



2026 SPONSORSHIP GUIDE

South Carolina Pride Movement

OUTFEST | Revelry | Pride Week | Parade | Festival | Official After Parties

Partner with one of South Carolina's most visible and community-rooted LGBTQ+ organizations. SC Pride offers sponsors the opportunity to connect with engaged audiences, demonstrate authentic community support, and align with events that generate measurable visibility, meaningful goodwill, and lasting regional impact.

OUTFEST June 6, 2026	Revelry August 1, 2026	Pride Week + Parade Festival + After Parties October 2026
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A MESSAGE FROM SOUTH CAROLINA PRIDE MOVEMENT

Dear Prospective Partner,

Thank you for considering a partnership with South Carolina Pride Movement for our 2026 season.

For more than three decades, SC Pride has created spaces where LGBTQ+ South Carolinians, families, friends, allies, artists, advocates, and businesses gather in visibility, celebration, and belonging. Today, SC Pride is the largest and longest-running Pride organization in South Carolina, producing events and programs that reach more than 100,000 attendees annually across the state.

Our sponsorship opportunities are designed to offer more than logo placement. They are built to help partners increase brand visibility, engage directly with attendees, support community-centered programming, and align with one of South Carolina's most recognized annual community platforms.

In 2026, SC Pride will once again host OUTFEST, Revelry, Pride Week, the Famously Hot South Carolina Pride Parade and Festival, and our official after parties. Each event offers a distinct audience, atmosphere, and sponsorship value, from high-energy public visibility at a festival drawing tens of thousands of attendees, to premium hospitality and relationship-building at our annual gala.

We also know that where you invest publicly says something about who you are. A partnership with SC Pride is an opportunity to be seen, to be counted, and to stand with one of South Carolina's most engaged, loyal, and growing communities.

We would be proud to build something meaningful together.

With gratitude,



James Agens

Treasurer, Board of Directors

South Carolina Pride Movement

ABOUT SOUTH CAROLINA PRIDE MOVEMENT

South Carolina's Largest and Longest-Running Pride Organization

Since 1989, South Carolina Pride Movement has served as a leading force for LGBTQ+ visibility, celebration, and community connection in this state. What began as a grassroots effort has grown into the most established and widely attended Pride organization in South Carolina, one that has shaped culture, built community, and created platforms for belonging across decades of change.

In 2012, SC Pride moved its annual Pride Festival to Main Street in Columbia, increasing attendance from 8,000 to more than 15,000 in a single year. By 2017, attendance had surpassed 75,000. In recent years, the Pride Parade and Festival alone has drawn nearly 100,000 attendees according to city estimates. The organization hosted 41 events in 2024, reaching 125,000+ attendees across the full season.

SC Pride is more than an annual festival. It is a year-round movement that produces community events, creates collaborative partnerships, supports local organizations, and offers platforms for celebration, connection, and visibility throughout South Carolina.

Our Mission

South Carolina Pride Movement creates spaces that elevate the queer and trans community through intentional programming and collaborative efforts to advance the truth that we belong in South Carolina.

What SC Pride Produces

- **OUTFEST** — Annual summer block party and community festival in Columbia's Vista District
- **Revelry** — Annual gala and auction celebrating LGBTQ+ leadership and community impact
- **Pride Week** — A curated week of cultural, educational, and networking events across the state
- **Famously Hot Pride Parade and Festival** — South Carolina's largest free festival, held on Main Street in Columbia
- **Official After Parties** — High-energy nightlife extensions of the festival weekend experience
- **Community Town Halls and Social Hours** — Year-round programming that builds connection and dialogue
- **Business and Inclusion Partnerships** — Collaborative programs supporting diverse, welcoming workplaces

SC PRIDE BY THE NUMBERS

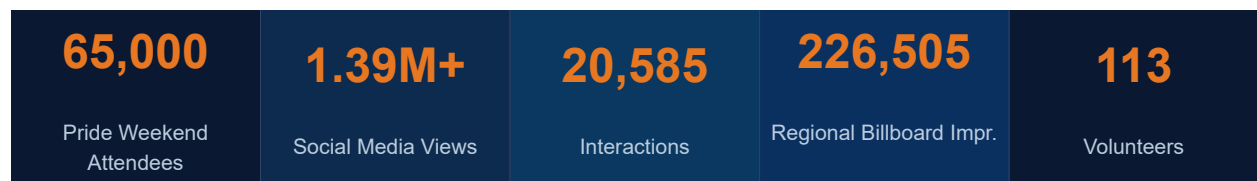
SC Pride offers sponsors access to a high-visibility, multi-event platform that combines live audience engagement, digital reach, regional marketing, and strong community credibility.



