

The Health Collective

Hartford Pride Sponsorships

At The Health Collective, we believe in building vibrant, affirming, and accessible spaces for queer and trans communities across Connecticut. Hartford Pride is one of our largest and most visible celebrations of LGBTQIA+ joy, resilience, and community connection, drawing thousands of attendees each year.

From youth and families to elders and allies, Pride brings together diverse voices for a day of celebration, visibility, and resource-sharing. Your sponsorship directly supports this joyful, community-centered event while aligning your brand with equity, inclusion, and impact.

Sponsorship Tiers

Presenting Sponsor — \$20,000–\$30,000

Take center stage as the lead sponsor of Hartford Pride.

Includes:

- Top billing as Presenting Sponsor in all print, digital, and on-site materials
- Stage presence and speaking opportunity during the main event
- Premier logo placement on banners, t-shirts, and event collateral
- Year-round visibility via our digital platforms
- Co-branded content or campaign collaboration leading up to the event

Pride Partner — \$10,000–\$20,000

Support the heart of Hartford Pride while gaining strong visibility and meaningful engagement.

Includes:

- Logo featured in print and digital materials
- On-site booth or branded experience
- Recognition from the stage
- Featured post on our social media channels
- Inclusion in our digital newsletter and website

Community Sponsor — \$5,000–\$10,000

Demonstrate your support for LGBTQIA+ communities while connecting with Pride attendees.

Includes:

- Logo placement on select print and digital materials
- Social media mention
- Inclusion on the sponsor webpage
- On-site presence (table or booth)

Neighborhood Ally — \$1,500–\$5,000

Perfect for small businesses, grassroots orgs, and new partners.

Includes:

- Name or logo on signage and digital materials
- Social media shoutout
- Discounted or free booth space

Reach out to Kay at kaym@healthcollective.org