



Cost should never be a barrier to celebrating and marching with your community. Pride Vermont is built on solidarity, and we are fully committed to ensuring our parade and festival remain open, accessible, and inclusive for everyone.

If the listed registration fees present a financial challenge for your group, please reach out to us. We offer flexible sliding-scale options and fee waivers to ensure every grassroots group, youth organization, and community member can participate.

Other Ways to Engage

If you or your organization wants to show up in a big way without a financial contribution, we would love to have you power the festival from the ground up by volunteering:

- **Festival Operations:** Help us with setup, breakdown, and coordinate other logistics on the day of the event.
- **Accessibility Support:** Assist in providing traffic control support, group coordination, and vendor and march help
- **Community Navigating:** Join the team helping visitors navigate the festival footprint and vendor layouts safely and comfortably.

Questions or ideas? Whether you need to discuss a sliding-scale fee, want to sign up a volunteer crew, or have questions about festival accessibility, please reach out directly at info@pridevt.org

Sponsorship & Included Benefits

\$250 | Community Advocate

- **Perks:** Covers one large non-profit or small business parade entry.
Promotion: Includes the name listed in our digital and paper pride guide and a shared thank-you post on social media.

\$500 | Solidarity Partner

- **Perks:** Covers one large business parade entry + one festival booth space (table and chair not provided).
Promotion: Includes small linked logo on our digital and paper pride guide and individual social media post.

\$1,000 | Festival Area Sponsor

- **Perks:** Covers one premium large business parade float + one food & beverage or double vendor booth space.
Promotion: Includes above benefits and medium logo placement on digital maps. ½ page advert in Pride Guide & dedicated social media post

\$2,500 | Parade Section Leader

- **Perks:** Covers one parade float near front + premium festival booth placement.
Promotion: Includes above benefits plus live emcee shout-outs, custom banner and large homepage logo placement. Full page advert in Pride Guide & dedicated social media pos

\$5,000 | Presenting Champion

- **Perks:** Covers one parade float near front + premium festival booth placement, setup fees waived plus a "Pay-It-Forward" fund covering festival equipment costs for 5 local community groups.
Promotion: Includes all above benefits, with ultimate co-branding ("Presented by") across the main stage, and press releases.

\$15,000+ | Legacy Host

- **Perks:** Covers one parade float at the front + premium festival booth placement
Promotion: Includes all above benefits of ultimate co-branding for this year's festival and parade as well as 2027. Includes all setup fees waived for both years and full page adverts for both years.

Pride Vermont Parade Fees 2026				
		Before July 31	August 1 - Sept 1	After Sept 1
LGBTQ+ (QSAs and queer organizations. Does not include for-profit businesses)	Marching Group	\$0	\$0	\$0
	Vehicle or Motorcycle	\$0	\$0	\$0
	Float	\$0	\$0	\$0
Solidarity Groups (churches, politicians, military, grassroots groups)	Marching Group	\$25	\$30	\$35
	Vehicle or Motorcycle	\$35	\$40	\$45
	Float	\$45	\$50	\$55
Small Non-Profits (annual revenue <\$1,000,000)	Marching Group	\$50	\$60	\$70
	Vehicle or Motorcycle	\$60	\$70	\$80
	Float	\$70	\$80	\$90
Large Non-Profits (annual revenue >\$1,000,000)	Marching Group	\$75	\$90	\$105
	Vehicle or Motorcycle	\$100	\$115	\$130
	Float	\$125	\$140	\$155
Small Businesses (<50 Employees)	Marching Group	\$75	\$90	\$105
	Vehicle or Motorcycle	\$100	\$115	\$130
	Float	\$125	\$140	\$155
Large Businesses (>50 Employees)	Marching Group	\$100	\$120	\$140
	Vehicle or Motorcycle	\$150	\$170	\$190
	Float	\$200	\$220	\$240

PRIDE VT WILL NOT BE
INCREASING RATES
AUG1ST

Pride Vermont Festival Fees 2026				
		Before July 31	July 31 - Sept 1	After Sept 1
LGBTQ+ (QSAs and queer organizations. Does not include for-profit businesses)	Provide Own Tent, Table, Chairs	\$20	\$30	\$40
	Provide Own Tent / Use our Table, Chair	\$40	\$50	\$60
	Use our Tent, Table, Chair	\$60	\$80	\$100
Solidarity Groups (churches, politicians, military, grassroots groups)	Provide Own Tent, Table, Chairs	\$20	\$30	\$40
	Provide Own Tent / Use our Table, Chair	\$40	\$50	\$60
	Use our Tent, Table, Chair	\$60	\$80	\$100
Small Non-Profits (annual revenue <\$1,000,000)	Provide Own Tent, Table, Chairs	\$40	\$60	\$80
	Provide Own Tent / Use our Table, Chair	\$60	\$80	\$100
	Use our Tent, Table, Chair	\$80	\$100	\$120
Large Non-Profits (annual revenue >\$1,000,000)	Provide Own Tent, Table, Chairs	\$75	\$95	\$115
	Provide Own Tent / Use our Table, Chair	\$100	\$120	\$140
	Use our Tent, Table, Chair	\$125	\$145	\$165
For-profit Businesses	Provide Own Tent, Table, Chairs	\$100	\$125	\$150
	Provide Own Tent / Use our Table, Chair	\$150	\$175	\$200
	Use our Tent, Table, Chair	\$200	\$225	\$250
Food & Beverage		\$125	\$225	\$325

PRIDE VT WILL NOT BE INCREASING RATES AUG 1ST

TABLES OUTSIDE OF THE RESOURCE TENT ARE AVAILABLE FOR FREE - LIMITED SUPPLY

RATES FOR FOOD/BEV HAVE BEEN WAIVED

Pride Vermont Guide Ads		
Pride Guide Cost Full Color Ads	Full Page	\$500
	Half Page	\$250
	Quarter Page	\$150
	Eighth Page	\$100

ABOUT PRIDE VERMONT 2026

Full Page
5" x 8"

INCLUDES:
FULL SOCIAL MEDIA POST & STORY

Quarter Page
Vertical
2.5" x 4"

INCLUDES:
SHARED SOCIAL
MEDIA POST

Eighth Page
2.5" x 2"

Half Page Horizontal
5" x 4"

INCLUDES:
FULL SOCIAL MEDIA POST & STORY

Color

Full Page // \$500

Half Page // \$250

Quarter Page // \$150

Eighth Page // \$100

Pride Guide Overview

- 1000 Print Pride Guides will be distributed to local businesses, pride week events, and the festival.
- A digital Pride Guide will be made shared across all social media
- Dedicated shoutout posts will be made for advertisers and sponsors