2025 OUTFEST PERFORMANCE



2025 PRIDE SEASON PERFORMANCE



For sponsors, these numbers mean more than audience size. They mean repeated exposure across events, digital channels, print placements, and community touchpoints, with attendees who pay attention to which brands show up and choose to be present.

WHY PARTNER WITH SC PRIDE

More Than Sponsorship. A Community Investment.

A partnership with SC Pride is not simply a media buy. It is an opportunity to align your brand with one of South Carolina's most visible celebrations of community, inclusion, and belonging, in front of audiences who notice, remember, and reward authentic support.

Brand Visibility

Your logo, name, and message appear across event signage, social media campaigns, digital promotions, website placement, print materials, email communications, and on-site activations throughout the season.

Community Trust

LGBTQ+ consumers and allies are among the most brand-loyal demographics when they see genuine, sustained support. Sponsoring SC Pride places your organization visibly on the right side of a community conversation that matters.

Consumer Engagement

Meet attendees face-to-face in highly social, high-energy, high-foot-traffic environments. SC Pride's events create natural opportunities for sampling, conversation, promotion, and direct brand interaction.

Employee Pride

Give your team a tangible reason to feel proud of where they work. SC Pride sponsorships support DEI and ERG goals, create employee engagement opportunities, and signal cultural alignment internally and externally.

Regional Reach

SC Pride's 2025 marketing campaign extended far beyond Columbia, with 226,505 regional billboard impressions across Charleston, Charlotte, and Greenville, plus 98,435 streaming TV impressions and 109,658 display and geofencing impressions statewide.

Measurable Impact

SC Pride provides post-event recap reporting with verified audience numbers, impression data, social engagement metrics, and photo documentation so sponsors can demonstrate return to internal stakeholders.

In 2025, SC Pride's OUTFEST paid media campaign delivered an 8.92% click-through rate, nearly nine times the industry benchmark of 1%. Pride Weekend generated 1,398,642+ social media views and 98,435 streaming TV impressions.

2026 EVENT SEASON

SC Pride's 2026 season creates multiple entry points for sponsors to reach distinct audiences across different environments, from community-centered daytime activations to premium evening experiences and large-scale public visibility. Sponsors may partner with a single event or build a multi-event package to maximize reach across the full season.

OUTFEST

Saturday, June 6, 2026

~12,000 Attendees

Vista District, Columbia, SC

A Famously Hot Block Party and one-day community festival combining live entertainment, drag performance, food and beverage, 45+ local vendors, and a high-energy marketplace. Proven digital campaign performance and strong foot traffic make OUTFEST one of the strongest activation opportunities of the season.

REVELRY

Saturday, August 1, 2026

250–350 Guests

Downtown Columbia, SC

SC Pride's annual gala and auction. A premium, curated evening featuring a keynote speaker, three community awards, live auction, red carpet experience, and the official reveal of the Pride Festival headlining performers. Ideal for hospitality, leadership visibility, and relationship-building.

PRIDE WEEK

October 2026

480–900 Total Participants

Columbia, SC — Multiple Venues

A week-long series of cultural, educational, and networking events leading into Pride weekend. Panels, screenings, showcases, mixers, and community conversations. Ideal for sponsors seeking repeated visibility with thoughtful, high-intent audiences.

PRIDE PARADE + GET LIT CONCERT

Friday, October 2026

Part of ~65,000+ Weekend

Columbia's Main Street

The Pride Parade features 65+ organizations marching through downtown Columbia, followed immediately by the Get Lit Concert headliner performance. The official launch of Pride Festival weekend.

PRIDE FESTIVAL

Saturday, October 2026

65,000+ Verified Weekend

Columbia's Main Street

South Carolina's largest free festival. Two stages, 65+ vendors, Ultra VIP Lounge, Family Pride Area, Health and Wellness resources, headlining entertainment, and full-scale sponsor activation footprint.

