



# PRIDE

*Cape Coral*

2026

March 7 & 8, 2026

PRIDE Cape Coral  
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# ABOUT PRIDE CAPE CORAL

## HOW IT STARTED...

In 2018, after studies showed one of America's fastest-growing cities ranked low on the spectrum of diversity and acceptance, a group of merchants and local leaders planned a celebration like no other in Southwest Florida. The idea was to bring people together, while also sending a clear message: Cape Coral, Florida embraces all walks of life, including the LGBTQ+ community.

The first PRIDE Cape Coral was held April 6-7, 2019, in the city's Entertainment District. It featured Southwest Florida's first PRIDE Parade, Tutu Drag Race, street performers and live entertainment. The weekend also featured the largest Drag Queen Sunday Brunch, where hundreds gathered to enjoy a local fare while being entertained.

## THE NONPROFIT

PRIDE Cape Coral is a Florida nonprofit. Its mission is to facilitate a welcoming environment for members and allies of the LGBTQ+ community through education, support and recognition. The seven-member board is comprised of local leaders and advocates.

## CITY & ORGANIZATIONAL SUPPORT

PRIDE Cape Coral has the support of The South Cape Hospitality & Entertainment Association (a South Cape merchant's association), the City of Cape Coral, which assists with various logistics of the event & the Community Redevelopment Agency.

# THE MAIN EVENT

PRIDE Cape Coral's annual street event is a two-day weekend of education and celebration. Saturday's free-to-attend event attracts thousands of people across the state of Florida and vacationers from across the globe.

## **RELEVANT GUESTS**

PRIDE Cape Coral has featured both national and regional guests of relevance. Headliners from previous years include SONIQUE and LAGANJA ESTRANJA (both from RuPaul's Drag Race), SAMMIE CIMARELLI (Netflix's The Circle), MADISON CAIN (The Voice), SHEENA BROOK (The Voice), DAYE NADA / RAUL QUIJANO (American Idol), TRINITY THE TUCK (RuPaul's Drag Race All Stars), LANA SUMMERS, AXEL ANDREWS & PLASTIQUE TIARA (Queen of TikTok & RuPaul's Drag Race).

## **DIVERSE AUDIENCE**

PRIDE Cape Coral's focus is supporting the LGBTQ+ community along with its allies and advocates. The LGBTQ+ community is known for its diversity and inclusion of people from all walks of life. Our annual event attracts people of all ages, drawing crowds from our local, state and national communities.

## **SPONSOR & VOLUNTEER DRIVEN**

PRIDE Cape Coral relies on the generous support of both local businesses and national brands, along with thousands of volunteer hours. A dedicated local committee works throughout the year to ensure a successful event that is open to everyone.

## **EVENT FEATURES**

PRIDE Cape Coral's Saturday festival includes the annual PRIDE Cape Coral Parade, street performers, Vendor Village, food trucks, Wellness Village, health screenings, live entertainment on the big stage, and more.

Sunday's showstopping Drag Brunch in the Street features headlining and local acts in a more intimate setting. During this ticketed event, guests enjoy local fare and drink while being entertained.



# VIP SPONSORSHIP \$15,000

## Ultimate Presenting Experience

- 10+ on-stage mentions throughout the event, including high-visibility moments during peak attendance
- 30–60 second on-stage speaking opportunity to directly address attendees
- Prominent logo display on the main festival stage and featured event signage
- Logo placement on exclusive souvenir VIP cups distributed within the VIP area
- Logo inclusion on VIP step-and-repeat backdrop for photos and media moments
- Logo featured on all VIP area signage
- Gate banner placement at a primary event entrance for maximum attendee visibility
- Exclusive feather banner featuring your logo, yours to keep after the event
- VIP access for 10 guests
- Reserved VIP seating within the VIP area
- 8 complimentary tickets to Sunday Brunch
- Inclusion of promotional materials in VIP swag bags, placing your brand directly in attendee hands
- Logo featured on the event website, printed promotional materials, and digital advertising campaigns
- Logo inclusion in event promotional videos
- Logo inclusion on official PRIDE Cape Coral event T-shirts
- Official PRIDE Cape Coral sponsor badge for use in your own print and digital marketing



# PRIDE PARADE HOST \$10,000

## Premier Title Sponsorship

- Top logo placement across the main festival stage
- Over-the-mic mentions before and during the PRIDE Parade, plus 6 on-stage mentions during event primetime
- "Sponsored by" banner placement within the PRIDE Parade
- Mentions in all press releases, event promo videos, and PRIDE Cape Coral social media marketing
- Exclusive feather banner featuring your logo, yours to keep after the event
- Logo inclusion on shared sponsor banner
- VIP access for 10 guests

- Reserved VIP Parade viewing area with prime sightlines
- 8 complimentary tickets to Sunday Brunch
- Logo listing on event website, posters, and rack cards
- Dedicated sponsor spotlights across PRIDE Cape Coral social media channels
- Official PRIDE Cape Coral sponsor badge for use in your own print and digital marketing
- Logo inclusion on official PRIDE Cape Coral event T-shirts
- 4 complimentary PRIDE Cape Coral T-shirts



