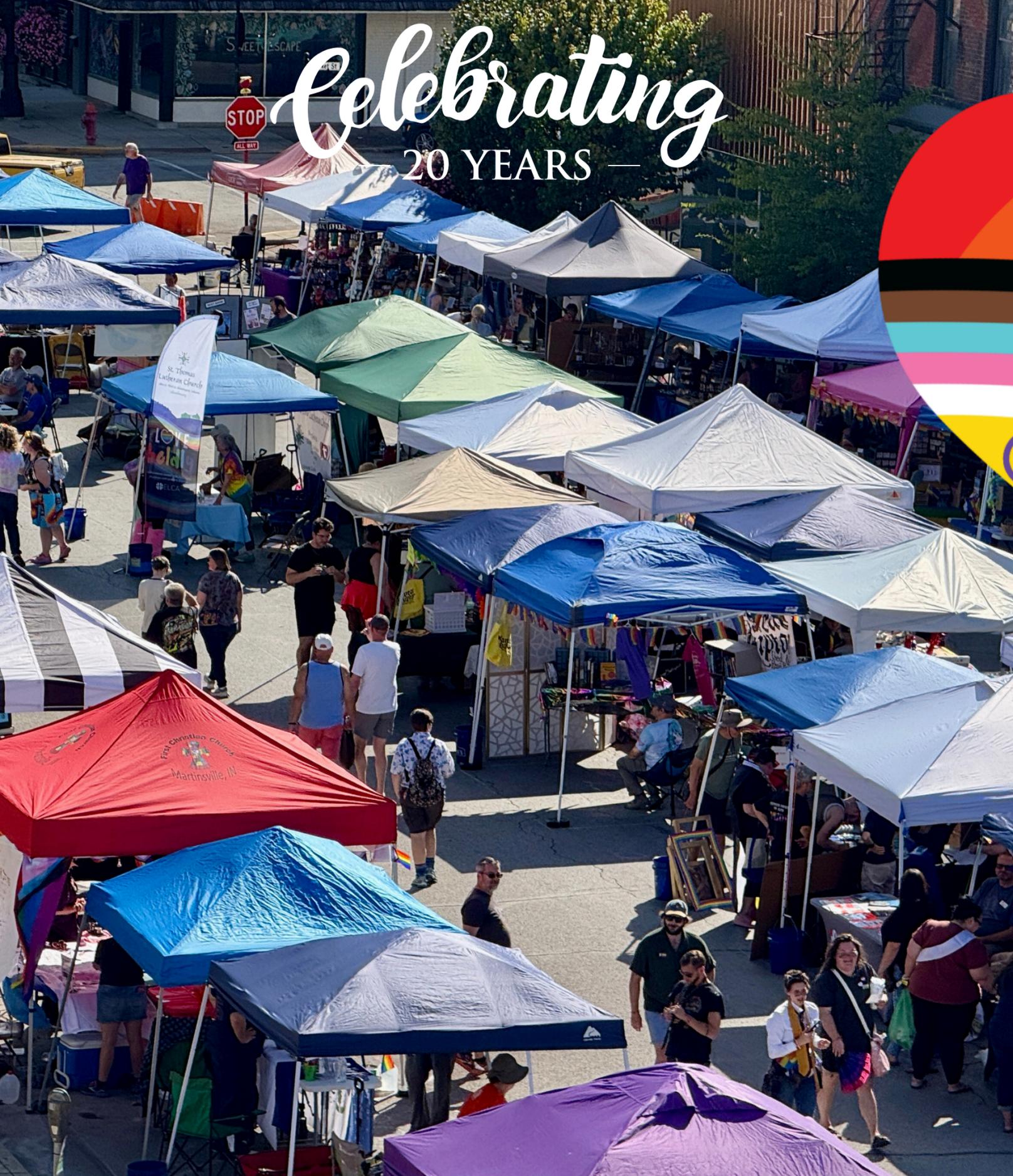


Celebrating
20 YEARS —



Spencer Pride Festival

Sponsorship Opportunities

2026

WWW.SPENCERPRIDE.ORG/FESTIVAL



About the Festival

FESTIVAL OVERVIEW

In 2026 we celebrate the 20th annual Spencer Pride Festival. The event will feature a large marketplace (150+ vendors), all-day live entertainment and activities, and much more! The festival is a part of the overall work of Spencer Pride, Inc., which operates the Spencer Pride commUnity center and hosts a diverse array of recurring, year-round programs. Help us celebrate our milestone 20th Spencer Pride Festival by supporting this historic event.

