

# PRIDE FESTIVAL OF CENTRAL PA

## 2026 SPONSORSHIP GUIDE

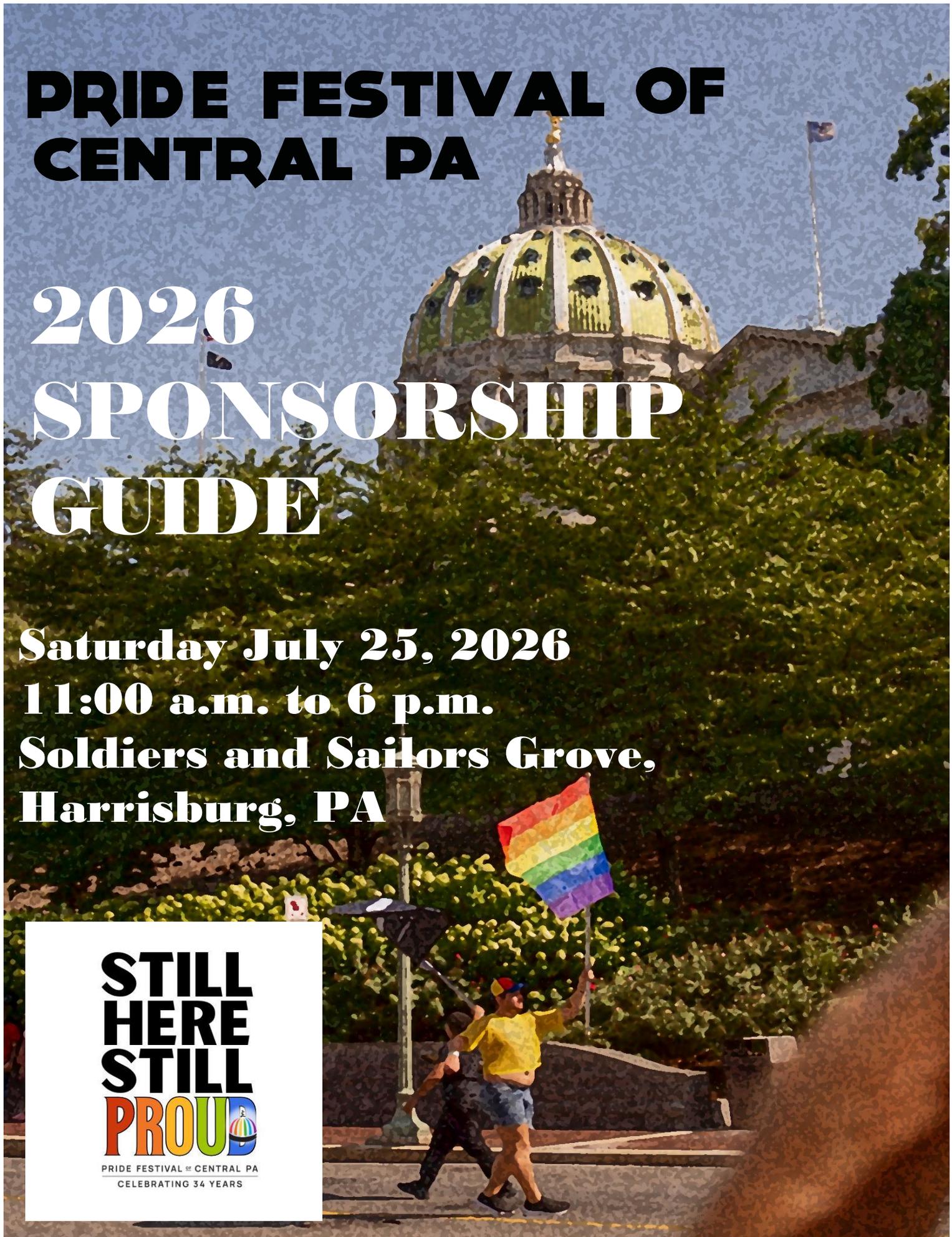
**Saturday July 25, 2026**

**11:00 a.m. to 6 p.m.**

**Soldiers and Sailors Grove,  
Harrisburg, PA**

**STILL  
HERE  
STILL  
PROUD**

PRIDE FESTIVAL OF CENTRAL PA  
CELEBRATING 34 YEARS





**PRIDE FESTIVAL OF  
CENTRAL PA**

# Still Here, Still Proud!

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Dear Friends and Partners,

Saturday July 25, 2026, will mark the 34th anniversary of the **Pride Festival of Central Pennsylvania**---the greatest public celebration of LGBTQ+ Pride in Central Pennsylvania! Over 6,000 individuals, along with many supportive vendors, local and national businesses, area organizations, and religious affiliations, will return to Soldiers and Sailors Grove to celebrate the diversity that is our community!

The day will begin with the annual **Pride Parade** winding through downtown Harrisburg with its brightly colored units, local businesses, political leaders, and community organizations witnessed by hundreds of excited community members and well-wishers.

As a project of the **Black & White Party, Inc.**, a recognized 501(c)3 organization, we rely upon the generous support of national and local corporations, businesses and individual donors to help fund the success of the annual Pride Festival, parade and film festival.

This packet provides information about our organization, sponsorship opportunities, benefits, and promotional items provided with your sponsorship. We will be happy to work with your organization/company to develop sponsorships tailored to meet your needs. Please go to **centralpride.org/sponsors** to get started!

