



Photo: Danny Carman

Photo: Joelle Blanchard



2025 CAPITAL CITY PRIDE SPONSORSHIP

Visibility is education



Photo: Joelle Blanchard



Mission

Capital City Pride (CCP) is a 501(c)3 organization that brings together the members of the lesbian, gay, bisexual, transgender, and queer community along with their friends, family, and supporters. We do this by producing events that inspire, educate, connect, and celebrate our diverse community and culture with and for the greater Des Moines metro.



PARTNER WITH US

BUILD A BRIGHTER TOMORROW

On behalf of the entire Capital City Pride team, we welcome you (or welcome you back) to partnership with Capital City Pride for 2025! We are grateful to each of our sponsors and partners who work with us to create a stronger and more inclusive Des Moines. Because of our growing partnerships, we have continued to expand programming and serve more people than ever. In 2024, we served well over 200,000 event attendees, a CCP record-setting level of community impact.

CCP is one of the most trusted voices in the Des Moines region because of our reputation for excellence and our leadership in the LGBTQ+ community. We invite you to participate in the ongoing work of advancing equity by continuing or increasing your investment with, and in, us. Our partnerships are essential to cultivating a Des Moines region that is a safe, supportive place for LGBTQ+ people to live and thrive, and we know that any safe, supportive place for LGBTQ+ people is also a better and safer community for everyone.

How to use this guide:

- All sponsors and partners of CCP are included in our PrideFest Sponsor recognition. In addition to that general PrideFest sponsorship, you have the option to also look through all our events and programs to select a specific program(s) you would like to sponsor. For that event, you are invited to partner with us to the level of your interest.
- Programs are organized into the Five Pillars of Pride that guide our work: Family, Education, Health/Wellness, Community, and Celebration (PrideFest).
- Finally, don't forget to consider your plans for participation in PrideFest by having a booth at the festival, an entry in the Pride Parade, and/or an ad in the Pride Guide. Additionally, take a moment to consider having a table at our Annual Gala which will be held on March 8th at the Prairie Meadows Event Center.

We hope you are excited to help us build a stronger community for everyone who calls Iowa home.

Wes Mullins (he/him)
CCP Executive Director

Erik Pingel (he/him)
CCP Board Chair



PILLARS OF CAPITAL CITY PRIDE

EDUCATION p12-15



- Create a culture where learning and innovation are celebrated.
- Provide and promote learning opportunities to LGBTQ+ individuals, community members, and allies.
- Enables us and our community to learn and appreciate diverse people, cultures, and backgrounds.
- Platform to share our history, current issues, and future vision.

Speaker Series	12-13
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Book Club	14-15
Pride Storytellers	15

HEALTH & WELLNESS p16-18



- Create free, safe, and accessible outlets for positive physical and mental health and wellness opportunities.
- Combat the significant health disparities in marginalized communities.
- Collaborate with organizations specializing in health and wellness services.

Queens in the Kitchen	16
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Pride Volleyball Tournament	18
Pride Stride	30
Health & Wellness Zone	32

COMMUNITY p19-21



- Build a strong sense of community to create connection and belonging.
- Provide a platform for LGBTQ+ and allies to be able to find themselves, feel safe and be supported.
- Be a space to cope with personal and societal challenges, while offering the comfort to come together and celebrate our uniqueness.

Pride Pageant	19
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FAMILY p22-23



- Believe in all types of families, biological or chosen, and celebrate the different meaning that holds for each of us as we share life and love.
- Celebrate families through events and activities that embrace our differences and highlight our common threads.
- Create environments for families to come together to feel supported, connected and safe.

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CELEBRATION p24-35



- Create spaces where LGBTQ+ people feel comfortable, safe, uplifted, and celebrated. This is not just PrideFest. This is a year round effort.

Gala 24

PrideFest..... 26

Pride Parade 28



PRIDEFEST-SPECIFIC p25-35

PrideFest Sponsor

NAMING-RIGHTS SPONSOR
PRESENTING LEVEL

Pride Parade

PRESENTING SPONSOR
DIAMOND LEVEL
+ 1st position in parade
SUPPORTING SPONSOR
GOLD LEVEL

Main Stage

NAMING-RIGHTS SPONSOR
DIAMOND LEVEL

Community Stage

NAMING-RIGHTS SPONSOR
PLATINUM LEVEL

Volunteer Sponsor

PRESENTING SPONSOR
PLATINUM LEVEL
+ Logo on front of shirt

Pride Stride

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Little Rainbow Maze

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Silent Disco

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Pet Parade

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Zones (4 available)

