



2026

SPONSORSHIP OPPORTUNITIES



Celebrating 20 years of
PRIDE on the Space Coast!

SpaceCoastPride.org

Your Support Means *Everything*

Thanks to our incredible sponsors, Space Coast Pride was able to make 2025 a wonderful year with memorable events. We can't wait to make 2026 even better! With your support, not only can we continue to host our Rainbow Run 5k, Pride Parade & Festival, and other events that bring joy to our community, but we can also continue to fight for change, offer an annual scholarship to high school graduates attending an accredited college, and so much more.



SPACE COAST PRIDE

Pridefest 2026: Bigger, Brighter, Safer, and Front & Center!

SEPTEMBER 26, 2026

This year, Pridefest is moving to the Melbourne Auditorium & Park, giving us massive indoor and outdoor space, multiple zones for vendors, families, performances, and activities, and a fully air-conditioned theatre where guests can enjoy the fiercest entertainment in town while browsing hundreds of local vendors indoor and outdoors. The venue is fully accessible, keeping the celebration inclusive, safe, and fun for everyone.

And for the first time ever, our parade will march through the heart of downtown Melbourne, putting Pride on full display for the city to see and cheer. Private shuttles will ensure attendees get from the parade to the festival seamlessly, so no one misses a moment of the action!

More space. More visibility. More impact. More Pride. Join us as we make Pridefest 2026 the boldest, most memorable celebration yet!

Who we are

Our Board

Tina Jensen
President

Mary Beth Laburda
Vice President

Justin Cercone
Secretary

Kat Cowley
Treasurer

Keith Becher
Parade Director

Diamond
Events Director

Raquel Markstone
Entertainment Director

Donna Mangeot
Health Director

Bill McKay
Community Director

Carrie Vogler
Volunteer Director

COMMITTEE LEADERS

Shelley Rodden
Youth Director



OUR MISSION

Our mission is to champion LGBTQIA+ interests in Brevard County by advancing inclusive programming, advocacy, and community connection. Through these efforts, we strengthen our community and ensure resources and opportunities are accessible to all.

OUR VISION

A Space Coast where LGBTQIA+ people thrive, are celebrated, and have equitable access to resources, opportunity, and community support.

OUR IMPACT

Each year, our work culminates into our Pridefest & Parade; a premier regional celebration that amplifies visibility, strengthens community, and drives our year-round advocacy, education, and inclusive programming.

Sponsorship Opportunities

Sponsors help make Pride happen in our community and we celebrate our partnerships! We can help create special branding opportunities to create a sponsorship level for everyone.

Pridefest & Parade

Presenting	\$20,000
Diamond	\$15,000
Platinum	\$10,000
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,500

Saturday, September 26, 2026

Rainbow Run 5K

Presenting	\$5,000
Champion	\$2,500
Sprinter	\$1,500
Sashay	\$500
Cheer Squad	\$250

Saturday, June 20, 2026

Monthly Gatherings

Interested in sponsoring one of our monthly Pride Connects or newsletter, "The Gay Agenda"?

Contact President, Tina Jensen, to learn more:

