



FLINT  **pride**  
in the park...

**THE 16TH ANNUAL**

**PRIDE**

**THE CELEBRATION OF LIBERATION**  
**HOSTED BY WELLNESS SERVICES**

**HISTORY ISN'T SOMETHING YOU  
LOOK BACK AT AND SAY IT WAS  
INEVITABLE. IT HAPPENS BECAUSE  
PEOPLE MAKE DECISIONS THAT ARE  
SOMETIMES VERY IMPULSIVE AND OF  
THE MOMENT, BUT THOSE MOMENTS  
ARE CUMULATIVE REALITIES.**

**MARSHA P. JOHNSON**  
FOUNDER OF PRIDE



## WHO IS WELLNESS SERVICES?

**Wellness Services, Inc** is an organization in Flint, Michigan that focuses on promoting the health of historically excluded communities, such as those living with HIV, LGBTQ+ individuals, and people who use drugs. Since its establishment in 1986, Wellness has provided HIV care and prevention services as well as harm reduction programming.

Over the years, Wellness has expanded its services to fill gaps in the community, such as providing medical care, creating brave spaces for LGBTQ+ individuals, and educating providers on how to create inclusive environments for marginalized populations. The ultimate goal of Wellness is to provide brave space where people can access necessary services without experiencing further trauma or exclusion.

A brave space is an environment that encourages open dialogue, inclusivity, and the sharing of diverse perspectives, even on challenging or uncomfortable topics. It promotes respectful communication and allows individuals to express themselves without fear of judgment.





# WHAT IS PRIDE?

A significant celebration for the LGBTQ+ community, as it provides a platform to celebrate diversity, raise awareness about the challenges faced by the community, and advocate for equal rights. It serves as a reminder of the hardships and discrimination faced by LGBTQ+ individuals throughout history, and highlights the importance of creating a world where everyone can be accepted and celebrated for who they are.

Pride events, which include parades, concerts, and cultural activities, create a sense of community and unity among LGBTQ+ people and their allies. Ultimately, Pride is a symbol of hope and progress, inspiring us to continue working towards a society where everyone can live authentically without fear of discrimination or marginalization.



# PRIDE IN THE MEDIA

**10K+**  
LIKES

**800+**  
COMMENTS

**2.5K**  
SHARES

**417K**  
REACH FOR  
JUNE-MID JULY

Flint Pride in the Park has seen a significant boost in its social media analytics, with engagement rates steadily increasing year after year. Metrics such as likes, shares, comments, and follower growth highlight the community's growing enthusiasm and connection to the event. The outreach doesn't stop with the celebration; post-event content continues to spark conversations, amplify visibility, and sustain momentum.

# MAKING PRIDE ACCESSIBLE



**ACCESSIBLE**



**ON-SITE  
INTERPRETERS**

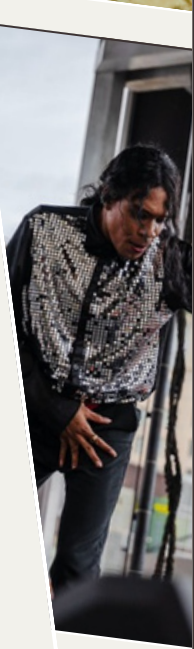


**SENSORY  
ZONE**

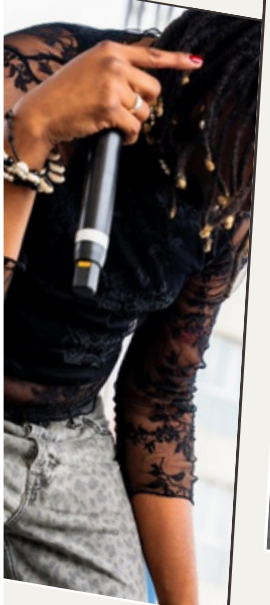
Flint Pride is committed to fostering an inclusive and welcoming environment for everyone by ensuring accessibility for all attendees. Our event features mobility-accessible pathways and seating to accommodate individuals with physical disabilities, as well as on-site interpreters to support the Deaf and Hard of Hearing community. Additionally, a designated sensory zone will provide a calm and comfortable space for those who may benefit from a quieter environment.



