



# ***TriPride 2025***

*Parade and Festival  
Sponsorship Guide*

# ***About TriPride***

## ***Mission***

TriPride will work towards building a stronger and more inclusive community across Northeast Tennessee and Southwest Virginia. We will do this by producing a great, fun for all ages event that celebrates inclusion, equality, community, and self-empowerment.

## ***Introduction***

Since its inception, TriPride has been a beacon of inclusivity and celebration in the Appalachian region. Our mission is to promote LGBTQ+ visibility and foster a sense of belonging for everyone in the community. We have grown significantly over the years, attracting 10,000+ attendees, increasing regional participation, and becoming an essential part of the local cultural fabric.







***MORE THAN TOLERATED  
FULLY CELEBRATED***





## TRIPRIDE 2024 RECAP

***Color Appalachia with Pride***

As we reflect back on a successful 2024 season, the TriPride Board of Directors is thrilled to look ahead to 2025. For our 2024 event, we decided to return to the beautiful Bristol, VA/TN Cumberland Square Park, in part due to downtown construction in Kingsport. We look forward to returning to Kingsport when we can!

One thing that unites us all is our shared pride in Appalachia. During our outreach in rural areas, we noticed a recurring theme: many are proud to be queer Appalachians but hesitant to fly the Pride flag or fully express their identities. That's when we knew TriPride could make an even greater impact by encouraging everyone to "Color Appalachia with Pride."

Thanks to your continued support and sponsorships, TriPride is able to provide more events and resources throughout the year. Your contributions don't just fund the TriPride Parade and Festival—they help ensure that the majority of our events remain free to the public. This past year, we started with our free Roll-Out Party, announcing the new date and location. From LGBTQ+ bowling nights with Holiday Lanes to the second annual TriPride Adult Prom, free movie nights, and traveling to rural areas to table at festivals, your support made all of this possible. We truly couldn't achieve this without you.

**Responding to Disaster with Pride and Compassion**

Just two weeks before our parade and festival, Hurricane Helene devastated parts of our Appalachian community, leaving many of our friends and families without homes, cars, and even loved ones. In the aftermath, the TriPride Board faced a tough decision: cancel the festival or move forward. We chose to continue, recognizing the need for a safe, joyful space during such a difficult time. Partnering with the United Way of East Tennessee Highlands, we redirected Pride Week proceeds and festival t-shirt sales to hurricane relief efforts. Together with our sponsors and donors, we raised more than \$10,000 to support victims of Hurricane Helene.

**Health Services at TriPride**

Health services remain central to our mission. At the 2024 TriPride Festival, we were proud to offer free STI/HIV/STD testing, vaccines, Narcan education, and women's health services, among other resources. Thanks to a Gamma Mu Grant, we were able to provide incentives like gift cards for individuals who participated in health screenings. These efforts, made possible by our health partners, continue to make a real difference in our community.

**Building for the Future**

As we've grown, so has our commitment to transparency and accountability. TriPride has earned the Silver GuideStar Seal of Transparency and is working toward Gold. We ensure professional management of funds through accounting services and offer detailed financial documentation to larger donors upon request.

In 2024, we expanded our presence across Southwest Virginia and Northeast Tennessee, tabling at events like the Blue Plum Festival, Rainbow Festival, Meet the Mountains Festival, and Bristol Rhythm & Roots Reunion. These partnerships strengthen our visibility and deepen our community connections.

**Looking Ahead to 2025**

In 2025, we'll return to Johnson City, TN, for our 6th annual TriPride Parade and Festival. This marks an exciting homecoming to our inaugural city, where we'll showcase the growth and impact we've achieved together. We're already working with Johnson City to finalize plans for October 11, 2025!

Every year, we strive to grow stronger, learn from our experiences, and provide even more opportunities for connection, celebration, and inclusion. None of this would be possible without your support. We hope you are as proud of our accomplishments as we are, and we look forward to partnering with you to make 2025 our best year yet.

Thank you for standing with TriPride and for helping us bring Pride to Appalachia. We'll see you in 2025!