president@spacecoastpride.org

Annual Gay-la

Crown Jewel	\$2,500
Ruby	\$1,500
Sapphire	\$500
Amethyst	\$250

September 19, 2026

Pridefest & Parade Sponsorship

Celebrating **20 years!**

Saturday • September 26, 2026
Parade 11:00am • Festival 12:00pm - 6:00pm

 **CLICK HERE TO SIGN UP!**



Sponsorship Benefits		Presenting \$20,000	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,500
Digital Marketing & Paid Advertising	Logo or message on airplane banner (\$900 value)	X					
	Banner on website homepage	X	X				
	Logo & link on sponsor web page	X	X	X	X	X	X
	Email marketing with corresponding sponsor level recognition	X	X	X	X	X	X
	Featured in Radio Commercial (\$1,500 value)	X	X				
	Featured in Streaming Commercial (\$500 value)	X	X				
	Logo on Billboards (\$1,000+ value)	X					
	Logo in Magazine/Newspaper Ads (\$2,500 value)	X	X	X			
	Paid Meta Ads (\$1,000+ value)	X	X				
	Individual spotlight sponsorship social media post	X	X	X	X		
	Social media posts on all platforms with logos	X	X	X	X	X	X
	Printed Materials	Prominent Presenting Sponsor recognition	X				
	Logo on Festival map	X	X				
	Logo on Festival/Parade posters	X	X	X			
	Logo on Festival/Parade palm cards	X	X	X			
	Logo on official Festival t-shirts	X	X	X	X		
	Logo on banner at Festival Mainstage	X	X	X	X	X	
Festival Booth	Booth Space (\$300 value)	FEATURED	PROMINENT	PREFERRED	REGULAR	REGULAR	REGULAR
Parade	Preferred Parade lineup placement by sponsor level	X	X	X			
	Motorized vehicle unit (provide own) & walking unit (\$260 value)	X	X	X	X		
VIP Hospitality	Walking Unit					X	X
	Onstage Festival in-person presentation on Mainstage	X	X				
	Official Festival t-shirts	12	10	8	6	4	2
Rainbow Run 5K (June 20th, 2026)	Presenting Sponsor of Rainbow Run 5K (\$5,000 value)	X					
	Outdoor booth at Rainbow Run 5K (\$40 value)	X	X	X			
	Logo on Rainbow Run 5k t-shirts (500+ runners)	X	X				
	Unlimited \$5 off discounted Rainbow Run 5k registrations	X	X	X	X	X	

Space Coast Pride, Inc is a 501(c)(3) allowing your sponsorship to be tax deductible when applicable

Print advertising deadline is July 15. Non-monetary support is appreciated, but may not receive all sponsor level benefits.

For questions, please contact **Tina Jensen** at President@SpaceCoastPride.org

Pridefest Vendors & Parade Participants

Celebrating **20 years!**



Saturday • September 26, 2026
 Parade 11:00am • Festival 12:00pm - 6:00pm

Non-Profit Vendors	Indoor NO Tent	Outdoor
Early (now - 5/31)	\$130	\$80
Standard (6/1 - 8/14)	\$160	\$95
Late (8/15 - 9/1)	\$210	\$125
Small Business Vendors (50 employees or less)	Indoor NO Tent	Outdoor
Early (now - 5/31)	\$210	\$140
Standard (6/1 - 8/14)	\$250	\$170
Late (8/15 - 9/1)	\$330	\$225
Large/Corp Vendors	Indoor NO Tent	Outdoor
Early (now - 5/31)	\$290	\$210
Standard (6/1 - 8/14)	\$375	\$250
Late (8/15 - 9/1)	\$500	\$350

All vendors and non-profit vendors are required to provide Certificate of Insurance (COI) no less than one month prior to the event. Options for COI will be provided at signup.

Parade Participants	Early Bird Price through June 30	Standard Price July 1 - Aug15	Late Registration after Aug 15
Parade Walkers	\$80	\$90	\$180
Parade Vehicle & Walkers	\$100	\$130	\$260
Parade Non-Profit Walkers	\$35	\$45	\$90
Parade Non-Profit Vehicle & Walkers	\$60	\$70	\$140

For Vendor questions contact Vendor@SpaceCoastPride.org

For Parade questions contact Keith Becher at Parade@SpaceCoastPride.org

Rainbow Run 5K Sponsorship



 [CLICK HERE TO SIGN UP!](#)

Run. Walk. Skip. Dance. *Sashay!*

Saturday • June 20, 2026

Race Starts 7:30am • Vendors 6:30am

Sponsorship Benefits		Presenting \$5,000	Champion \$2,500	Sprinter \$1,500	Sashay \$500	Cheer Squad \$250
Marketing & Advertising	Presenting sponsor recognition	X				
	Banner on website homepage	X				
	Logo on event signage	X	X	X		
	Logo on official race t-shirts (600+)	X	X	X		
	Logo and link on sponsor webpage	X	X	X	X	X
	Social media posts on all platforms with logos	X	X	X	X	X
	Individual spotlight sponsorship social media post	X	X			
	Featured in Radio Commercial (\$1,500 value)	X	X			
	Paid Meta Ads (\$1,000+ value)	X				
Event	Promotional item included in race bags (500+)	X	X	X	X	
	10x10 booth space at event	X	X	X	X	
	FREE 5K registrations	8	6	4	2	
	Unlimited \$5 off discounted Rainbow Run 5k registrations	X	X	X	X	X
	Spoken recognition during awards ceremony	X	X	X		
	Official Rainbow Run 5K t-shirts	8	6	4	2	1