OFFICIAL AFTER PARTIES

Friday + Saturday, October 2026

500+ Combined

Meltdown (Fri) + Aftermath at The Senate (Sat)

SC Pride's official nightlife extensions. Meltdown features multi-genre music, themed rooms, and a headlining performance. Aftermath at The Senate features a headlining talent, DJ, and local drag. Each event is a high-energy, sponsor-friendly environment with a captive, celebration-minded audience.

OUTFEST 2026

June 6, 2026

Vista District, Columbia, SC

OUTFEST is one of SC Pride's signature community celebrations and a proven early-season visibility platform for corporate partners. This one-day block party brings together live entertainment, drag performance, food and beverage, community engagement, and a local marketplace in the heart of Columbia's Vista District.

In 2025, OUTFEST welcomed approximately 12,000 attendees, 48 vendors, 63 volunteers, and 20 entertainers, while generating 44 hotel rooms sold, a clear indicator of destination-level attendance reaching visitors from across the region.

OUTFEST's 2025 paid media campaign delivered standout results: 154,455 social impressions, 50,517 reach, 4,921 inline link clicks, and an 8.92% click-through rate, nearly nine times the 1% industry benchmark. Billboard placements delivered approximately 74,971 additional views. OUTFEST is not just a community event. It is a demonstrably high-performing marketing platform

~12,000	48	154,455	8.92%	44
2025 Attendees	Vendors	Paid Social Impressions	CTR (9x Benchmark)	Hotel Rooms Sold

Why Sponsor OUTFEST?

- High-energy community visibility in a walkable, activatable outdoor environment
- Strong local and regional audience concentration — one day, one district, thousands of engaged attendees
- Direct face-to-face activation opportunities for sampling, promotion, and brand interaction
- Proven digital marketing campaign performance with documented, measurable results
- Alignment with a culturally vibrant, loyal, and growing LGBTQ+ community

OUTFEST is best suited for sponsors seeking concentrated, community-rooted brand presence with activation space and proven digital reach. It is especially strong for healthcare systems, banks, beverage brands, retailers, and employers.

OUTFEST 2026 SPONSORSHIP OPPORTUNITIES

PRESENTING

SPONSOR

\$10,000

2 Available

- "OUTFEST 2026 presented by [Brand]" — event naming recognition on all promotional materials
- Priority logo placement on stage, event banners, and all marketing materials
- Logo included on fliers, social media, billboards, and digital displays
- Speaking opportunity from the OUTFEST main stage
- Dedicated website and social media recognition
- On-stage sponsor recognition throughout the event
- Logo placement in email blast (60,000+ impressions) with Post and Courier / FreeTimes
- Premium 10' x 20' vendor space

Remaining Sponsorship Levels

All benefits are negotiable. Availability is limited at each tier.

PLATINUM	GOLD	SILVER	BRONZE
\$7,500	\$5,000	\$2,500	\$1,000
2 Available	3 Available	5 Available	10 Available
Prominent logo on event signage + marketing	Logo on select signage + materials	Logo on event materials + website	Logo on event materials + website
Inclusion in all marketing materials	Inclusion in event promotions	Social media + email recognition	Social media + email recognition
Verbal recognition during event	Verbal recognition during event		
Social + website recognition	Social + website recognition		
Email blast inclusion (60,000+)	Email blast inclusion (60,000+)		
Billboard logo placement	Billboard logo placement		
10' x 10' vendor space	10' x 10' vendor space	10' x 10' vendor space	Partial vendor space opportunity

ADDITIONAL OUTFEST SPONSORSHIP OPPORTUNITIES

Reserved for Silver Sponsors and above. Add-ons may be combined with any qualifying package.

Main Stage Sponsor

\$2,000

- Logo prominently displayed on the Main Stage — one of the most photographed locations of the day
- Verbal recognition before and during performances
- Logo included on marketing materials and event website
- Strongest visual placement at OUTFEST for brands that want stage-front visibility

Pageant Sponsor

\$1,000

- Branding association with the Mr., Mx., Ms. OUTFEST Drag Pageant, one of the day's most anticipated entertainment moments
- Logo on pageant backdrop and promotional materials
- On-stage announcement of the pageant winner by a company representative

Hospitality Sponsor

\$750

- Branded tote bags distributed to attendees
- Branded materials placed within designated hospitality areas (provided by sponsor)
- Logo on event signage and marketing materials

These add-ons are especially valuable for brands seeking photo-forward placement and memorable audience moments without a presenting-level investment. Pageant and Stage sponsorships typically generate strong organic social content.

