



PRIDE *In Dallas*

Information Packet 2025

Dallas, Texas

www.prideindallas.org

Our Mission

Pride in Dallas is a 100% volunteer-based organization and was formed through the overwhelming support of the local LGBTQ+ community.

Pride in Dallas serves to provide celebrations of LGBTQ+ Pride in the heart of the queer Dallas community. Our mission drives us to deepen the connection LGBTQ+ individuals have to the safe spaces that have cultivated and supported Pride celebrations since their inception, and facilitate events that inspire, educate, commemorate, and celebrate our diverse community.



PHOTO COURTESY OF JIMMY BARTLETT

As Executive Director of Pride in Dallas, I am honored to invite you to join us in celebrating and uplifting our vibrant LGBTQ+ community by participating in the Pride in Dallas Parade as a Sponsor, Vendor, Parade Entry, or Volunteer. In a time when our rights and visibility are being challenged, your involvement in Pride is more crucial than ever. Together, we can send a powerful message that our community is resilient, unyielding, and united by love. When we stand together—bound by our shared pride and commitment to one another—we become an unstoppable force for progress and acceptance.

At Pride in Dallas, our community is at the heart of everything we do. Our mission is to strengthen the bonds that tie us together, creating a safe and welcoming space where everyone can thrive. Pride isn't just about celebrating how far we've come; it's about coming together to fight for the inclusive, equitable future we deserve. Whether you join as a sponsor amplifying this movement, a vendor showcasing your support, a parade entry bringing joy to our streets, or a volunteer offering your time and heart, your contribution makes a difference. Thank you for your unwavering commitment to our mission. Together, we are stronger, and together, we will continue to rise.

With Gratitude,

Vincent DeLuna
Executive Director, Pride in Dallas





We invite you to join us for another unforgettable celebration of Pride in Dallas! Pride in Dallas will be hosting its fourth annual week long celebration that culminates in our spectacular Pride on Cedar Springs parade. From September 15th to September 21st, you can expect fun filled activities throughout Oaklawn.

Join us as we come together to honor the beauty of diversity, the power of acceptance, and the joy of love. This year's Pride celebration is bigger and brighter than ever, with a week of thrilling events, engaging activities, and unforgettable moments designed to uplift and inspire.

The highlight of the celebration—the Pride on Cedar Springs Parade—will take place on September 21st, transforming the streets into a dazzling display of unity, energy, and vibrant self-expression.

Whether you're here to dance, cheer, or simply soak in the love, there's a place for everyone in our community. Let's make this Pride season a spectacular showcase of our shared spirit. Together, we'll celebrate who we are, who we love, and the progress we continue to fight for.

United by Love, Bound by Pride.



This year, our Pride celebrations are guided by the powerful theme, “United by Love, Bound by Pride.” This theme represents the unbreakable bond of unity and the shared strength that defines our community. It’s a call to action, urging us to stand together, celebrate our progress, and continue the fight for equality and justice with love at our core.

In embracing this theme, we honor the beauty of connection and the power of solidarity to overcome challenges and bridge divides. It’s more than a motto—it’s a celebration of the resilience, diversity, and unwavering pride that fuels our journey toward a brighter, more inclusive future.

Join us as we come together to celebrate the heart of our community, the strides we’ve made, and the love that binds us all. Let’s make this Pride season a testament to the strength we share and the unity we embody. Together, we are unstoppable!

2025 Sponsorship Opportunities



In times of uncertainty, one thing remains constant: the strength and resilience of our community. Pride in Dallas 2025 invites you to be part of a powerful celebration of love, acceptance, and unity. Together, we will honor the spirit of coming together, embracing diversity, and championing equality.

As a sponsor of the Pride on Cedar Springs Parade, you'll play a vital role in creating a safe, inclusive space for our LGBTQ+ community and allies to gather, connect, and celebrate. Your support not only showcases your commitment to diversity but also strengthens the bonds that unite us, reminding everyone that we are stronger together.

The Pride Parade is a cherished tradition, made possible by the collaboration of generous sponsors, community supporters, and local businesses who believe in the power of unity. This year, let's continue that tradition, bringing Pride back to Oak Lawn and Cedar Springs in a way that inspires hope and joy for everyone.

We are now accepting sponsorship applications for 2025! With customizable packages designed to fit a range of budgets and marketing strategies, there's a way for every partner to make an impact.

Thank you for standing with us in support of love, resilience, and community. Let's come together to make Pride in Dallas 2025 an unforgettable celebration of the strength we share.

2025 Sponsorship Opportunities



	PRESENTING	DIAMOND	PLATINUM	GOLD	SILVER	COMMUNITY
Parade Kick-Off Float	<input checked="" type="checkbox"/>					
Presenting Title on all sponsorship materials	<input checked="" type="checkbox"/>					
Presenting Title featured slideshow on website	<input checked="" type="checkbox"/>					
Logo placement on email marketing communications	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Banner placement during week-long festivities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
MC/Host Acknowledgment at all events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Complimentary Float Entry	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo placement on Official Pride in Dallas t-shirts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Vendor Booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo placement on select Pride events ad	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo placement on prideindallas.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brand mention via social media platforms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	\$30,000	\$15,000	\$10,000	\$5,000	\$2,500	\$500-\$2499

Parade Entry

Whether you're a non-profit organization, local business, or national business, we welcome you to join us in celebrating Pride in Dallas. The parade offers a great platform to promote your brand, engage with potential customers, and demonstrate your support for the LGBTQ+ community. So, come and march with us, show your support for equality and love, and let's make this Pride event one to remember! Sign up now to become a part of the Pride in Dallas parade.



Parade Entry Fee

	Non-Profit	For-Profit
Group Walkers	\$150	\$175*
Vehicle Entry	\$250	\$275
Float Entry	\$300	\$375

First 25 People, \$50 per additional 25 people

REGISTER HERE

www.prideindallas.org



Vendors

We are accepting applications for vendors to join us in the parade. This is an incredible opportunity to showcase your business to a diverse and inclusive audience that celebrates love, acceptance, and equality. Whether you are a food vendor, merchandise seller, or an organization looking to connect with the LGBTQ+ community, we invite you to be a part of this unforgettable experience. Don't miss this chance to participate in one of the biggest Pride events in Texas! Apply now and secure your spot as a vendor in the Pride in Dallas parade.



Vendor Entry Fee

	Non-Profit	For-Profit
Vendor	\$100	\$200
	Stand Alone	Food Truck
Food Vendor	\$200	\$300

REGISTER HERE

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Volunteers



Pride in Dallas is calling for your help! Our vibrant and inclusive community is looking for passionate volunteers to join us in organizing one of the biggest Pride events in Texas. We welcome individuals who are committed to promoting equality, celebrating diversity, and spreading love and acceptance. As a volunteer, you will have the opportunity to contribute to an event that showcases the resilience and spirit of the LGBTQ+ community. Join us and be a part of this incredible experience. Whether you can commit to one day or the whole week, your contribution will make a difference. Let's celebrate Pride in Dallas together and show our support for love and equality. Sign up today to become a volunteer for Pride in Dallas!

Sign Up Now

www.prideindallas.org



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Vincent DeLuna
Executive Director, Pride in Dallas

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