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For questions, please contact [Tina Jensen](mailto:President@SpaceCoastPride.org) at President@SpaceCoastPride.org

Rainbow Run 5K Vendors

 [CLICK HERE TO SIGN UP!](#)

Run. Walk. Skip. Dance. *Sashay!*

Saturday • June 20, 2026

Race Starts 7:30am • Vendors 6:30am



Pricing through May 22nd, 2026

Vendor Booth Outdoor 10x10 Vendor	\$40
Booth Non-Profit Outdoor 10x10	FREE

All vendors and non-profit vendors are required to provide Certificate of Insurance (COI) no less than one month prior to the event. Options for COI will be provided at signup.

For Vendor questions contact
Vendor@SpaceCoastPride.org



Annual Gay-la

September 19, 2026



Sponsorship Benefits	Crown Jewel Sponsor \$2,500	Ruby Sponsor \$1,500	Sapphire Sponsor \$500	Amethyst Sponsor \$250
Event naming (e.g. Presented by [Sponsor Name])	X			
Logo/name placement on event signage	X	X	X	X
Logo/name on digital promotions	X	X	X	X
Verbal recognition during program	X	X	X	
Opportunity to present/speak at event	X			
Drink tickets	8	4	2	1
Promotional item in swag bag	X	X	X	X
Logo in Paid Meta Ads	X	X		
Included in social media/e-blast messages	X	X	X	X
Event tickets	8 VIP	4 VIP	2 VIP	1 VIP
Website recognition	X	X	X	X

Our Annual Gay-la is our official kick off to Pridefest! Typically held at Hotel Melby every September. Each Gay-la has a different theme with live entertainment, delicious food & cocktails, iconic swag bags, raffles, VIP access, and more.

For questions or to sign up, please contact [Tina Jensen](mailto:President@SpaceCoastPride.org) at President@SpaceCoastPride.org



Sponsor Promotions

Examples of some of the sponsorship benefits you can receive

PRINT

ADVERTISING:

Logo on posters, postcards, yard signs, banners, coasters at local bars and restaurants, magazine and news publications



FESTIVAL SIGNAGE:

Logo on programs, stage banners, sandwich boards, billboards, table tents



And More!

INCLUDING:

- Banner on Space Coast Pride homepage
- Social media shout outs and paid ads
- Logo on official event t-shirts
- Booth space at events
- Participation in parade
- Radio and streaming ads



Marketing & Promotion

Space Coast Pride promotes our events in a variety of ways to raise awareness in our community.

PUBLICATIONS

Florida Today
Space Coast Rocket
Orlando Weekly
Watermark Magazine
The Advocate
WKMG
Spectrum News 13
And many more...

RADIO + STREAMING TV

Radio spots and streaming TV commercials run the month leading up to pride, featuring our Presenting Sponsors.

WMFE Lite Rock 99.3
WFIT Kiss 95.1



SOCIAL MEDIA

Our social media platforms have over 15K followers.



DIGITAL BILLBOARDS

Our Festival and Parade date is advertised on multiple digital billboards in Brevard County in the months leading up to our event.

SCP NEWSLETTER



Our newsletter, The Gay Agenda, is distributed to over 3.5 K subscribers.

SKY BANNERS

Aerial advertising helps us raise awareness and celebrate pride from up above.



EVENT BOOTHS

We attend various events in Florida with a vendor booth to promote Space Coast Pride.

Space Coast Pride Year Round Events



JOIN US FOR OUR NEW MONTHLY SOCIAL GATHERINGS!