REVELRY 2026

August 1, 2026

Downtown Columbia, SC

Revelry is SC Pride's annual gala and auction, and the premier evening event of the Pride season. Designed to celebrate LGBTQ+ leadership, spotlight community impact, and raise critical funds for SC Pride's mission, Revelry offers a premium sponsorship environment unlike any other event in the season.

Revelry is not a mass-market awareness event. It is a curated gathering of LGBTQ+ leaders, community advocates, elected officials, business partners, corporate allies, and philanthropists, in an elevated, hospitality-forward setting. In 2024, Revelry welcomed 250+ attendees with capacity for up to 350.

The evening features a celebrity keynote or featured guest, three community awards (Flame Starter Legacy Award, Guiding Light Advocacy Award, and Guardian of the Flame Community Partner Award), a live auction featuring exclusive items and experiences, and the highly anticipated reveal of the Famously Hot Pride Festival's headlining performers. Past headlining reveals have included Natasha Bedingfield, Lil Kim, Sheila E, Crystal Waters, and Big Freedia.

250+	350	3	1	1
Attendees (2024)	Total Capacity	Community Awards	Celebrity Keynote/Guest	Live Auction

Why Sponsor Revelry?

- Premium guest environment ideal for executive-level visibility and brand positioning
- High-quality alignment with LGBTQ+ leaders, business partners, and civic influencers
- Exceptional hospitality value — VIP seating, program placement, and on-stage recognition
- Strong setting for relationship-building, client hosting, and employee engagement
- Naming rights and speaking opportunity available at the Presenting level

Revelry is best suited for law firms, financial institutions, healthcare systems, real estate firms, and other professional services brands seeking visible, premium community alignment in front of an influential audience.

REVELRY 2026 SPONSORSHIP OPPORTUNITIES

PRESENTING

SPONSOR

\$7,500

2 Available

- "Revelry 2026 presented by [Brand]" — naming recognition on all event promotional materials
- Speaking opportunity during the event program
- Priority logo placement on stage, banners, and event program
- Full-page advertisement in the event program
- VIP seating for 10 guests
- Dedicated website and social media recognition throughout the season

Remaining Sponsorship Levels

All benefits are negotiable. Seating and program placement is limited.

PLATINUM	GOLD	SILVER	BRONZE
\$5,000	\$2,500	\$1,000	\$500
2 Available	3 Available	5 Available	10 Available
Premium branding throughout event	Logo on all event signage	Logo in program + marketing materials	Brand recognition in event materials
Half-page ad in event program	Quarter-page ad in event program		
Verbal recognition during gala	VIP seating for 6 guests	Reserved seating for 4 guests	Reserved seating for 2 guests
VIP seating for 8 guests	Social media + event promotions	SC Pride website + social recognition	Listing on SC Pride website
Logo in digital + print marketing			
Branded reserved table recognition			

ADDITIONAL REVELRY SPONSORSHIP OPPORTUNITIES

Reserved for Silver Sponsors and above.

Catering Sponsor \$2,500	● Recognition as the exclusive sponsor of event catering ● Logo placement on catering area signage and menu materials ● Brand associated with one of the evening's most engaging guest experiences
Bar Sponsor \$1,500	● Exclusive branding at the event bar — one of the event's highest-traffic touchpoints ● Logo placement on bar signage and drink menus ● Natural setting for guest interaction and brand visibility throughout the evening
Runway / Red Carpet Sponsor \$1,000	● Brand the arrival and photo experience for guests at Revelry's signature entrance moment ● Logo placement on runway and photo area signage ● Strong organic social content opportunity as guests document their arrival
Award Sponsor \$500 each \$1,000 bundle	● Recognition as the official sponsor of one or all three Revelry community awards ● Awards available: Flame Starter (Legacy), Guiding Light (Advocacy), Guardian of the Flame (Community Partner) ● On-stage mention during award presentation ● Logo placement in the event program and on award materials
Auction Sponsor \$750	● Branding at the auction table and on all auction materials ● Recognition in social media and digital promotions tied to the auction ● Association with one of the evening's key fundraising and audience-engagement moments

PRIDE WEEK 2026

October 2026 |
Columbia, SC

Pride Week expands SC Pride's reach beyond a single festival weekend by creating multiple touchpoints for community connection, cultural expression, and professional engagement across a curated series of events. These are not overflow programming. They are intentional gatherings designed to go deeper, spark conversation, and bring together audiences who care.