Justin Hall  
TriPride President

## TRIPRIDE 2024 RECAP

***Community Reach*****2024 Parade & Festival****Parade & Festival Stats**

12,000+ festival and parade attendees  
 24+ musical groups and entertainers  
 (including Maddy Morphosis and LaLa Ri from *RuPaul's Drag Race* and Sarah Potenza from NBC's *The Voice*)  
 10 food trucks  
 1,000+ parade participants  
 60 parade groups  
 75+ volunteers

**29 Sponsorships**

18 leading sponsors and grantors  
 11 supporting sponsors

**100+ Vendors**

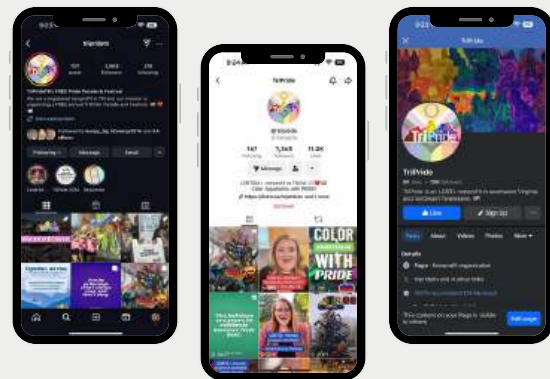
6 spiritual groups/churches  
 12 political/government groups  
 48 small businesses  
 24 larger businesses and corporations  
 48 non profits  
 14 health services providers

**Additional Events**

2nd Roll Out Party to kick off TriPride  
 200+ ticketed attendees at our 2nd adult prom event  
 50+ attendees at our first LGBTQ+ friendly pool party event  
 150+ attendees across our smaller pride week events

**Social Media**

10,205 Facebook followers  
 8,001 Facebook Page Likes  
 3,968 Instagram followers  
 100k+ Instagram accounts reached  
 1,363 TikTok followers  
 194k+ Annual TikTok viewers

**Web**

107k+ web visits  
 492k web events  
 9.65m web impressions  
 15k+ direct site visits







## ***Social and Cultural Impact***

TriPride has helped normalize and celebrate LGBTQ+ identities in a traditionally rural region, offering a safe, welcoming environment where attendees can express themselves freely. This event has become a vital space for community building, where LGBTQ+ individuals and allies form connections and receive support.

*“TriPride events for the LGBTQ+ community hold profound significance, extending beyond a celebration of diversity and inclusivity. They represent a powerful declaration of resilience, visibility and acceptance. Pride embodies the LGBTQ+ community’s unwavering spirit, serving as a beacon of hope, acceptance and unity. They remind us that equality is not negotiable and that love is love, regardless of orientation or identity.”*

*“Pride in Appalachia is SO important because without it in our area, there would be no safe spaces for the LGBTQIA+ community. The community itself should be able to live freely how they want to identify and should be able to be apart of a community to feel safe in and be authentically you!”*

*“Our people in Appalachia have always had a special sense of pride and belonging that simply cannot be found anywhere else in, not just the US, but in the whole world. We have faced the same struggles as our neighbors and then some. I believe that prejudice will only die if we continue to push the message that “Y’all means all.” and the fact that we are all live in such a wonderful location together.”*



## ***Educational Advocacy***

TriPride isn't just a celebration; it's also a platform for education and advocacy. Through year-round events and collaborations with local organizations, we raise awareness on LGBTQ+ issues, healthcare access, and regional advocacy efforts. These efforts contribute to long-term community empowerment and support.

### ***DRAG BINGO AND SEXUAL HEALTH TRIVIA WITH RISE HEELTHY FOR LIFE***

*Hosted during TriPride Pride Week 2024*

### ***BEYOND MOUNTAINS AND MARGINS: STORIES OF GAY APPALACHIANS***

*Hosted during TriPride Pride Week 2024*

### ***EDUCATIONAL BANNERS AT OUR FESTIVAL: "LOOK HOW FAR WE'VE COME"***

*Available at annual pride events*

### ***KNOW YOUR LGBTQ+ RIGHTS WEBINAR***

### ***TRANS HEALTH EDUCATION SEMINAR WITH TRANSTAPE DEMO AND EDUCATION***

### ***COMING SOON: QUEER HEALTH EDUCATION WEBINAR***

## ***2025 Goals***

TriPride is committed to continued growth and impact in the Appalachian region. As we look to expand our events and initiatives, we invite potential sponsors to partner with us in this journey of inclusion, diversity, and progress. Your support can help us ensure that TriPride continues to thrive, empowering both the LGBTQ+ community and the broader region.