Please contact us by **April 30th** so your logo can be placed on tee shirts, fundraising handouts, festival tent posters, and other Pride promotional materials! Sponsorships of \$1,000 or more will include a spot in the Pride Parade! If you are solely interested in participating in the Parade, please visit **centralpride.org/pride-parade** for other options. In addition, please let us know if you would like to sponsor a film night or film.

The **PFCPA** is proud of the success we've achieved due to your support! We look forward to this year's celebration on the Grove, through the streets, and in the theatres. In advance, we express our sincerest thanks and appreciation of your consideration of support. Your support will make it clear that the LGBTQ+ community is **Still Here, Still Proud!**

Sincerely,

**Dr. Eric W. Selvey**  
President  
Pride Festival of Central Pennsylvania  
A project of Black & White Party, Inc.

**NEWS FLASH!** We will be holding the first **Susquehanna LGBTQ Film Festival!** This three-day festival is planned for September 11<sup>th</sup> – 13<sup>th</sup> along with three one-night viewings in June, July, and August! **Please view the Film Festival sponsorship levels with the 2026 Festival Opportunities on page 6!**



# The Mission of the Pride Festival of Central PA:

In all of its activities and efforts, the Pride Festival of Central PA shall have as a central aspiration the achievement of equity for all underrepresented groups and to increase the positive visibility of the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ+) community of Central Pennsylvania by providing opportunities to express and celebrate diverse perspectives, emphasizing acceptance of all individuals regardless of sexual orientation, gender identity or expression.

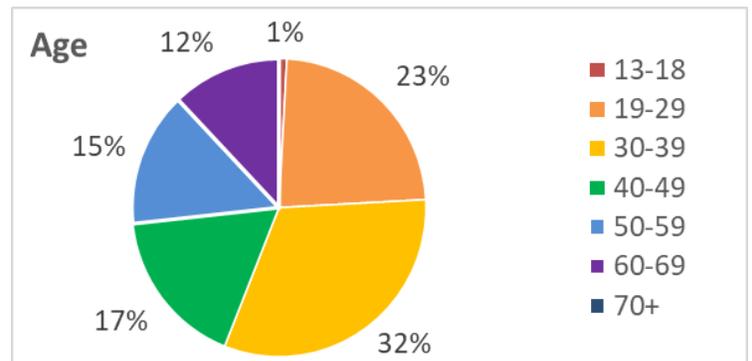
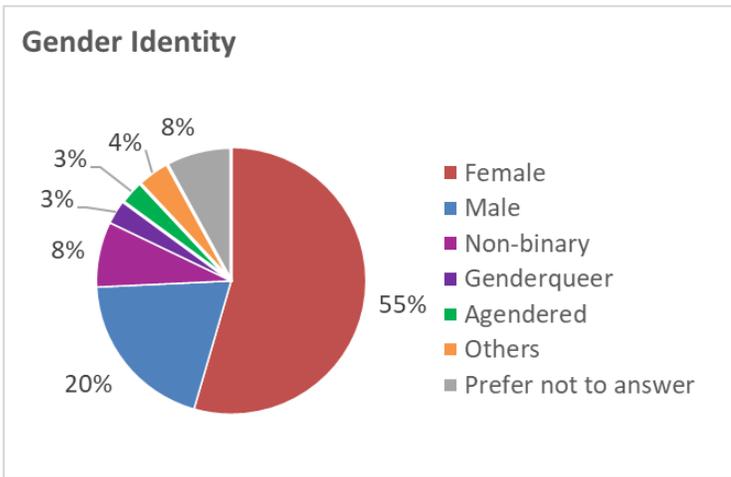
*“We must unite and denounce violence toward LGBTQ+ individuals, promote self-affirmation, dignity, and equality, mobilize communities, ensure all Pennsylvanians are protected under the law equally, and expand real freedom in our Commonwealth.” –*