# DIAMOND SPONSORSHIP

## \$7,500

**High-impact exposure with premium brand visibility.**

- Oversized logo displayed on a giant stage scrim
- 6 on-stage mentions during event primetime
- Exclusive feather banner featuring your logo, yours to keep after the event
- Logo inclusion on shared sponsor banner
- VIP access for 10 guests
- Reserved VIP Parade viewing area with prime sightlines
- 8 complimentary tickets to Sunday Brunch
- Inclusion of promotional materials in VIP swag bags, placing your brand directly in attendee hands

- Logo listing on event website, posters, and rack cards
- Dedicated sponsor spotlights across PRIDE Cape Coral social media channels
- Mentions in all press releases
- Logo inclusion in event promotional videos
- Official PRIDE Cape Coral sponsor badge for use in your own print and digital marketing
- Logo inclusion on official PRIDE Cape Coral event T-shirts
- 4 complimentary PRIDE Cape Coral T-shirts



# EMERALD SPONSORSHIP

## \$5,000

### A powerful way to align your brand with PRIDE Cape Coral.

- Logo displayed on a giant stage scrim
- 4 on-stage mentions during event primetime
- Exclusive feather banner featuring your logo, yours to keep after the event
- Logo inclusion on shared sponsor banner
- VIP access for 8 guests
- Reserved VIP Parade viewing area with prime sightlines
- 6 complimentary tickets to Sunday Brunch
- Logo listing on event website, posters, and rack cards
- Inclusion of promotional materials in VIP swag bags, placing your brand directly in attendee hands
- Dedicated sponsor spotlights across PRIDE Cape Coral social media channels
- Mentions in all press releases
- Logo inclusion in event promotional videos
- Official PRIDE Cape Coral sponsor badge for use in your own print and digital marketing
- 2 complimentary PRIDE Cape Coral T-shirts



# PLATINUM SPONSORSHIP

## \$3,200

**A great way to show your support!**

- 3 on-stage mentions during event primetime
- Exclusive feather banner featuring your logo, yours to keep after the event
- Logo inclusion on shared sponsor banner
- VIP access for 4 guests
- 4 complimentary tickets to Sunday Brunch
- Logo listing on event website, posters, and rack cards
- Inclusion of promotional materials in VIP swag bags, placing your brand directly in attendee hands
- Dedicated sponsor spotlights across PRIDE Cape Coral social media channels
- Mentions in all press releases
- Logo inclusion in event promotional videos
- Official PRIDE Cape Coral sponsor badge for use in your own print and digital marketing



# **GOLD SPONSORSHIP**

## **\$1,000**

### **A visible and supportive presence.**

- Exclusive feather banner featuring your logo, yours to keep after the event
- Logo inclusion on shared sponsor banner
- Logo listing on event website, posters, and rack cards
- Dedicated sponsor spotlights across PRIDE Cape Coral social media channels
- Inclusion of promotional materials in VIP swag bags, placing your brand directly in attendee hands
- Mentions in all press releases
- Logo inclusion in event promotional videos
- Official PRIDE Cape Coral sponsor badge for use in your own print and digital marketing



# SILVER SPONSORSHIP

## \$500

**A small way to make a big impact.**

- Logo on shared sponsor banner.
- Logo on website, posters and rack cards.
- Spotlight on social media channels.
- Mentions in select press releases.
- Business name in credit scroll format in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- Provide Promotional materials in VIP bags to VIP attendees



# BRONZE SPONSORSHIP

## \$250

### A super affordable way to lend support.

- Business name on shared sponsor banner.
- Business name listing on event website, posters and rack cards.
- Spotlight on social media channels.
- Mentions in select press releases.
- Business name in credit scroll format in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- Provide Promotional materials in VIP bags to VIP attendees

# 2026 SPONSORSHIP LEVEL COMPARISONS



# T-SHIRT SPONSORSHIP \$250

## An a-la-carte sponsorship. Limited.

- Your logo on the back of the official PRIDE Cape Coral 2026 t-shirt, which will be sold before, during and after the event.





# SUPPORTING PARTNER \$100+

**For individuals wanting to show support.**

- Name listed on event website.
- Spotlight thank you on social media channels.



# MARKETING PLAN & REACH

PRIDE Cape Coral 2026 has an expected attendance of 3,500 people. Most will be SWFL residents, and many will travel 50 miles or more to be a part of the celebration.

PRIDE Cape Coral utilizes print, online and proven resources to get the word out! Resources include the LGBTQ+ community, local and national organizations, area businesses, realtors, travel agents and the area's long-running trolley events' system, which includes thousands of people looking to have a great time.

Additional marketing strategies include press releases, national listings, appropriate Facebook groups, and on-air interviews. PRIDE Cape Coral loves shining the spotlight on event sponsors, and makes effort to include them when lining up interviews for television, newspaper and radio outlets.

The expected Facebook reach alone for this event is expected to surpass 950,000. This, combined with activity on Instagram, Snapchat and Google, makes for a great opportunity for sponsors to show their support.

# READY TO SHOW YOUR SUPPORT?

**Contact PRIDE Cape Coral today.**

Email: [info@pridecapecoral.com](mailto:info@pridecapecoral.com)

Call or Text: (239) 900-4028

Visit us online at: [PRIDECAPECORAL.com](http://PRIDECAPECORAL.com)