### ***How we want to grow (with your support!)***

- Sponsorship for navigational signage, including directional signs and maps throughout the festival grounds.
- Funding for water refill station accessories, such as dispensers and filtration units.
- Support for visitor experience and interactive installations like art displays and photo booths.
- Contributions to family-friendly zones with kid-focused activities, shaded seating, and sensory-friendly areas.





**LOVE IS  
LOUDER  
OVER HERE**





# ***Why Become A Sponsor?***

## **What is TriPride?**

TriPrideTN, Inc. (TriPride) is a 501(c)(3) nonprofit organization formed to build a stronger and more inclusive community across northeast Tennessee and southwest Virginia. TriPride welcomes and celebrates the LGBTQ+ community with their allies, supportive nonprofit organizations, faith communities, businesses, and with local governments.

## **Why the need for TriPride?**

We need an organization that celebrates and welcomes the LGBTQ+ community and all who love and support them. Because we recognize that there is a general undercurrent of divisiveness in our country, which can be seen by anyone who spends time on social media or watches the news. That divisiveness is disheartening. It's counterproductive. It drives unnecessary wedges between us. Building bridges between segments of the community, starting with the LGBTQ+ segment, works to counteract the divisiveness.

## **Why Corporations & Businesses should sponsor TriPride**

The LGBTQ+ community, especially in the South, still has to contend with prejudice and bias on many fronts. The generous support of individuals, small businesses, organizations, and corporations is necessary to build our commitment of growth to better serve our community. Corporate sponsorship of TriPride is an incredible opportunity to get your brand and message in front of a large audience while showing your support and acceptance of them and their families. All the corporate sponsor packages can be customized to fit your needs, and if you have something else in mind, we'd love to hear from you. No matter what you choose, you'll be showing your support for equity, inclusion, and diversity.

## ***TriPride's Aspirations***

Provide a sense of belonging for people who need it

Reduce divisiveness by bringing people together to share different perspectives and commonalities

Build the Tri-Cities' reputation as a welcoming place to live and work – which is good for people and good for business

Our members believe we live in a great region – and we feel a shared responsibility to help make it even better



# TriPride 2025

*Parade and Festival*

Parade & Festival  
Date

**October 11, 2025**

2025 Festival Details  
& Instructions will be  
published once  
elements have been  
finalized.



# Sponsorship Levels

	TITLE	ADVOCATE	PARTNER	SUPPORTER	FRIEND	ALLY 1	ALLY 2
COMMITMENT	\$15,000+	\$10,000+	\$7,500+	\$4,000+	\$2,000+	\$500+	\$250+
BOOTH SPACE	2 (10'x10')	2 (10'x10')	1 (10'x10')	1 (10'x10')	1 (10'x10')	1 (10'x10')	1 (10'x10')
TRIPRIDE GUIDE PAGES*	2 Pages	1 Pages	1/2 Page	1/4 Page	1/8 Page	1/8 Page	N/A
1 YEAR RIGHT TO EVENT LOGO	Y	Y	Y	Y	Y	Y	Y
LOGO/LINK ON WEBSITE*	Y	Y	Y	Y	Y	Y	N/A
SOCIAL MEDIA ACKNOWLEDGMENT*	Y	Y	Y	Y	Y	Y	Y
LOGO ON EVENT T-SHIRT*	Y	Y	Y	Y	Y		
ANNOUNCER MENTION**	Y	Y	Y	Y			
LOGO ON BANNERS & CERTAIN FESTIVAL SIGNAGE*	Y	Y	Y	Y			
LOGO ON EVENT ENTRANCE*	Y	Y	Y				
SMALL BANNER**	Y	Y	Y				
LARGE BANNER**	Y	Y	Y				
FRONT STAGE BANNER**	Y	Y					
STAGE NAME RECOGNITION	Y	N/A					
FESTIVAL NAME RECOGNITION	Y	N/A					
PARADE NAME RECOGNITION	N/A	Y					

## SPONSORSHIPS ARE SUBJECT TO APPROVAL BY TRIPRIDE.

\*Requires approval from Sponsor

\*\*Banners provided by the sponsor.  
Size TBD.