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Media Partner

SPONSORSHIP LEVEL VARIES



SPONSORSHIP LEVELS

	Investment	Naming Rights	Parade Entry	Booth Space <small>*tented booth space available upon request for sponsors 10k or above</small>	Logo Recognition <small>Marketing materials including website (with link), social media, signage</small>	Volunteer Shirts	Pride Guide Ad	Exclusive invites <small>to hospitality & sponsor recognition events</small>
PrideFest Presenting	\$50,000	x	x	30'x10'	Presenting	Logo on front	Outside Back Cover + 1 full page	x
Rainbow	\$25,000		x	20'x10'	x	Logo on back	2 full pages	x
Diamond	\$17,500		x	20'x10'	x	Logo on back	1 full page	x
Platinum	\$10,000		x	10'x10'	x	Logo on back	1 full page	x
Gold	\$7,500		x	10'x10'	x	Logo on back	1/2 page	x
Silver	\$5,000		x	10'x10'	x		1/2 page	x
Bronze	\$3,000		x		x		1/2 page	x



Presenting sponsorship includes the following:

- Naming rights on the specific event
- Logo recognition on marketing materials including the website (with link), social media & signage
- Event introduction
- PrideFest sponsor recognition
- Exclusive invites to hospitality & sponsor recognition events

SUPPORTER LEVELS



Photo: Joelle Blanchard

FRIENDS OF CCP

An opportunity to be listed as a donor showing your support for Capital City Pride as an individual or small business. "Friends of CCP" are our premiere year-round supporters. You can donate in one lump sum or set up a monthly donor amount of \$84.

Investment

\$1,000

BENEFITS

- One 6" x 4" window cling and Two 3" x 4.5" stickers to place anywhere
- 50% off a Pride Guide ad (5x8" regularly \$1,000, 5x4" regularly \$500)
- Dedicated page in the 2025 Pride Guide
- Listed on the Capital City Pride website with 2025 Sponsors
- Free parade entry

500 LOUD & PROUD

The "500 Loud & Proud" was CCP's first individual and small business supporter program. This is an opportunity to show how loud & proud you are to support the LGBTQ+ community, both year-round and during PrideFest. Donate in one lump sum or set up a recurring donation of \$42.

Investment

\$500

BENEFITS

- One 6" x 4" window cling and Two 3" x 4.5" stickers to place anywhere
- 50% off a Pride Guide ad (5x8" regularly \$1,000, 5x4" regularly \$500)
- Dedicated page in the 2025 Pride Guide
- Listed on the Capital City Pride website with 2025 Sponsors

THANK YOU TO OUR 2024 SPONSORS

RAINBOW (\$25,000+)



DIAMOND (\$17,500)



PLATINUM (\$10,000)



GOLD (\$7,500)



SILVER (\$5,000)



BRONZE (\$3,000)



THANK YOU TO OUR 2024 SPONSORS

FRIENDS OF CCP (\$1000)

ALI KEMPCKE & BETSEY BEAN | BMO BANK | CLIF HUGHES & ERIC SHEPARD | CLIFTONLARSONALLEN
EAST VILLAGE SPA | GRACE UMC | HOUSE OF GLASS | IN HONOR OF KENT & BRAYDON ZIMMERMAN
PLYMOUTH CHURCH | MERLE HAY FUNERAL HOME | NEW BEGINNINGS CHRISTIAN CHURCH
SINGLE SPEED BREWING CO. | TED & STEPHANIE KEMPF | THE LITTLE BOOK | WALNUT HILLS UMC

500 LOUD & PROUD (\$500)

BASH EVENTS AND CATERING | BEN NUNNIKHOVEN | URBANDALE UNITED CHURCH OF CHRIST
CASEY & RANDALL LARSON | DES MOINES THERAPY COLLECTIVE | DOWNTOWN DENTAL CARE, PLLC
DOWNTOWN DISCIPLES | DUNGEON'S GATE | INDIANOLA FIRST UMC | IOWA PEPPER COMPANY
KEVIN CHORNIAC & DANNY BOUNSAVATH | LUCAS & MARY KATHERINE NELSON | MIKE SIMONSON
PARKER KRAGIE | PLANNED PARENTHOOD NORTH CENTRAL STATES
PRIDE SPORTS LEAGUE OF CENTRAL IOWA | PURA SOCIAL CLUB | THE LEGS FAMILY, ASHLEY & CHRIS
SUSAN & CARL VOSS | WES & KEVIN MULLINS

RAINBOW RAISERS (\$250)

