on official festival poster	Largest	Very prominent	Very prominent	Prominent	Standard	Standard
Logo placement on website with backlink	✓	✓	✓	✓	✓	✓
Email and program recognition	✓	✓	✓	✓	✓	✓
On-stage verbal recognition	✓	✓	✓			
Premium vendor booth placement	✓	✓	✓	✓		
Standard vendor booth placement					✓	
Brand activation opportunity	✓	✓	✓	✓		
Sponsor recognition in post-event impact report	✓	✓	✓	✓		

### BENEFIT DEFINITIONS

**Category Exclusivity:** Diamond Sponsor will be the exclusive partner within their industry category at the Diamond level.

**Logo Placement Priority:** Logo size and placement on the official festival poster, website, and promotional materials are determined by sponsorship tier, with higher tiers receiving greater prominence.

**Premium Vendor Placement:** Premium placement in high-traffic festival areas, such as near the main stage or primary pedestrian corridors.

**Brand Activation Opportunity:** Opportunity to engage attendees directly through experiential marketing such as product sampling, demonstrations, or interactive experiences.

**Media and Press Recognition:** Diamond Sponsors may be acknowledged in media interviews, press outreach, and public communications where appropriate.



## SPONSORSHIP APPROVAL, DEADLINES, AND REQUIRED MATERIALS

All sponsorship applications are subject to review and approval by the Jersey City Pride Festival Committee. You will receive email notification regarding the status of your application within approximately 10 business days.

Sponsorship recognition and benefits—including logo placement on printed and digital materials, website listings, social media promotions, and other marketing campaigns—will begin only after your sponsorship agreement has been approved, payment has been received, and all required materials have been submitted.

It is the sponsor's responsibility to provide all required materials in a timely manner. Jersey City Pride cannot guarantee inclusion in printed materials, website features, email campaigns, social media posts, or other promotional opportunities if materials are not received by the deadlines listed below.

### REQUIRED SUBMISSION DEADLINES

To ensure full access to sponsorship benefits, materials must be submitted no later than:

- Website listing and initial announcements: Within 5 business days of sponsorship approval
- Social media recognition and digital promotions: No later than July 15, 2026
- Printed materials and signage inclusion: No later than July 15, 2026
- Sponsor-provided promotional videos and campaign assets: No later than July 15, 2026

Materials received after these deadlines will be included on a best-effort basis but may not be eligible for all promotional placements.

### LOGO AND PROMOTIONAL ASSET REQUIREMENTS

All logos must be uploaded directly to your EventHub profile. Logos must be provided in one of the following high-resolution formats:

\*.eps, \*.pdf, \*.jpg, or \*.tif at 300 dpi or greater

Sponsors are also encouraged to submit approved promotional images, videos, and a brief description of their sponsorship campaign goals for use in digital and social media promotion.

Video files must be provided in \*.mp4 or \*.mov format via Dropbox or Google Drive link and emailed to [info@jerseycitypride.com](mailto:info@jerseycitypride.com).

If you have questions or require assistance with file preparation or submission, please contact [info@jerseycitypride.com](mailto:info@jerseycitypride.com).

Once a sponsorship application has been submitted, approved, and payment received, the agreement will be considered final and non-cancellable.