Governor Josh Shapiro, Proclamation for Pride Month June 2024 and the July 27, 2024, Pride Festival



# Who Attends Our Pride Festival?

The Pride Festival of Central PA **regularly attracts more than 6,000 people to Downtown Harrisburg**. Our recent festivals have brought people from all over the country to Pennsylvania's capital city. Here are some facts about our recent festival attendees:



Statistical information collected from the 2023 Pride Festival of Central PA Attendee Festival Survey.



# Being a Part of PFCPA is a Good Idea Because...

...it's simply a matter of economics and good business sense! The discretionary income of the LGBTQ+ community is expanding yearly along with their open presence in the work and marketplaces.

- By sponsoring the Pride Festival of Central PA, you will be effectively reaching the LGBTQ+ market in Pennsylvania's third largest Pride celebration and tapping into a community that is fiercely loyal to businesses and providers who support diversity and equality.
- In Central Pennsylvania, this demographic is served by organizations like the Keystone Business Alliance (KBA), which connects LGBTQ+ and allied businesses across eight counties to promote economic development and inclusion. LGBT-owned businesses contribute to the local economy, and specialized organizations like the KBA are working to increase their participation in procurement opportunities.
- Local Central PA businesses are finding opportunities to capture market share by strengthening LGBTQ+ outreach and building loyalty, as 75% of LGBTQ+ consumers are prepared to reduce spending with companies that retreat from inclusion. Approximately 4.1% of adults in Pennsylvania identify as LGBTQ+, totaling over 490,000 individuals. LGBTQ+ consumers often over-index in categories like automotive, electronics, fashion, financial services, and travel.



# 2026 Sponsorship Opportunities

## DIAMOND LEVEL - \$15,000

Complimentary placement in the Pride Parade  
Logo placement throughout the festival grounds and Main Stage  
Logo on all promotional material and mention in all media releases  
Logo on staff and volunteer t-shirts  
Prime placement and location on the festival grounds  
Acknowledgement at all Pride festival events and fundraisers  
Sponsor Page large logo web link on [centralpapride.org](http://centralpapride.org)  
Repeated social media promotion  
Acknowledgement on the stage throughout the day  
10' x 30' festival space and canopy with optional tables and chairs\*



...plus LGBTQ+ Film Festival Opportunities  
--- 12 All Access passes to Film Festival screenings and 2026 events in June, July, and August  
--- Logo on Film Festival tee shirts  
--- Full page Program Ad

## ONYX LEVEL - \$10,000

Complimentary placement in the Pride Parade  
Logo placement throughout the festival grounds and Main Stage  
Logo on all promotional material and mention in all media releases  
Logo on staff and volunteer t-shirts  
Optimal booth location on the festival grounds  
Acknowledgement at all Pride festival events and fundraisers  
Sponsor page large logo web link on [centralpapride.org](http://centralpapride.org)  
Repeated social media promotion  
Acknowledgement on the stage throughout the day  
10' x 20' space and canopy with optional tables and chairs\*