BLACK MAGIC TATTOO | BOB BRANDHORST | COURTNEY REYES, KATE LYON, & FAMILY
HEATHER SCOTT & ERIN SHERIFF | JOSH MOLYNEUX & BRIAN ECKENROD
KEVIN CHORNIAC & DANNY BOUNSAVATH | KYLE HUNT & DUSTIN CALDWELL
LINDA FOSTER & KIMBERLY KELLEY | SIMON WRIGHT | LLAMA LEATHERWORKS, LLC | MATT MCCOY
MELISSA & LUCAS ISLEMAN | MICHAEL VOLENEC & A.J. STEFANI | MIKE SIMONSON | MORPHEW DESIGNS
PARKER KRAGIE | REGAN KUNZMAN | RICH RUMSEY & DAVID NAERT | SHAI-HULUD | STUDIO EMBER
THE CHRISTIANSON FAMILY | THE PAULSEN FAMILY | THE REDD-KETELSON FAMILY
THE SOARING CRANE, LLC | THE SOLVERSON & COLEMAN FAMILIES | TRAVIS THURINGER

COMMUNITY PARTNERS

BEAVERDALE BOOKS | BLANK PARK ZOO | CENTRAL IOWA RAINBOW FAMILIES
DOWNTOWN RIVER CENTER | ELLIPSIS IOWA | IOWA SAFE SCHOOLS | JUNETEENTH | NOCE | ONE IOWA
READING IN PUBLIC BOOKSTORE + CAFE | STORYHOUSE BOOK PUB | THE BLAZING SADDLE
THE GARDEN | THE LITTLE BOOK | UP DOWN | VARSITY THEATER



2024-25 CAPITAL CITY PRIDE BOARD OF DIRECTORS



Amanda Becker
(she/her/hers)
Vice Chair



Derek Klopfenstein
(he/him/his)
Secretary



Ryan Hovind
(he/him/his)
Director of Finance



Bartley Mullin
(he/him/his)
Ex-Officio



Jake Sahr
(he/him/his)
Director of Diversity,
Accessibility, and Inclusion



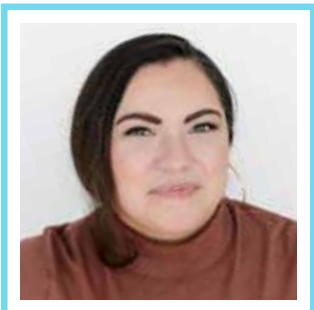
Josh PeterSmith
(he/him/his)
Director of
Brand and Design



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Dallis Roberts
(she/her/hers)
Director of
Health and Wellness



Raul Canahui Artola
(he/him/his)
Director
of Family

Headshots: Joelle Blanchard

2023-24 CAPITAL CITY PRIDE BY THE NUMBERS

PRIDEFEST

130,000-150,000 VISITORS

2024 PrideFest Weekend Attendance (new record!)



More than

80,000

CCP site visits during
PrideFest

PRIDE GUIDE

2,500

print copies
distributed

2,650

digital copies
downloaded



FACEBOOK PRESENCE

180,000

2023-24
Facebook reach

AVERAGE OF

5,000/day

Facebook Page Visits leading up
to and during PrideFest

13,900

Facebook
followers



EMAIL NEWSLETTER

40% INCREASE

in CCP Email Subscribers in 2024



EDUCATION

2024-25 SPEAKER SERIES

The Speaker Series is the cornerstone of Capital City Pride's year-round educational programming. Each month, a National LGBTQ+ Leader who has succeeded in some area of life (professional, personal, and more) is brought to Des Moines to share about how being LGBTQ+ was part of their journey. The Speaker Series gives audience members possibility models, clarity for those looking for direction, and insightful paths to something bigger than the challenges of today. Speakers help to educate the entire community on various elements of LGBTQ+ life, and our 2024-2025 speakers bring tremendous diversity of thought and experience across many disciplines.

Whole Series Investment:

\$50,000

PRESENTING SPONSOR

\$25,000

SUPPORTING SPONSOR

Individual Speaker Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR



Jim Obergefell September 5, 2024

The 2024-2025 season opens with an eye-opening conversation with Jim Obergefell, plaintiff in the landmark Supreme Court Marriage Equality case. Jim will draw from his unique experience at the heart of the Supreme Court marriage equality ruling to move and empower us to stand by our beliefs—and prove that love always wins. A self-described accidental activist, Jim found himself in the role of caregiver for his partner of more than 20 years, John, as he neared the end of his life due to ALS.



Blair Imani October 10, 2024

Blair Imani is the creator of the viral web series, Smarter In Seconds, LA Times best-selling author of *Read This to Get Smarter*, and co-owner of the beauty brand Fempower Beauty. She is also the author of *Making Our Way Home* (2020) and *Modern HERstory* (2018). The New York Times praises Blair Imani's unique ability to create "progressive lessons with vibrant visuals and a perky, quirky delivery." Her scholarship spans intersectionality, gender studies, race and racism, sociology, and United States history.