Pride Week events are more intimate than the large-scale outdoor events, with 40–75 people per event and an estimated 480–900 total participants across the week. Programming typically includes moderated panels, film screenings, poetry slams, art showcases, networking mixers, and community conversations. The audiences skew toward artists, advocates, professionals, educators, and thought leaders.

For sponsors, Pride Week is a frequency and credibility play. It delivers repeated brand presence, sustained visibility across a full week of programming, and a meaningful signal that your organization's commitment goes beyond a single event appearance.

12	40–75	600–900	7	1
Events Across the Week	Attendees Per Event	Total Weekly Participants	Days of Sustained Visibility	Week Before Pride

Why Sponsor Pride Week?

- Repeated visibility across multiple events and audiences throughout the week
- Strong alignment with arts, advocacy, education, and community leadership programming
- More intimate settings that allow for deeper, more meaningful sponsor presence
- Ideal for sponsors who want depth of engagement, not just scale
- Cultural credibility: presence at Pride Week signals authentic, year-round investment

Pride Week is best suited for universities, arts organizations, healthcare systems, nonprofits, advocacy-aligned businesses, and brands that want to be associated with culture and conversation, not just celebration.

PRIDE WEEK 2026 SPONSORSHIP OPPORTUNITIES

INDIVIDUAL EVENT SPONSOR

\$500 per day

- Recognition on that event's promotional materials
- Logo placement in digital promotion for the event
- On-site recognition where applicable
- Flexibility to sponsor select events aligned to your brand

OFFICIAL PRIDE WEEK SPONSOR

\$2,500 — Full Week

- Recognition across all 12 official Pride Week events
- Logo placement on all digital materials for the full series
- Inclusion in social media and event communications
- Brand association with the complete lead-up to Pride weekend
- Best value for sponsors who want maximum Pride Week presence

FAMOUSLY HOT SC PRIDE PARADE & FESTIVAL 2026

October 2026 |
Main Street, Columbia, SC

The Famously Hot South Carolina Pride Parade and Festival is the flagship event of SC Pride and one of the most visible public celebrations in South Carolina. It is not just the largest event SC Pride produces. It is one of the largest free public gatherings in the entire state.

Pride weekend is a two-day experience anchored to Main Street in Columbia. The Friday evening program features the Pride Parade, with 62+ organizations marching through downtown, followed by the Get Lit Concert headliner performance. Saturday's festival brings together two stages, 65+ vendors, an Ultra VIP Lounge, a Family Pride Area, Health and Wellness resources, an amusement attraction, and headlining entertainment from the Main Stage.

In 2025, the Pride season generated 65,000 verified weekend attendees, 1,398,642+ social media views, 20,585 interactions, 226,505 regional co-op billboard impressions across Charleston, Charlotte, and Greenville, 98,435 streaming TV impressions, and 109,658 display and geofencing impressions statewide. These are not projections. These are documented results.

65,000+	1.39M+	226,505	62+	65+
Verified Weekend Attendees	Social Media Views	Regional Billboard Impr.	Parade Organizations	Festival Vendors

Festival Programming at a Glance

- **Main Stage** — Headlining entertainment performances
- **Community Stage** — Local and emerging LGBTQ+ performers
- **Pride Parade** — 62+ organizations through downtown Columbia
- **Get Lit Concert** — Post-parade headliner celebration Friday evening
- **Ultra VIP Lounge** — Premium viewing and hospitality experience
- **Family Pride Area** — Welcoming family-centered space with activities
- **Health and Wellness Area** — Community resources and health screenings
- **65+ Vendors** — Local businesses, orgs, and major brands
- **Amusement Attraction** — Festival entertainment for all ages
- **Official After Parties** — Meltdown (Fri) and Aftermath at The Senate (Sat)

PRIDE WEEKEND 2026 SPONSORSHIP OPPORTUNITIES

**PRESENTING
SPONSOR
\$30,000**

- **"Famously Hot South Carolina Pride 2026 presented by [Brand]" on all season materials**
- Priority logo placement on major signage, billboards, digital ads, and all promotional channels
- Speaking opportunity from the main stage during the festival
- Premium downtown Columbia branding where available
- Logo placement on tickets and credentials for all paid or registered events
- 20 VIP passes
- Premium 10' x 30' vendor space — the largest footprint available at the festival
- Highest-tier recognition across the full Pride weekend program

Remaining Sponsorship Levels

All benefits are negotiable. Availability is limited at each tier.

PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	COMMUNITY PARTNER \$1,000
Prominent branding in marketing + digital	Logo in festival promos + website + signage	Recognition in event materials + social	Logo recognition in digital + print	Logo on website + sponsor signage
Logo on billboards + signage + social	Logo on billboards + banners + social			
Dedicated social media post				
15 VIP passes	10 VIP passes	6 VIP passes	4 VIP passes	
Premium 10' x 20' vendor space	10' x 10' vendor space	10' x 10' vendor space	10' x 10' vendor space	10' x 10' vendor space

ADDITIONAL PRIDE WEEKEND SPONSORSHIP OPPORTUNITIES

Reserved for Silver Sponsors and above. Add-ons may be combined with any qualifying package.

Parade Sponsor \$5,000	● Logo on all Pride Parade promotions and materials ● Branding on parade signage throughout the march route ● Parade float included — brand presence in the march itself ● Recognition from the Main Stage as the official Parade Sponsor ● One of the most visible and widely photographed moments of the entire Pride weekend
Hospitality / VIP Sponsor \$5,000	● Exclusive branding in the Ultra VIP area overlooking the Main Stage ● Logo featured on VIP credentials and wristbands ● Branded merchandise placement in VIP guest bags (provided by sponsor) ● Premium brand exposure to the highest-engagement audience segment at the festival
Community Stage Sponsor \$2,500	● Branding on and around the Community Stage ● Recognition in digital and print materials tied to the Community Stage program ● Support for local and emerging LGBTQ+ performers in a high-visibility setting
Family Pride Sponsor \$2,500	● "Family Pride Area presented by [Your Company]" — naming recognition for the space ● Recognition in marketing materials and on-site signage ● Exclusive banner placement in the Family Pride Area ● In 2025, Family Pride welcomed 247 attendees and 20 volunteers — a highly engaged, family-centered audience
Health and Wellness Sponsor \$2,500	● "Health and Wellness Area presented by [Your Company]" — naming recognition for the space ● Branding in event promotions and on-site signage ● Exclusive banner placement in the Health and Wellness Area ● Ideal for healthcare systems, insurers, wellness brands, and community health organizations
Volunteer Sponsor \$2,000	● Logo placement on all volunteer T-shirts — worn by 113 volunteers across the 2025 Pride season ● Recognition in festival marketing materials and social media ● Logo included in all volunteer communications ● Visible, wearable brand presence throughout the entire event footprint

OFFICIAL AFTER PARTIES 2026

SC Pride's official after parties extend the celebration beyond the festival footprint and into high-energy nightlife experiences that are deeply social, sponsor-friendly, and built for a captive, celebration-minded audience. In 2025, Meltdown alone welcomed 255 verified attendees.

MELTDOWN

Official SC Pride After Party

Friday Night | October 2026

255 Verified Attendees in 2025

Themed rooms. Multi-genre music. A headlining talent performance. Meltdown is the definitive Pride Friday night experience — the post-parade celebration that keeps the energy of the parade alive deep into the night.

AFTERMATH

Official SC Pride After Party

Saturday Night | The Senate, Columbia, SC

300+ Attendees

A headlining talent performance, DJ sets, and local drag performances. Aftermath is the definitive close to Pride Festival Saturday — held at The Senate in Columbia, one of the city's premier event venues.

After Party Sponsorship Opportunities

Friday Night After Party Sponsor (Meltdown)

\$1,500

- Exclusive branding at Meltdown, the official Friday night after party
- Logo in event digital promotions and marketing materials
- On-site signage
- Logo on ticketing and check-in materials
- Brand visibility in one of Pride weekend's most social environments

Saturday Night After Party Sponsor (Aftermath)

\$1,500

- Exclusive branding at Aftermath at The Senate, the official Saturday night after party
- Logo in event digital promotions and marketing materials
- On-site signage
- Logo on ticketing and check-in materials
- High-energy, highly social audience at Pride weekend's closing celebration

Bundle — Both Official After Parties

\$2,000

- Exclusive branding at both Meltdown (Friday) and Aftermath at The Senate (Saturday)
- All individual event benefits for both nights included
- Best value for sponsors seeking full after-party visibility across the weekend

PROVEN PERFORMANCE. REAL VISIBILITY. MEANINGFUL IMPACT.

