



# 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.



## Colors of Pride Festival

Saturday  
June 27, 2026

Downtown  
Greenville

## 2025 Sponsors





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## 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
	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>

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