V Spehar January 9, 2025

V Spehar (they/them) is a Rochester-based LGBTQIA+ podcaster, online personality, and citizen journalist. Spehar launched *Under the Desk News* on TikTok in April 2020 and rapidly amassed over 3 million followers. Their one-minute segments (literally delivered from under a desk) have attracted a bipartisan audience. Their reporting has taken them to the press room of the 2023 State of the Union to hosting NBC's livestream of the Thanksgiving Day Parade to speaking at UNESCO summits.



Tee Franklin February 13, 2025

Tee Franklin is the first Black woman to write Harley Quinn and Poison Ivy for *DC Comics*, and she is also the first Black woman writer with multiple series by *Image Comics*. Tee is a Black, Queer mom of adult children, who is also a disabled, autistic wheelchair-user just bursting with personality! Franklin works to change the harmful narratives about disabled people. Her life shows that you can create art without offending disabled people.



Jim Fielding March 20, 2025

Jim Fielding is a respected retail and media industry veteran whose expertise combines storytelling, product innovation, merchandising, and consumer experiences. Currently a partner at Archer Gray, he has led consumer products groups for some of the world's largest companies including Disney, Dreamworks, Claire's, and Twentieth Century Fox, where he built diverse and visionary teams that excelled in competitive global markets.



Mercury Stardust April 24, 2025

Mercury Stardust (she/they) is a Professional Home Maintenance Technician, performer, and award-winning activist. Known widely as the Trans Handy Ma'am, their unique brand of compassionate education in the home repair space has earned her internet fame. With over 2.5 million followers on TikTok and over 750,000 followers on Instagram, Mercury spreads DIY knowledge with love.



Flamy Grant May 8, 2025

Flamy is a shame-slaying, hip-swaying, singing-songwriting drag queen from North Carolina. Her 2022 debut record, *Bible Belt Baby*, was nominated for Best Pop Album at the San Diego Music Awards and was named one of the Top Ten Queer Country Albums of 2023 by Rainbow Rodeo Magazine. With her #1 hit "Good Day," She has been featured in *Rolling Stone*, *Entertainment Weekly*, *People*, *Billboard*, and more.

EDUCATION



INTERGENERATIONAL CONVERSATION PANEL

April 2025

An Intergenerational Conversation Panel is hosted that brings together members of the LGBTQ+ community who represent Baby Boomers, Gen X, Millennials, and Gen Z for a panel discussion about history, trends, controversial topics, and everyday happenings. Through the panel discussion, we begin to realize that although we are all members of LGBTQ+ community our place in time, our generation, weighs heavily on our thoughts, ideas, and opinions.

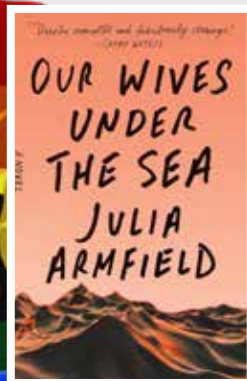
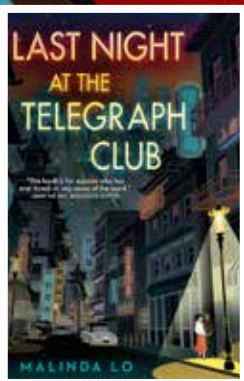
Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR



Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



PRIDE STORYTELLERS

November 2024

The Capital City Pride Storyteller event features 5 to 6 community members who write, memorize and share a 10-minute story about being LGBTQ+ or having an LGBTQ+ person in their life. Some stories are charming, some touching, some funny—all from people creating families, creating lives, and creating a city and community culture. The event is designed to be brief and heartfelt, and to include the idea that in sharing our stories, we feel more willing to invest in our neighbors with our time, our resources, and our hearts.

Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

PRIDE BOOK CLUB

Bi-monthly at local bookstores

Capital City Pride Book Club provides a safe space for all members of the LGBTQ+ community and allies to read and discuss LGBTQ+ literature; stories that are not only for us but that are often by us as a community. It is through these stories that we can better understand our rich history. It is through our diverse opinions, individual insights, and interactions with one another that we, as a group, can gain a better understanding of our present and future community.

Investment:

\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

HEALTH & WELLNESS



QUEENS IN THE KITCHEN

Early 2025

Queens in the Kitchen is a live cooking instruction series combining interesting recipes and lots of laughter as our guest chef and resident drag queen demonstrates how to prepare and cook a delicious dish. The Capital City Pride website and social media platforms provide each episode's theme, recipe, and grocery list allowing viewers to pick up their supplies before the demo so that they can follow along at home. Each episode lasts approximately 15 minutes.