...plus LGBTQ+ Film Festival Opportunities  
--- 10 All Access passes to Film Festival screenings and 2026 events in June, July, and August  
--- Logo on Film Festival tee shirts  
--- Half page Program Ad

## RUBY LEVEL - \$5,000

Complimentary placement in the Pride Parade  
Logo on all promotional material  
Logo on signage throughout festival grounds  
Logo on staff and volunteer t-shirts  
Acknowledgement on social media  
Optimal booth location on the festival grounds  
Sponsor page large logo web link on [centralpapride.org](http://centralpapride.org)  
10' x 20' festival space with optional tables and chairs\*\*



...plus LGBTQ+ Film Festival Opportunities  
--- 8 All Access passes to Film Festival screenings and 2026 events in June, July, and August  
--- Logo on Film Festival tee shirts  
--- Quarter page Program Ad

## EMERALD LEVEL - \$2,500

Complimentary placement in the Pride Parade  
Logo on promotional material  
Logo on signage throughout the festival grounds  
Acknowledgement on social media  
Sponsor page small logo web link on [centralpapride.org](http://centralpapride.org)  
10' x 10' festival space with optional tables and chairs\*\*



...plus LGBTQ+ Film Festival Opportunities  
--- 6 All Access passes to Film Festival screenings and 2026 events in June, July, and August  
--- Logo on Film Festival tee shirts

## AMETHYST LEVEL - \$1,000

Logo on promotional material

Sponsor page small logo web link on  
centralpride.org

Business or name listed on Pride webpage

Acknowledgement on social media

10'x10' festival space

## SAPPHIRE LEVEL – \$500

Logo on promotional material

Sponsor page small logo web link on  
centralpride.org

Business or name listed on Pride webpage

\*Please let us know if you require Pride to rent the canopy by March 31, 2026. Also let us know how many tables and chairs you require.

\*\*Please let us know how many tables and chairs you need by March 31<sup>st</sup>.



## À la Carte & In-Kind Sponsorship Opportunities

We are happy to work with your business or organization to tailor a unique sponsorship package that fits your budget and needs. In-kind sponsorship opportunities that offer non-cash support in the form of goods and services are also welcome. To discuss these options and learn more please contact:

**Dr. Eric Selvey at [president@centralpride.org](mailto:president@centralpride.org)**

**Go to [centralpride.org/sponsors](https://centralpride.org/sponsors) to begin the sponsorship process or go to [centralpride.org/pride-parade](https://centralpride.org/pride-parade) to register for this year's parade!**

# We proudly thank our 2025 Pride Festival Sponsors...

## Diamond Level: \$10,000+

Hollywood Casino at Penn National Race Course

## Onyx Level: \$5,000

PSECU

## Ruby Level: \$2,500

Color and Culture/Karma  
Diversified Treatment Alternative Centers  
Highmark Blue Shield  
Lovedrafts/Sawyers  
McNees, Wallace & Nurick  
Pepsico  
Sheetz

## Emerald Level: \$1,000

704 Lounge  
Belco  
Brownstone Lounge  
Carlisle Construction Materials  
Cooper Vision  
DHL Supply Chain  
The Giant Company  
GSK  
Hench, Britcher & Associates  
Penn State Health  
UPMC

## Amethyst Level: \$750+

AAA Central Penn  
Capital Blue Cross  
Capital City Bears  
Cork & Fork  
Fulton Bank  
JPL & D'Vinci Interactive  
Malvern Health  
Members 1<sup>st</sup>  
The Millworks  
The Pennsmen  
Vytal Options  
Xfinity

## Sapphire Level: \$500

Country Meadows Retirement Community  
Good Dog Rising  
Morgan Stanley  
Thrivent (Roots Financial Group at)

## ...our 2025 Festival Donors...

BJ's  
D&H Cares  
Harrisburg Midtown Arts Center  
M&T Bank  
Weis Markets

## ...and our 2025 In-Kind Donors!

Harrisburg Hilton  
PA Media Group (Penn Live)  
SP+ Parking  
Trader Joe's



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