



# HOTEL PARTNERSHIPS OPPORTUNITIES





# Who is NYC Pride?

NYC Pride is a non-profit organization that plans and produces New York City's official LGBTQIA+ Pride events each year, including PrideFest, Youth Pride, the iconic NYC Pride March, and many more!

NYC Pride regularly sees attendance of more than **2.5 million attendees**, many of whom travel from around the country and around the world.

Many of our top talent, producers, motivational speakers, activists and more will come to the city for Pride events - and they need a place to stay.



PLAYBILL  
MEMBERSHIP  
VIB

PLAYBILL

TRANIQUE

# Why Support NYC Pride?

Our Hotel Partners are critical to making NYC Pride a success. In this peak tourism time of year, we could not support our community and elevate marginalized voices without the support of Hotel Partners who ensure our community is well taken care of.

As a Hotel Partner you'll enjoy the benefits as follows:

Listing as an official "Hotel Partner" on [nycpride.org/hotel-partners](https://nycpride.org/hotel-partners)

Permission to use the NYC Pride logo

In-feed, story, and reels posts on NYC Pride's Instagram account

In-feed posts on NYC Pride's Facebook page

## By The Numbers

- **88.9k Instagram followers** — most of any Pride organizer in the world
- **216.5k Facebook followers**
- **448,000 visitors** and **1.27 million** page views of [nycpride.org](https://nycpride.org) webpages in 2024
- **263,000 unique viewers** watched the live broadcast of the NYC Pride March with an average of **114,000 viewers** at any time.

# PLATINUM PARTNERSHIP

We ask **HOTEL** to support **NYC PRIDE** with a contribution of the following:

- 2 rooms for all of May and June
- An estimated in-kind value of the 61-room nights
- NYC Pride will honor blackout dates and any room parameters set forth by the HOTEL, excluding **PRIDE WEEKEND**
  - NYC Pride will not use all room nights on the same date
- A dedicated booking representative for HOTEL property(s)
- Ability to book in advance under “Heritage of Pride” and swap out names at later dates
- An additional discounted block of rooms for booking emergencies
  - NYC Pride would pay for these rooms out-of-pocket if utilized

## Benefits: Platinum

- HOTEL will be credited as an official hotel partner of NYC PRIDE
  - First placement as official “Hotel Partner” on [nycpride.org/hotel-partners](https://nycpride.org/hotel-partners)  
1920x1080 image + 150 words copy
  - HOTEL may update copy and image up to 2x times per year
  - Permission to use NYC Pride logo per NYC Pride brand guidelines
- Opportunity to post 8x on NYC Pride’s social media handles throughout the year
  - 2x posts a quarter
    - Instagram Post, Reel, Stories
    - Facebook
    - LinkedIn
- Priority to host NYC Pride events throughout the year including Pride ERG happy hours, volunteer training, and our safe space conversation series.
- Volunteer opportunities for your staff to get more involved
- A full-page ad in NYC Pride’s Pride Guide reached over 84,000 readers
- A marching contingent in the Pride March, reaching 2.5 million attendees
- A 30-second brand ad on our live WABC Broadcast of the Pride March with 250,000 viewers, valued at **\$10,000**

**Sponsor is responsible for providing finished artwork and copy to receive benefits listed above Artwork and copy to be submitted via email to [media@nycpride.org](mailto:media@nycpride.org) Digital materials to be published within 7 days of receipt by NYC Pride**

# GOLD PARTNERSHIP

We ask **HOTEL** to support **NYC PRIDE** with a contribution of the following:

- A total of thirty (30) room nights
  - 15 for May & June
  - 15 rooms year-round
- An estimated in-kind value of the 30-room nights
  - NYC Pride will honor blackout dates and any room parameters set forth by the HOTEL, excluding **PRIDE WEEKEND**
- NYC Pride will not use all room nights on the same date
- A dedicated booking representative for HOTEL property(s)
- Ability to book in advance under “Heritage of Pride” and swap out names at later dates
- An additional discounted block of rooms for booking emergencies
  - NYC Pride would pay for these rooms out-of-pocket if utilized

## Benefits: Gold

- HOTEL will be credited as an official hotel partner of NYC PRIDE
  - Premium placement as official “Hotel Partner” on [nycpride.org/hotel-partners](https://nycpride.org/hotel-partners): 1920x1080 image + 150 words copy
  - HOTEL may update copy and image up to 2x times per year
  - Permission to use NYC Pride logo per NYC Pride brand guidelines
- Opportunity to post 6x on NYC Pride’s social media handles throughout the year
  - 2x posts a quarter
    - Instagram Post, Reel, Stories
    - Facebook
    - LinkedIn
- Priority to host NYC Pride events throughout the year including Pride ERG happy hours, volunteer training, and our safe space conversation series.
- Volunteer opportunities for your staff to get more involved
- A marching contingent in the Pride March, reaching 2.5 million attendees **OR** a 30-second brand ad on our live WABC Broadcast of the Pride March with 250,000 viewers, valued at **\$10,000**