Investment:

\$13,000

PRESENTING SPONSOR

WHOLE SERIES

\$5,000

SUPPORTING SPONSOR

SINGLE EPISODE

Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



IOWA WILD PRE-GAME TRIVIA & PRIDE NIGHT

January 2025

This event is being expanded for 2025 to include a new pre-game Pride Trivia event in one of the event spaces connected to the arena. There will be a hilarious drag queen trivia host, giveaways, free food, and more. All that fun will then be followed by a great game on the ice! The Presenting Sponsor of this event also has the chance to drop the puck before the game begins!

Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

NEW FOR 2025: PRIDE RIDE

May 2025

Sponsor the inaugural Pride Ride, a new flagship Health and Wellness event for Des Moines's robust and devoted biking community. The Pride Ride will be a fun biking event with multiple ride lengths to accommodate a spectrum of riders from the casual to the avid. The event will conclude with a social gathering at a local brewery and eatery.

Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

HEALTH & WELLNESS



ICUBS TAILGATE & PRIDE NIGHT

June 2025

Get ready to have a ball with Capital City Pride! We're taking over Principal Park for a fabulous evening out.

Picture it: rainbow flags waving in the breeze, the Des Moines Gay Men's Chorus belting out the national anthem and pre-game tailgating in the parking lot sponsored by you!

Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

PRIDE VOLLEYBALL TOURNAMENT

June 2025

Each year, Capital City Pride and the Pride Sports League of Central Iowa collaborate to host "Let Love Serve," a Des Moines Pride Volleyball Tournament held on a Friday night during Pride Month at The Sands Volleyball Club. Sponsor support covers event costs, allowing team entry fees to be donated to a local LGBTQ+ nonprofit. This event promotes wellness while giving back to the community.

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

COMMUNITY



Photo: Danny Carman



MR./MS./MX./ TEEN PAGEANT

May 31, 2025

The Pride Pageant is a long-running Capital City Pride tradition. Contestants vie for one of four crowns: Mr. Pride, Ms. Pride, Mx. Pride, and Teen. The Mx. Crown is for non-binary participating pageant contestants. The Teen competition features an age-appropriate competition and award.

Investment:

\$5,000

PRESENTING SPONSOR

\$2,000

SUPPORTING SPONSOR

GAG SHOW

March, 2025

Get ready to laugh uncontrollably at “The Gag Show!” Join us for a night of side-splitting humor featuring a stellar lineup of LGBTQ+ comedians. With witty observations and hilarious stories, this event promises to leave you grinning and quoting jokes for weeks. Don’t miss an unforgettable evening of pure comedic entertainment!

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

COMMUNITY



Photo: Gabe Greco



FAMILY FEUD

Spring 2025 + Fall 2025

Capital City Pride's Family Feud is a fun take on America's favorite game show "The Family Feud." Teams, such as drag houses, compete against one another to identify the most common answers to the surveyed questions. Capital City Pride commissioned a Family Feud studio set, so audiences are bound to have a great time watching the fun unfold with all the buttons, buzzers, and more of the TV show!

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

GAYLA ADULT PROM: ENCHANTED FOREST

November 2024

For a variety of reasons, many LGBTQ+ people do not have memories of attending their high school prom as their fullest self. This Adult Prom is a chance to proudly be who you are, love who you love, and enjoy a memorable evening of great music, dancing, food, and more. The Gayla Adult Prom is a collaborative event produced by Capital City Pride, Downtown Disciples, Bash DSM, and our event sponsors.

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Danny Carman



Photo: Rachel Marek

DRAG BRUNCH

June 1, 2025

Drag brunch is one of the hottest-themed events to hit the LGBTQ+ community. From an underground scene to a pop culture phenomenon, drag shows have had many faces, with drag brunches being their most recent reincarnation. Capital City Pride presents their own rendition to celebrate Pride.

Investment:

\$7,500

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

BROADWAY SINGALONG

Winter 2025

The Broadway Singalong is an LGBTQ+ classic where NYC performers and the community gathered at a piano bar after Sunday matinees to sing and celebrate. Capital City Pride aims to capture this tradition, bringing people together to enjoy an evening of music and joy.

Investment:

\$5,000

PRESENTING SPONSOR

\$2,000

SUPPORTING SPONSOR

FAMILY



Photo: Joelle Blanchard



Photo: Danny Carman

RAINBOW SCAVENGER HUNT

Summer-Fall 2025

The Rainbow Scavenger Hunt is a family-friendly event hosted by Capital City Pride. With search areas for kids of all ages, this event welcomes everyone in the community to come out for a fun hunt where you everyone wins a gift bag and a few lucky searchers win additional prizes.