2025 EVENT HIGHLIGHTS



We welcomed Kyne Santos, internationally-known drag queen and math educator.



Our center serves as the heart of the festival, which welcomed nearly 5,000 people in 2025.



We've always welcomed people of all ages, identities, abilities, and perspectives, and continued to see this diversity expand in 2025.

MISSION

We support and celebrate the rural LGBTQ+ community in South Central Indiana by creating a welcoming, fun, and family-friendly event that brings the community together.

UNIQUENESS

We host the largest rural LGBTQ+ event in the state of Indiana. Spencer Pride has always been family-friendly and focused on education and community-building. Those who have attended our event know how special it is.



Strategic Sponsorship Opportunity

REACH



EXPOSURE POTENTIAL

Our festival is promoted heavily online and in-person, reaching tens of thousands of individuals, primarily in Central Indiana.

BRANDING



BRAND ALIGNMENT WITH LIFESTYLE/AUDIENCE

Align your organization's brand with ours: we are family-friendly, inclusive, diverse, and known for making a positive contribution in our community and far beyond.

ENGAGEMENT



HIGH FOOT TRAFFIC & MEDIA COVERAGE

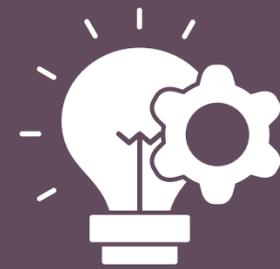
Engage with 5,000+ attendees, and 150+ participating organizations at the 2026 Spencer Pride Festival on Saturday, October 3.

How We Promote the Event



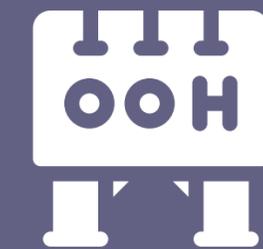
SOCIAL MEDIA STRATEGY

We engage early and often on Facebook, Instagram, and LinkedIn. We are happy to promote your organization, and - new for 2026 - we are now increasing our social media sponsorship promotions depending on your level of support.



IN-PERSON PROMOTION

We value the power of an in-person invitation to our festival, and accordingly, we attend many Pride and cultural festivals as well as other local events throughout the year. Sponsors who sign-on early may receive heightened promotion.



TRADITIONAL MEDIA

We are continually reminded that traditional media channels still carry a lot of influence in getting out the word about our event. You can find our advertisements in local and regional papers, radio, billboards, fliers, and more locations. Depending on the hype around our festival, it's not uncommon for us to be featured on regional television, too. We expect this in 2026 because of our historic anniversary.



Sponsorship Packages

*Some benefits are time-sensitive, so please become a sponsor today!

BENEFIT	ALLY	BOOSTER	ADVOCATE	CHAMPION	PARTNER	PIONEER
	\$300-499	\$500-999	\$1,000-2,499	\$2,500-4,999	\$5,000-9,999	\$10,000 & UP
Recognition on official festival Eventeny page	✓	✓	✓	✓	✓	✓
Recognition as an "official sponsor"	✓	✓	✓	✓	✓	✓
Social Media Acknowledgement	1x	1x	2x	2x	3x	4x
Complimentary marketplace booth space*	-	regular space	regular space in a premium location	regular space in a premium location	upgraded space in a premium location	upgraded space in a premium location
Recognition on press releases*	-	-	festival press release	festival press release	all press releases for 12 mos.	all press releases for 12 mos.
Logo on festival shirts*	-	-	✓	✓	✓	✓
Complimentary festival shirts*	-	-	-	5 shirts	10 shirts	10 shirts
Recognition on commUnity center onsite board	-	-	-	1 month	6 mos	12 mos
Recognition on SpencerPride.org home page	-	-	-	-	6 mos	12 mos
Other	-	-	-	-	-	Customized perks



Contact & Next Steps

Become a part of our historic
20th annual Spencer Pride
Festival today!



Partnership contact :

Martha Nally, Sponsorship
& Partnership Coordinator

 Martha@SpencerPride.org

 17 E. Franklin St., Spencer IN

**IF YOU ARE READY TO
BECOME A SPONSOR,
REACH OUT TO MARTHA
OR APPLY ONLINE NOW !**

[SPENCER PRIDE EVENTENY](https://www.eventeny.com/events/pride20-27723/)

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