

Sponsor & Vendor Welcome



Greetings friends,

I'm reaching out on behalf of the Loudoun Pride Foundation to invite you to join us for the 2026 Loudoun Pride Festival, our county's largest celebration of LGBTQIA+ joy, visibility, and community connection. Your organization can be part of the mission that contributes to the culture and wellbeing of Loudoun County and help ensure that Pride continues to be a space where all people feel welcome, safe, and valued.

Queer and trans individuals have faced increased political polarization, harmful rhetoric, and a surge of legislation targeting our rights, our healthcare, our families, and even our presence in public spaces. Many LGBTQIA+ people, particularly youth and trans community members, have reported feeling less safe, less supported, and less visible. In times like this, the role of local communities becomes even more essential.

Loudoun Pride stands as a counterbalance to fear and division. It is a celebration of authenticity, an affirmation that LGBTQIA+ people belong here, and a reminder that our county's strength comes from its diversity and compassion. Your sponsorship would directly supports:

- A free, safe, and welcoming festival accessible to all residents
- Mental health and resource booths serving LGBTQIA+ youth and adults
- Family-friendly activities and entertainment that build generational connections
- Small queer-owned business visibility, helping strengthen our local economy
- Volunteer training and safety measures that keep Pride a secure and joyful experience

Your partnership demonstrates a public commitment to equity, inclusion, and the wellbeing of thousands of Loudoun residents. We would be honored to have you and your business stand with us in 2026 as we continue building up Loudoun so that every person can live openly and safely. Please don't hesitate to reach out to us to discuss becoming part of this incredible community of support, resilience, and strength.

Jenny Parsons, President

BOOTHS & VENDING

- **Things to know**
 - Sites will be selected on a first come, first serve basis.
 - No individual tents allowed. Booths are in covered bazaar-style tents.
 - Sponsors may upgrade the booth included in their packages for a fee.
 - There are reserved sponsor spaces, but sponsors may pick any space they want. All reserved spaces will open on March 15, 2026.
 - All sponsors get a sign for their booth indicating their sponsor level.
 - Sponsors will register in the Sponsor system and the Vendor system.
- **Booth Prices**
 - Standard | \$150 | A 8' x 8' space on an inside row, with a 6' table.
 - Premium | \$175 | A 10' x 10' space on an inside row with an 8' table.
 - Deluxe | \$200 | A 8' x 10' end of row space with an 8' table.
 - Ultimate | \$225 | A 10' x 10' end of row space with a 10' table.
 - Nonprofits get a \$100 discount on any booth space. Use code 26NONPROFIT

SPONSORSHIPS

- **Rainbow Champion- \$10,000+**
 - a. Benefits of Equality Leader plus...
 - b. Main stage speaking opportunities
 - c. Custom marketing strategy for ads, logo on festival shirts, and more.
 - d. Private, professional tent with hospitality tables.
- **Equality Leader - \$5,000**
 - a. Digital - Large logo displayed on website, socials, and marketing.
 - b. Physical - Large logo/name on all advertisements, signage, and announcements.
 - c. Ultimate Booth, on-site festival acknowledgment & Deluxe On-Site Interactive Sponsorship
- **Community Advocate - \$2,500**
 - a. Digital - Medium logo displayed on website, socials, and marketing.
 - b. Physical - Medium logo on all advertisements, and signage.
 - c. Deluxe Booth, on-site festival acknowledgment & Premium On-Site Interactive Sponsorship
- **Visibility Partner - \$1,000**
 - a. Digital - Small logo displayed on website, socials, and select marketing.
 - b. Physical - Small logo on all advertisements, and signage.
 - c. Premium Booth and on-site festival acknowledgment.
- **Belonging Ally - \$500**
 - a. Digital - Small logo displayed on websites and socials.
 - b. Physical - Basic booth, small logo on all advertisements, and signage.