Investment:

\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

RAINBOW SAFARI

Summer 2025

Rainbow Safari is a family-focused evening hosted at Blank Park Zoo. The Rainbow Safari is an opportunity for the LGBTQ+ community to come together in an inclusive space and enjoy an evening of animal gazing and feeding, carousel and train riding, eating and drinking, and general merriment.

Investment:

\$10,000

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Rachel Marek



PRIDE NIGHT AT THE MUSEUM

June 2025

Capital City Pride partners with the Science Center of Iowa to offer a special after-hours Pride Month event for people of all ages. This family-friendly event features access to all the exhibits as well as some special activities led by the Science Center just for our group.

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

HOLIDAY MOVIE NIGHT AT THE MUSEUM

December 2024

Capital City Pride partners with the Science Center of Iowa to offer a family-friendly holiday film screening in December. This event features a kid-friendly holiday movie along with open access to all of the first-floor Science Center exhibits, including the sock ice skating rink.

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

CELEBRATION



Photo: Joelle Blanchard

PRIDE GALA & AWARDS March 8, 2025

Investment Opportunities:

\$15,000

PRESENTING SPONSOR
+ 2 VIP TABLES
1 AVAILABLE

\$10,000

GOLD SPONSOR
VIP TABLE + 1 TABLE
3 AVAILABLE

\$7,500

SILVER SPONSOR + VIP TABLE
3 AVAILABLE

\$5,000

BRONZE SPONSOR + TABLE
5 AVAILABLE

The Pride Gala & Awards Ceremony aims to support our mission of bringing together the members of the LGBTQ+ community, their friends, allies, and supporters. The Pride Gala & Awards Ceremony is Capital City Pride's annual fundraiser and is essential to our ability to organize the free activities and events we put on throughout the year such as the Speaker Series, monthly book club, Storytellers Project, PrideFest Weekend, the Pride Parade, and so much more! The Pride Gala also recognizes individuals and companies within the Des Moines community through the Pride Person(s) of Year, Pride Ally of the Year, and Pride Company of the Year. The Pride Gala is an evening of entertainment and fun for all!

\$2,000

TABLE OF 10

\$2,500

VIP TABLE OF 10

* includes access to exclusive pre-event reception and premiere seating

2025 CAPITAL CITY PRIDE

PRIDEFEST BASICS

Join us on Friday, Saturday,
and Sunday, June 6-8,
in Downtown Des Moines'
East Village for the 46th
Capital City Pride PrideFest.



Capital City Pride unites the LGBTQ+ community and their allies in the Des Moines metro by hosting events that inspire, educate, and celebrate diversity. Since 1979, our PrideFest has been a community-driven celebration, promoting inclusion and support through education, health, and family initiatives. We're excited for our 45th PrideFest and invite top vendors and exhibitors to join us.

Don't miss the three
Pride basics:



PARADE ENTRIES



VENDOR BOOTHS



Pride Guide APPS

PRIDEFEST



PRIDEFEST June 6-8, 2025

This elite sponsorship grants naming rights to the entire PrideFest Weekend, which drew more than 150,000 visitors in 2024. As the largest annual LGBTQ+ event in Iowa, it provides unmatched exposure and a powerful opportunity to make a regional impact.

PrideFest is a jam-packed weekend full of amazing entertainment, a festive parade, and fun-filled activities for all ages including a Family & Youth Zone, Teen Zone, Health and Wellness Zone.

Specific sponsored events are outlined here along with a chart of all weekend sponsorship opportunities.



Investment Opportunities:

\$50,000

**NAMING-RIGHTS SPONSOR
1 AVAILABLE**

Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



● PARADE ENTRY

- All participants must pay a \$75 entry fee and fill out a registration form online. The entry fee is to cover the increasing costs from the city to shut down, barricade and staff the parade route to ensure the safety of participants and attendees.
- Staging and line up will begin at 10 AM on Sunday, June 8, 2025
- The parade starts promptly at noon

● VENDOR BOOTHS

Vendors are classified into five groups: **commercial sales, for-profit (non-sales), nonprofit, political, and sponsor.**

NOTE: Commercial sales is defined as anyone selling food or merchandise of any type.

