



WHY SPONSOR?

The Black Pride March & Festival in Greenville and the Fall March & Festival in Spartanburg are all-inclusive regardless of ethnicity, identity, orientation, and gender. The first festival was held in Spartanburg in 2009, and since then, it has grown year-over-year with even greater accessibility and visibility within the community. The Black Pride March & Festival in downtown Greenville is now our largest festival and continues to grow every year, welcoming an astounding 11,000+ attendees in 2023.



**BLACK PRIDE
MARCH &
FESTIVAL
GREENVILLE
JUNE 2024**



**THE FALL
MARCH &
FESTIVAL
SPARTANBURG
NOVEMBER 2024**

Thank you to our 2023 Sponsors:





UPSTATE PRIDE SC

Sponsorship Levels & Benefits

	PRESENTING PARTNER	PREMIERE	DIAMOND	EMERALD	COMMUNITY
VIP GUEST INVITATIONS	4	4	2	2	2
EXHIBITOR BOOTH	Premium	Premium	Standard	Standard	—
SOCIAL MEDIA BRAND VISIBILITY	Dedicated Post	Dedicated Post	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	Name
CUSTOM ACTIVATION OPPORTUNITIES	✓	✓	—	—	—
STREET LIGHT BANNER ADS FOR BLACK PRIDE	✓	—	—	—	—
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000



Sponsorship benefits include recognition at both the Black Pride March & Festival in Greenville (June 2024) and the Fall March & Festival in Spartanburg (November 2024).



9,500+ FOLLOWERS



5,200+ FOLLOWERS



38,000+ WEBSITE VIEWS



14,000+ ATTENDEES



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