The Numbers Behind the Partnership

The strongest sponsorships are not built on potential. They are built on proof. SC Pride's 2025 season delivered verified, documented performance across live attendance, digital campaigns, regional media, and community engagement, giving sponsors measurable evidence that their investment reaches real audiences in meaningful ways.

OUTFEST 2025 — DOCUMENTED RESULTS

~12,000

Attendees

154,455

Paid Social Impressions

50,517

Paid Social Reach

4,921

Inline Link Clicks

8.92%

CTR — 9x the 1%
Benchmark

74,971

Billboard Views

44

Hotel Rooms Sold

48

Vendors

PRIDE SEASON 2025 — DOCUMENTED RESULTS

65,000+

Weekend Attendees

1.39M+

Social Media Views

20,585

Interactions

113

Volunteers

226,505

Regional Billboard Impr.

98,435

Streaming TV Impressions

109,658

Display/Geofencing Impr.

99.89%

Video Completion Rate

Regional billboard impressions were served across Charleston, Charlotte, and Greenville, extending SC Pride's reach well beyond Columbia. Streaming TV impressions were delivered with a 99.89% video completion rate. Display and geofencing impressions outperformed benchmark CTR by nearly 2x.

For sponsors, this means SC Pride offers more than event-day visibility. It offers brand exposure across live experiences, digital campaigns, regional media, and hospitality touchpoints — all backed by measurable performance and authentic community connection.

CUSTOM PARTNERSHIP OPPORTUNITIES

Not Every Partnership Fits a Standard Package.

SC Pride understands that every organization has different goals, different audiences, and different definitions of success. That is why we welcome custom conversations for sponsors interested in building something that works specifically for them.

Custom partnership opportunities may include:

- **Multi-Event Season Packages —** Combined visibility across OUTFEST, Revelry, Pride Week, and the Festival weekend at a negotiated season rate
- **Year-Round Visibility —** Logo and recognition in SC Pride digital communications, website, and programming beyond event windows
- **Branded Lounges and Hospitality Areas —** Custom-designed sponsor activation zones within the festival or gala footprint
- **Employee Engagement Activations —** Volunteer opportunities, internal talks, team presence at events, and culture-building experiences tied to Pride events
- **In-Kind Sponsorships —** Product, service, or media contributions credited at agreed sponsorship value
- **Cause Marketing Collaborations —** Co-branded campaigns that align your organization's values with SC Pride's mission in a visible and strategic way
- **Sponsor-Hosted Experiences —** Private receptions, VIP gatherings, or hosted activations within the SC Pride event footprint
- **Category Exclusivity —** Available for discussion at the Presenting level where confirmed in writing by SC Pride

We are happy to build a package around your goals, your audience, and the type of impact you want to make. The best partnerships start with a conversation.

To start a custom partnership conversation, contact: treasurer@scpride.org

South Carolina Pride Movement | PO Box 291, Columbia, SC 29202

SPONSORSHIP TERMS AND CONDITIONS

LOGOS AND ARTWORK

Sponsor must provide all logos in camera-ready format suitable for both web and print use. Sponsor is responsible for delivering artwork by the deadline specified at time of agreement. SC Pride is not responsible for errors resulting from artwork submitted after deadline or in incorrect format.

SPONSORSHIP FULFILLMENT

SC Pride will furnish Sponsor with the sponsorship rights and benefits for the applicable 2026 SC Pride event(s) according to the Sponsorship Level selected and paid for by Sponsor. Benefits are subject to availability and production timelines. Where items are noted as limited in quantity, assignment is on a first-confirmed, first-served basis.

TERM

The term of this Sponsorship Agreement begins on the later of the date signed or the date payment is received and accepted by SC Pride. For event-specific sponsorships, the term concludes upon completion of the sponsored event. For season-wide packages, the term covers the full 2026 SC Pride season through the conclusion of the Pride Festival.