- **Commercial Sales:** \$1500 for 10'x10'
- **For-profit (non sales):** \$1000 for 10'x10'
- **Nonprofit:** \$300 for 10'x10'
- **Political Campaigns:** \$500 for 10'x10'
- **Sponsors:** Dependent upon sponsor package



● PRIDE GUIDE ADS

The Pride Guide is an electronic and printed booklet that provides detailed information for events and activities occurring during Des Moines (Capital City Pride) Pride Week and PrideFest Weekend. Sponsors, nonprofits, and advertisers are able to purchase ads to promote their organizations/businesses to readers and attendees of Des Moines Pride. Ads for the 2025 Pride Guide can be purchased at the following sizes/rates:

PAGE SIZE	Full-Page	Half-Page
COST	\$1,000	\$500
DIMENSIONS	5" x 8"	5" x 4"

PRIDEFEST



Photo: Joelle Blanchard

PRIDE PARADE June 8, 2025

A celebration of community and culture, the annual Pride Parade is an important occasion for the Des Moines community where LGBTQ+ people, friends, family, and supporters don all the colors of the rainbow and joyfully come together to celebrate unity. The Pride Parade takes place at Noon on the Sunday of PrideFest weekend. The iconic route starts from the Iowa State Capitol and travels west on Grand Avenue into the heart of the Historic East Village.

The Pride Parade honors the origins of LGBTQ+ movement, and it is a place where everyone is invited to take a positive stance against discrimination and violence towards LGBTQ+ people while affirming equal rights. In addition, it increases visibility for all participants, builds community, and celebrates diversity.



Investment Opportunities:

\$17,500

NAMING-RIGHTS SPONSOR

\$7,500

SUPPORTING SPONSOR



Photo: Danny Carman

MAIN STAGE

June 6-8, 2025

The Main Stage is the center of activity at PrideFest as well as the home of all of the headliner acts for the Festival.

This premiere naming-rights sponsorship at PrideFest is an opportunity to have the Main Stage named by your organization. This naming right will appear in all references to the Main Stage in all print and digital materials for PrideFest. In addition, the banner over the Main Stage will include the naming rights.

Investment:

\$17,500

NAMING-RIGHTS SPONSOR
1 AVAILABLE

COMMUNITY STAGE

June 6-8, 2025

The Community Stage is the home of the Silent Disco, the Pet Parade, and many other performances and events.

This premiere naming-rights sponsorship at PrideFest is an opportunity to have the Community Stage named by your organization. This naming right will appear in all references to the Community Stage in all print and digital materials and on the banner over the stage.

Investment:

\$10,000

NAMING-RIGHTS SPONSOR
1 AVAILABLE

PRIDEFEST



Photo: Archi Trujillo



Photo: Archi Trujillo

PRIDE STRIDE

June 7, 2025

Celebrate diversity, love, and acceptance at PrideFest by joining the Pride Stride 5k. With over 500 participants last year, the race supports year-round LGBTQ+ programming and events.

All athletes receive a t-shirt, medal, and race bib. Starting and finishing in the Historic East Village, the route includes scenic views of downtown Des Moines. Walk, run, or strut—let's make strides towards a more inclusive world!

Investment:

\$15,000

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

LITTLE RAINBOW MAZE

June 7, 2025

A highlight of the Family and Youth Zone is the enormous Rainbow Maze! Great for kids of all ages, this challenge is a perfect family-friendly activity, and it takes place in the heart of our Family and Youth Zone at PrideFest, which attracts thousands of families from across the State.

Investment:

\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard



Photo: Joelle Blanchard

PET PARADE

June 7, 2025

We love our furry friends as members of the family, and now they have a chance to show their support for a cause you love almost as much as you love them! Schedule an appointment at the groomers, put on your best leash and collar combo (a costume is a bonus!) and join Capital City Pride for the Pride Pet Parade. Prizes will be awarded to the contestant with the Most Pride, Pet and Owner Look Alike, and Best Outfit.

Investment:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

DRAG STORY TIME

June 7, 2025

On the Saturday morning of PrideFest, Capital City Pride presents Drag Storytime. The event is just what it sounds like—drag queens reading stories to children giving them glamorous, positive, and unabashedly queer role models. Featuring local drag performers and authors, this family-friendly event includes storytime, crafts, and snacks. The program is produced in partnership with our event space hosts Raygun & Storyhouse Book Pub.

Investment:

\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

PRIDEFEST



Photo: Joelle Blanchard



Photo: Joelle Blanchard

PET ZONE

June 6-8, 2025

Amid the vibrant and colorful festivities of PrideFest, there's a special zone that's just for our furry friends and their human companions. This dedicated pet zone is a space where the unconditional love and companionship between pets and their LGBTQ+ families are celebrated. Here, you'll find playful pups, fabulous felines, and a menagerie of other lovable creatures, all adorned in their rainbow-hued finest. From the Pet Parade to pet-friendly vendors, this zone is a testament to the diverse and loving bonds that exist within our LGBTQ+ community.

