



UPSTATE PRIDE SC



WHY SPONSOR?

Upstate Pride SC is unifying its signature celebrations by consolidating its festivals. The annual June event in Greenville—formerly known as The Black Pride March and Festival—will now be reintroduced as The Colors of Pride Festival.

The Colors of Pride Festival remains rooted in its mission to uplift and celebrate all marginalized communities within the LGBTQ+ spectrum, while honoring the many intersections that connect us to the Upstate as a whole. We proudly affirm that all are welcome—regardless of ethnicity, identity, orientation, or gender.

We continue to honor Spartanburg, where our first festival was held in 2009, and look forward to developing a future signature event in that community.

Year after year, The Colors of Pride Festival has experienced remarkable growth, expanding accessibility, visibility, and community impact across the Upstate of South Carolina. Now held in downtown Greenville, the festival continues to thrive—welcoming an astounding 20,000+ attendees in 2025.

2025 Sponsors



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**Colors of Pride
Festival**

**Saturday
June 27, 2026**

**Downtown
Greenville**



**UPSTATE
PRIDE SC**

SPONSORSHIP LEVELS AND BENEFITS

| | PRESENTING PARTNER | PREMIER | DIAMOND | EMERALD | COMMUNITY |
|---|-------------------------------------|------------------------------|-----------------------|-----------------------|----------------|
| PARTNERSHIP VIP/GUEST INVITATION | 8 | 5 | 3 | 2 | 1 |
| EXHIBITOR BOOTH | Premium 1st Choice | Premium 2nd Choice | Premium 3rd Choice | Premium 4th Choice | — |
| SOCIAL MEDIA BRAND VISIBILITY | Dedicated Post with Video | Dedicated Post with Video | Group Post | Group Post | Group Post |
| RECOGNITION ON EVENT SIGNAGE | Premier Logo + Main Stage Banner | Prominent Logo | Logo | Name | — |
| RECOGNITION ON EVENT SLIDESHOW | Premier Logo | Prominent Logo | Logo | Name | — |
| RECOGNITION ON WEB PAGE | Premier Logo | Prominent Logo | Logo | Name | — |
| PRIDE KICK OFF CELEBRATION | Included | Included | Included | Included | — |
| PREMIUM SWAG AND DAY OF EVENT SPECIALTIES | 8 | 5 | 3 | 2 | 1 |
| | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 |

Sponsorship benefits include recognition at the Colors of Pride Festival in June 2026.