PAYMENT

Invoices will be issued upon receipt of a completed sponsorship application. Sponsor agrees to pay the agreed-upon rate within thirty (30) days of invoice. All payments must be received before benefits, including signage, print placement, vendor space, and credentials, can be conveyed, unless otherwise waived in writing by SC Pride.

USE OF EVENT MARKS

SC Pride grants Sponsor a nonexclusive, nontransferable license to use the applicable 2026 SC Pride event name and related marks during the sponsorship term and for 30 calendar days thereafter, solely in connection with Sponsor's authorized activities and consistent with SC Pride's usage guidelines.

USE OF SPONSOR MARKS

Sponsor grants SC Pride a nonexclusive, royalty-free license to use Sponsor's marks in camera-ready format during the term in connection with SC Pride's promotional activities, and after the term in reference to Sponsor's participation.

LIABILITY

Neither SC Pride nor its representatives will be responsible for any injury, loss, harm, or damage that may occur to Sponsor from any cause. Under no circumstances will SC Pride be liable for lost profits or other special or consequential damages, regardless of how any claim is characterized or brought.

RECORDING AND PHOTOGRAPHY

Sponsor may photograph or record its own presence at SC Pride events in public access areas only. Sponsor may not record or reproduce any other portion of SC Pride events, including entertainment, other sponsors' marks, or attendees, in any format without SC Pride's prior written consent.

POSTPONEMENT OR CANCELLATION

SC Pride reserves the right to reschedule or cancel any event if necessary due to weather, insufficient sponsorship commitments, failure to reach agreement with applicable authorities, acts of God, or other causes beyond SC Pride's reasonable control. If an event is canceled in whole, SC Pride will issue pro-rata refunds of fees received less expenses incurred. No additional amounts will be owed. Refunds will not exceed the sponsorship fee actually paid.

TERMINATION

SC Pride reserves the right to accept or reject any sponsorship at its sole discretion. SC Pride may terminate this agreement at any time, in which case Sponsor's event mark rights terminate immediately and SC Pride will refund fees paid less out-of-pocket expenses incurred.

CONDUCT AND BRAND ALIGNMENT

Sponsor agrees to conduct all activities at or associated with SC Pride events in a professional manner consistent with SC Pride's mission of community inclusion, visibility, and safety. SC Pride reserves the right to remove any sponsor activation or materials that conflict with these values without refund.

TAX STATUS

South Carolina Pride Movement is a 501(c)(3) nonprofit corporation registered with the Internal Revenue Service. Tax Identification Number: 57-0904573. A copy of the nonprofit determination letter is available upon request.

GOVERNING LAW AND ENTIRE AGREEMENT

This Sponsorship Agreement is governed by the laws of the State of South Carolina. Sponsor irrevocably consents to the personal jurisdiction of South Carolina courts for any actions arising from this Agreement. This Agreement represents the entire agreement between the parties, supersedes all prior representations, and may not be assigned by either party without prior written consent. SC Pride retains the right to enter into other sponsorship agreements at its discretion.

2026 SPONSORSHIP AGREEMENT

Name of Sponsoring Organization

Authorizing Person

Title

Primary Contact / On-Site Representative (if different)

Title

Contact Email Address

Street Address

City

State

ZIP

Phone

Website

Sponsorship Level and Event(s)

Interested in participating in the SC Pride Parade? (Circle: YES / NO)

Number of 10' x 10' vendor spaces required: 0 1 2 3 4

Sponsor agrees to sponsor the applicable 2026 SC Pride event(s) at the Sponsorship Level and rate indicated above and agrees to the Terms and Conditions of this Sponsorship Agreement.

Authorizing Signature

Date (MM/DD/YYYY)

Please mail checks to: PO Box 291, Columbia, SC 29202

treasurer@scpride.org | scpride.org

FOR SC PRIDE USE ONLY

Sponsor agreement reviewed, accepted, and approved by:

Signature

Printed Name

Date



Let's Build Pride Together.

South Carolina Pride Movement would be proud to partner with organizations that believe in visibility, celebration, and a stronger, more welcoming South Carolina for all.

To discuss sponsorship opportunities, custom packages, or multi-event partnerships:

South Carolina Pride Movement

PO Box 291

Columbia, SC 29202

treasurer@scpride.org

scpride.org

OUTFEST | Revelry | Pride Week | Parade | Festival | Official After Parties

FAMOUSLY HOT SOUTH CAROLINA PRIDE | 2026