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

HEALTH & WELLNESS ZONE

June 6-8, 2025

Capital City Pride promotes healthy living and socialization for the LGBTQ+ community through physical activity and sports. We dedicate a zone at PrideFest to the celebration of fitness, education, health, and wellness to further bring our community together. Past activities included a dunk tank, weight lifting challenge, bags tournament, and more. Booths are also available to learn how to get more involved in personal fitness, health and wellness, and local sports leagues.

Investment:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

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Photo: Archi Trujillo



Photo: Archi Trujillo

FAMILY & YOUTH ZONE

June 7, 2025

The Capital City Pride Family and Youth Zone was created to accommodate our growing family population. The Family and Youth Zone is designated for those who would like to enjoy a family-friendly environment with a variety of activities for kids of all ages and interests.

Investment:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

TEEN ZONE

June 7, 2025

The Capital City Pride Teen Zone was created to offer a needed space for LGBTQ+ teens and allies. As more youth gather to celebrate, Capital City Pride is creating a dedicated safe space for today's teens. This area provides activities catering to older youth interests and fosters acceptance. Teens need safe spaces to come together, engage in activities, and express themselves. They can use this space to voice their stories, socialize, and make new memories and friendships!

Investment:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

PRIDEFEST



Photo: Danny Carman



Photo: Danny Carman

ADA STATION

June 6-8, 2025

Starting in 2024, Capital City Pride began offering a designated ADA Station to ensure everyone has equal ability to enjoy the PrideFest activities. Services include transportation to and from parking lots, a staffed ADA parking lot, a special digital program guide for the visually impaired, free noise-canceling headphones available for check-out, ADA viewing zones, and more. Your support makes these service possible throughout the entire weekend.

Investment:

\$7,500

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

BOARD DRAG EVENT

May 2025

Each year a portion of the Capital City Pride Board steps out of their comfort zone and into a fun night of drag to help raise funds for PrideFest. Local professional drag queens coach our board members as they prepare and perform in drag for the first time. Sponsors of this event are also welcome to nominate their own first-time drag queen (or drag king!) from their team to join the lineup for this fundraising drag spectacular!

Investment:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

Exclusive sponsorship rights are available for certain events. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Danny Carman

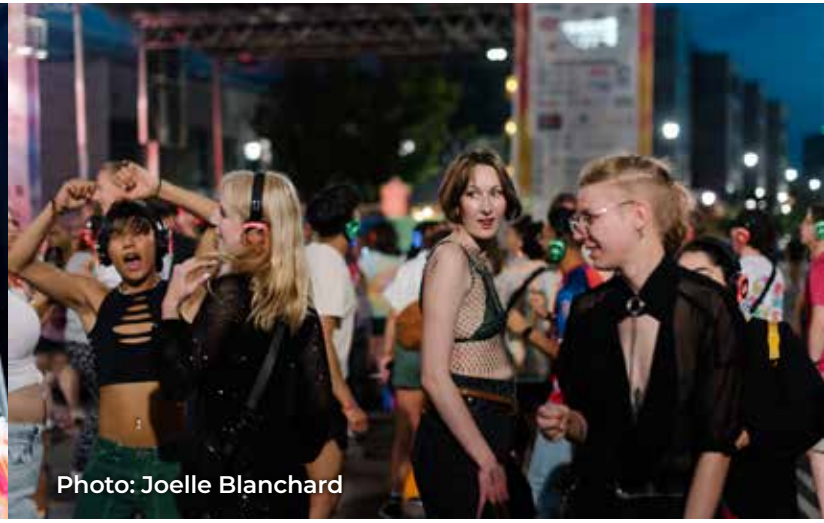


Photo: Joelle Blanchard

VOLUNTEER SPONSOR

June 6-8, 2025

One of the most unique partnership opportunities of PrideFest, the Volunteer Sponsor is boldly presented on the front of all the PrideFest Volunteer Shirts. With nearly 500 volunteers, you will have a lot of wonderful volunteers sporting your logo as a proud sponsor of 2025 PrideFest. You also have the option to provide additional swag to everyone at Volunteer Headquarters!

Investment:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

SILENT DISCO

June 6 and 7, 2025

For many years, Capital City Pride has hosted a Silent Disco on Friday evening of PrideFest. In 2024, nearly 1,000 people participated and asked that we expand to two nights. Responding to that growth, in 2025 we will have a Silent Disco on both Friday and Saturday. Participants will listen and dance to music on wireless headphones, creating the effect of dancing in silence for all those not listening on headphones to hear the music.

This is an all-ages event, welcoming everyone to join the celebration!

Investment:

\$15,000

PRESENTING SPONSOR (BOTH NIGHTS)

\$10,000

PRESENTING SPONSOR (SINGLE NIGHT)

\$5,500

SUPPORTING SPONSOR (SINGLE NIGHT)



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EVENTS