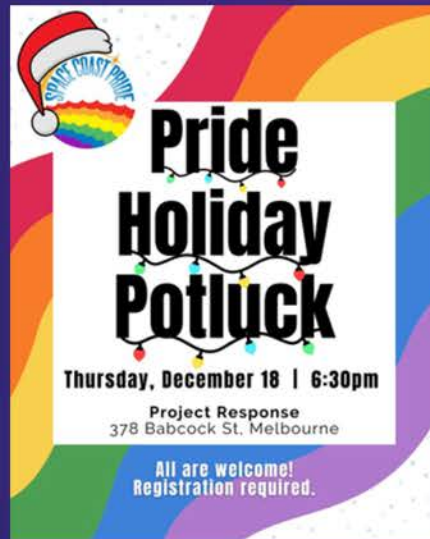
PRIDE Connect

Community. Conversation. Connection.

JANUARY 8TH @ 6:30PM
THIS MONTH'S THEME: MEET & MINGLE

INTRACOASTAL BREWING COMPANY
1000 SPINNEY BERRY DRIVE
452 W EAU GALLE BLVD, MELBOURNE

Intracoastal
BREWING COMPANY



Pride Holiday Potluck

Thursday, December 18 | 6:30pm

Project Response
378 Babcock St. Melbourne

All are welcome!
Registration required.



2025 PRIDE MONTH

DON'T MISS **BEACH DAY**

THIS SUNDAY 12 PM

PELICAN BEACH PAVILION

SUN BUM

GET FREE PRODUCTS FROM OUR SPONSOR



Paint someone's holiday bright with pride!

HOLIDAY TOY DRIVE HAPPY HOUR!


Join Space Coast Pride's monthly happy hour and bring unwrapped gifts to support our holiday toy drive!

When: December 4th
6:30pm - 8:30pm

Where: Project Response
378 N. Babcock St.
Melbourne, FL

Presented by Project Response, Sherwin Williams, and Space Coast Pride

PROJECT RESPONSE **SHERWIN WILLIAMS**



November 20th
6pm-8pm
Project Response
378 Babcock St.
Melbourne, FL 32935

Speakers
Poetry
Honoring the memories of those we lost this year

TRANSGENDER DAY OF REMEMBRANCE

PLAG



A Space Coast Pride Fundraiser

MOVIE Night

Join us for a private screening of *Bridgerton*

3/26/26 | \$25 | 6-45PM

Tickets include unlimited popcorn and soda with proceeds supporting Space Coast Pride.

Satellite Beach Cinemas
1024 Hwy A1A, Satellite Beach, FL 32937

*Pre-purchase required



SATURDAY, FEBRUARY 14TH
8PM | TIX: \$25

SEX ED TRIVIA

Valentine's Day GAY Edition

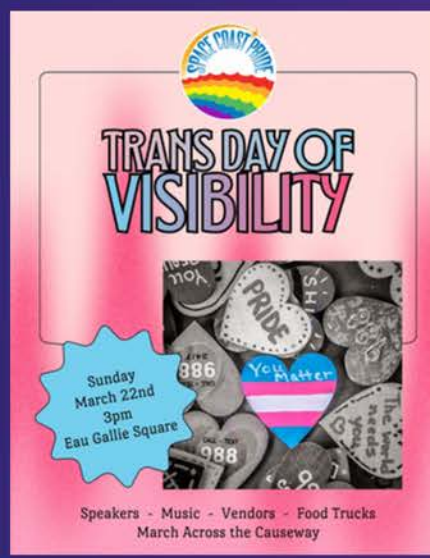
18+ Event

BACK BY POPULAR DEMAND!

Deliciously hot bites sponsored by

Arts for All STUDIO
784 N Apollo Blvd, Melbourne, FL 32935

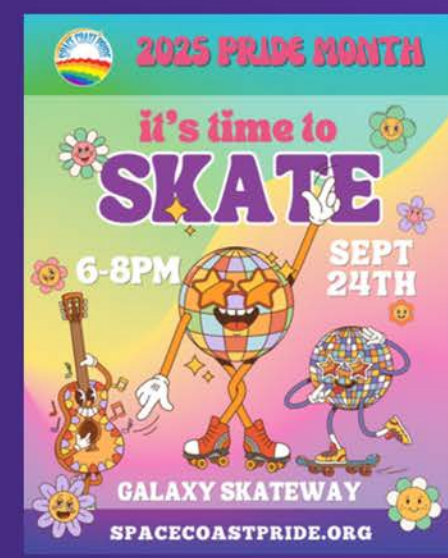
Catrina Dist



TRANS DAY OF VISIBILITY

Sunday
March 22nd
3pm
Eau Gallie Square

Speakers - Music - Vendors - Food Trucks
March Across the Causeway



2025 PRIDE MONTH

it's time to **SKATE**

6-8PM

SEPT 24TH

GALAXY SKATEWAY

SPACECOASTPRIDE.ORG

...and so much more!