**Sponsor is responsible for providing finished artwork and copy to receive benefits listed above Artwork and copy to be submitted via email to [media@nycpride.org](mailto:media@nycpride.org) Digital materials to be published within 7 days of receipt by NYC Pride.**

# SILVER PARTNERSHIP

We ask **HOTEL** to support **NYC PRIDE** with a contribution of the following:

- A total of fifteen(15) room nights
  - 10 room nights for May & June
  - 5 room nights year-round
- An estimated in-kind value of the 15-room nights
- NYC Pride will honor blackout dates and any room parameters set forth by the HOTEL, excluding **PRIDE WEEKEND**
  - NYC Pride will not use all room nights on the same date
- A dedicated booking representative for HOTEL property(s)
- Ability to book in advance under “Heritage of Pride” and swap out names at later dates
- An additional discounted block of rooms for booking emergencies
  - NYC Pride would pay for these rooms out-of-pocket if utilized

## Benefits: Silver

- HOTEL will be credited as an official hotel partner of NYC PRIDE
  - Placement as official “Hotel Partner” on [nycpride.org/hotel-partners](https://nycpride.org/hotel-partners) 1920x1080 image + 150 words copy
  - HOTEL may update copy and image up to 2x times per year
- Permission to use NYC Pride logo per NYC Pride brand guidelines
- Opportunity to post 4x on NYC Pride’s social media handles (2x posts a quarter) **OR** gain a 30-second brand ad on our live WABC Broadcast of the Pride March with 250,000 viewers, valued at **\$10,000**
- Priority to host NYC Pride events throughout the year including Pride ERG happy hours, volunteer training, and our safe space conversation series.
- Volunteer opportunities for your staff to get more involved

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# BRONZE PARTNERSHIP

We ask **HOTEL** to support **NYC PRIDE** with a contribution of the following:

- A total of ten(10) room nights for May & June
- An estimated in-kind value of the 10-room nights
- NYC Pride will honor blackout dates and any room parameters set forth by the HOTEL, excluding **PRIDE WEEKEND**
  - NYC Pride will not use all room nights on the same date
- A dedicated booking representative for HOTEL property(s)
- Ability to book in advance under “Heritage of Pride” and swap out names at later dates
- An additional discounted block of rooms for booking emergencies
  - NYC Pride would pay for these rooms out-of-pocket if utilized

## Benefits: Bronze

- HOTEL will be credited as an official hotel partner of NYC PRIDE
  - Placement as official “Hotel Partner” on [nycpride.org/hotel-partners](https://nycpride.org/hotel-partners) 1920x1080 image + 150 words copy
  - HOTEL may update copy and image up to 2x times per year
- Permission to use NYC Pride logo per NYC Pride brand guideline
- Opportunity to post 2x on NYC Pride’s social media handles
  - Instagram Post, Reel, or Story
  - Facebook
  - LinkedIn
- Priority to host NYC Pride events throughout the year including Pride ERG happy hours, volunteer training, and our safe space conversation series.
- Volunteer opportunities for your staff to get more involved

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# Additional Opportunities

## **Broadcast Ad: \$10,000**

- A thirty-second TV spot on the Emmy-nominated live WABC Broadcast of the Pride March with 250,000 viewers and the opportunity for a live interview
  - Can be purchased outright or swapped out in exchange for package-based benefits and/or an increased number of room nights (negotiable)

## **Pride Guide Ad: \$5,000**

- A full-page ad in NYC Pride’s Pride Guide reaching over 84,000 readers
  - Can be purchased outright or swapped out in exchange for package-based benefits and/or an increased number of room nights (negotiable)

## **Pride Drink/Meal Deal:**

- During the month of June, 10% of proceeds for “pride drink/meal deal” will be donated to NYC Pride
  - In exchange, the deal will be featured in our Patrons of Pride social campaign, inclusion on our Patrons of Pride map, and featured on [nycpride.org](http://nycpride.org)

## **Pride Event:**

- Are you planning a celebration for Pride? Join us as an official Pride Event Partner!
  - Reach out to learn more about how we can partner together at [partnerships@nycpride.org](mailto:partnerships@nycpride.org)

**Looking to increase bookings or reach? Here are examples of what hotel partners have done in the past with NYC Pride:**

### **NYC Pride Donation Partner**

- Give an opportunity for guests to support Pride by providing a code where a percentage of the booking will be donated to NYC Pride

### **Merchandise Package**

- Create a package deal where people who book through NYC Pride will receive swag with their room
- If interested, NYC Pride can connect you to our merchandise team for bulk swag orders of your choosing

### **Social Media Posts**

- Collaborate with NYC Pride on an Instagram post
- Utilize influencers to create a story or challenge

# THANK YOU!

For more information about sponsorship or supporting NYC Pride, please contact :

**Dylan Milton**

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[nycpride.org/hotel-partners](https://nycpride.org/hotel-partners)