Visit [www.tripridetn.org/become-a-sponsor](http://www.tripridetn.org/become-a-sponsor) to complete your sponsorship information.

## QUESTIONS?

Contact your TriPride liaison or reach out to:

Justin Hall  
TriPride President  
[president@tripridetn.org](mailto:president@tripridetn.org)

Jacob Besseck  
TriPride Vice President  
[vicepresident@tripridetn.org](mailto:vicepresident@tripridetn.org)



# Sponsorship Benefits

## TITLE

\$15,000+

2 (10 x 10) booth space with premium placement for TriPride Festival, Naming rights to the main stage, Logo/Link on website, Social media acknowledgment, Announcer mentions, Small and large banners, Front stage banner, Logo on event entrance, Name in title of the Festival, Logo on t-shirt, 2 full pages premium ad placements in TriPride Guide.

## ADVOCATE

\$10,000+

2 (10 x 10) booth space with premium placement for TriPride festival, Naming rights to the TriPride Parade (for first sponsorship only), Logo/Link on website, Social media acknowledgment, Announcer mention, Small and large banners, Front stage banner, Logo on event entrance, Logo on t-shirt, 1 full page premium ad placement in TriPride Guide.

## PARTNER

\$7,500+

1 (10 x 10) booth space with preferred placement for TriPride, Logo/Link on website, Social media acknowledgment, Announcer mention, Small and large banners, Logo on event entrance, Logo on t-shirt, AND 1/2 full page preferred ad placements in TriPride Guide.

## SUPPORTER

\$4,000+

1 (10 x 10) booth space for TriPride, Logo/Link on website, Social media acknowledgment, Announcer mention, Small banner, Logo on t-shirt, and 1/4 page ad in the TriPride Guide.

## FRIEND

\$2,000+

1 (10 x 10) booth space for TriPride, Logo/Link on website, Social media acknowledgment, Announcer mention, Small banner, Logo on t-shirt

## ALLY 1

\$500+

1 (10 x 10) booth space for TriPride, Logo/Link on Website, Social media acknowledgment, and 1/8 page ad in the TriPride Guide

## ALLY 2

\$250+

1 (10 x 10) booth space for TriPride, Logo/Link on Website, Social media acknowledgment

## TRIPRIDE GUIDE (\$500+)

Your company will have ad space and sponsor recognition in the TriPride Parade and Festival Guide.

## RIGHT TO EVENT LOGO (1 YR)

Right to use the event logo for one year on your promotional materials.

## LOGO/LINK ON WEBSITE (\$500+)

With permission, your logo and/or name will appear on the TriPrideTN website based on the sponsorship level.

## SOCIAL MEDIA LINK

TriPrideTN will mention, with permission, your sponsorship with a link to your website in the post to help promote your brand.

## LOGO ON EVENT T-SHIRT (\$2,000)

Your company name and logo will be on the event t-shirt.

## ANNOUNCER MENTION(S) (\$4,000+)

You will be mentioned as a sponsor by an announcer on stage during the Pride event.

## SMALL BANNER(S) (\$7,500+)

Banners provided by you will be placed in prime locations at the festival (size TBD).

## LARGE BANNER(S) (\$7,500+)

Large banners provided by you will be placed in prime locations at the festival (size TBD).

## LOGO ON EVENT ENTRANCE (\$7,500)

Your logo will appear on or near two event welcoming structures.

## FRONT STAGE BANNER(S) (\$10,000+)

A large banner provided by you will be placed at the stage (Size TBD.)

## NAME IN TITLE OF PARADE (\$10,000+)

Your company will have primary positioning as a sponsor, such as "Tri Pride Parade presented by Your Company."

## NAME IN TITLE OF STAGE (\$15,000)

Your company name and logo will be on the stage name at the event, on the map, and on any printed materials mentioning the stage, including the performance itinerary.

## NAME IN THE TITLE OF FESTIVAL (\$15,000)

Your company will have primary positioning as a sponsor, such as "Tri Pride Festival Presented by Your Company."





**THERE IS PRIDE  
IN THEM/THEIR  
HILLS**