Charitable Giving

Space Coast Pride donates to non-profit organizations that support, educate, and raise awareness for the LGBTQ+ community.

WE PROUDLY SUPPORT *Local* ORGANIZATIONS



WE PROUDLY OFFER *Scholarships* FOR STUDENTS

RANDALL D. KELLY / KELLI RANDELL MEMORIAL SCHOLARSHIP

The Space Coast Pride Randall D. Kelly/Kelli Randell Memorial Scholarship is an achievement-based award that aims to support the members of our community with their educational development. Dedicated to the memory of Miss Kelli Randell, whose service, generosity and passion improved the lives of many, this scholarship is for Senior high school students who will be in the graduating class of 2026.



NOW ACCEPTING SUBMISSIONS!
DEADLINE TO APPLY: APRIL 1ST, 2026



**Randall D. Kelly /
Kelli Randell
Memorial Scholarship**

The Space Coast Pride Randall D. Kelly/Kelli Randell Memorial Scholarship is an achievement-based award that aims to support the members of our community with their educational development.

This scholarship is for Senior high school students who will be in the graduating class of 2026.

This year, Space Coast Pride will award one \$1,500 scholarship to an applicant.

Questions?
Email Mary Beth Laburda at
vp@spacecoastpride.org

Apply here: www.SpaceCoastPride.org

About the Space Coast

Brevard County, known as the Space Coast, has over half a million residents. Located east of Orlando and halfway between Jacksonville & Miami, Brevard County extends 72 miles from north to south along Interstate 95 and averages 26.5 miles wide.

The Space Coast includes cities such as Melbourne, Palm Bay, Titusville, Merritt Island, Cocoa Beach, Rockledge, Viera, West Melbourne, Cape Canaveral, Indian Shores, Satellite Beach, Patrick Space Force Base, and more.

Some of the area highlights include:

A **high-tech workforce** supported by the economic development growth of engineering, aerospace, information technology and space related careers

Kennedy Space Center, with a record year of **over 100 space missions**, and more to come in 2027

The 72 miles of pristine beaches, a cruise port, and a 73 degree average temperature draws more than **2.5 million tourists** here annually

Home to the **closest beaches to Orlando**, including the beautiful shorelines of the Canaveral National Seashore

Port Canaveral is ranked as the **world's busiest cruise port** in multi-day embarkations with nearly 8.6 million cruise ship passengers

Easily accessible from Florida's largest domestic airport, Orlando International Airport, along with our own Melbourne Orlando International Airport

Sources: Space Coast Office of Tourism (VisitSpaceCoast.com), Space Coast Economic Development Commission (SpaceCoastEDC.org), Canaveral Port Authority (PortCanaveral.com), CNN Travel (CNN.com)



Florida Today via AP



Thank you to our 2025 Sponsors!

PRESENTING SPONSOR



DIAMOND SPONSOR



HOTEL MELBY

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



THANK YOU TO OUR GENEROUS 2025 RAINBOW RUN 5K SPONSORS!

★PRESENTING★



★CHAMPION★



★SPRINTER★



★SASHAY★



Looking to get more involved?

BOARD MEETING

**Join our monthly
board meeting**

THIRD THURSDAY EACH MONTH

6:30 PM - 7:00 PM EST



Interested in an In-Kind Sponsorship or a Customized Partnership?

We know that meaningful support comes in many forms. If a traditional sponsorship level isn't the right fit, we would be delighted to work with you to create a tailored partnership or explore in-kind contributions that align with your organization's strengths. From goods and services to unique experiences or year-round collaboration, your support can make a powerful impact.

Let's build something that works for you while uplifting our community together. Please reach out to discuss a customized package designed to meet your goals and maximize your visibility and impact.

Contact Tina Jensen to learn more!

President@SpaceCoastPride.org



In loving memory of our dear friend, Eric Hausman

SpaceCoastPride.org