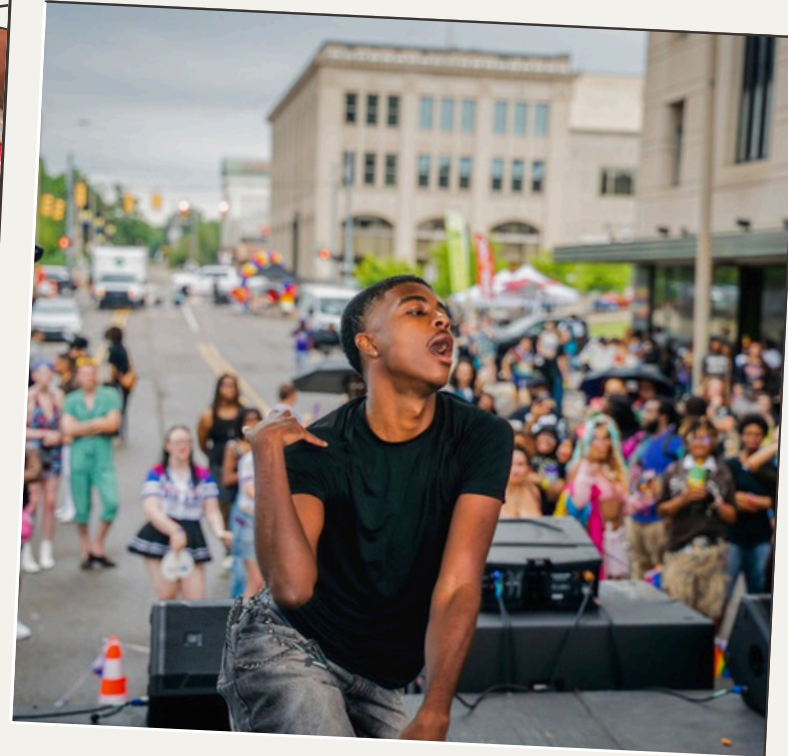
6,500+  
ATTENDEES



ONE OF FLINT'S  
LARGEST EVENTS



65+  
VENDORS



50+  
BALL CONTESTANTS

# FLINT PRIDE IMPACT



15+  
PERFORMERS





# HOW CAN YOU MAKE AN IMPACT?

**SPONSOR**

**VENDOR**

**VOLUNTEER**

Sponsoring Flint's Pride Festival is an excellent opportunity for your businesses/organizations to showcase your support for the LGBTQ+ community, as well as gain exposure, connect with local residents and organizations, build a positive reputation, along with increase brand visibility while promoting diversity and inclusivity. With its status of being one of the largest events in Flint, Michigan, the festival draws a significant number of attendees, providing a valuable opportunity for your businesses to reach a diverse group of potential customers while also supporting local artists who will perform , showcasing their talent and creativity.

# BRONZE SPONSOR

**\$500+**

- LOGO ON EVENT WEBSITE
- MENTION IN SOCIAL MEDIA POSTS
- BOOTH/VENDOR SPACE

# SILVER SPONSOR

**\$1,000+**

- LOGO ON EVENT WEBSITE AND IN EVENT PROGRAM
- MENTION IN SOCIAL MEDIA POSTS
- LOGO ON EVENT SIGNAGE
- MENTION ON PERFORMANCE STAGE DURING INTERMISSIONS
- BOOTH/VENDOR SPACE

# GOLD SPONSOR

**\$2,500+**

- LOGO ON EVENT WEBSITE AND IN EVENT PROGRAM
- MENTION IN SOCIAL MEDIA POSTS
- LOGO ON EVENT SIGNAGE
- BOOTH/VENDOR SPACE
- VERBAL RECOGNITION ON PERFORMANCE STAGE DURING INTERMISSIONS
- INCLUSION IN EMAIL BLAST

# PLATINUM SPONSOR

**\$5,000+**

- LOGO ON EVENT WEBSITE AND IN EVENT PROGRAM
- MENTION IN SOCIAL MEDIA POSTS
- LOGO ON EVENT SIGNAGE
- BOOTH/VENDOR SPACE
- VERBAL RECOGNITION ON PERFORMANCE STAGE DURING INTERMISSIONS
- VERBAL RECOGNITION AT THE OPENING CEREMONY
- INCLUSION IN EMAIL BLAST
- INCLUSION IN EVENT PRESS RELEASES
- STAGE SIGNAGE
- AD IN PRIDE GUIDE

# DIAMOND SPONSOR

**\$10,000+**

- LOGO ON EVENT WEBSITE AND IN EVENT PROGRAM
- MENTION IN SOCIAL MEDIA POSTS
- LOGO ON EVENT SIGNAGE
- BOOTH SPACE AT THE FESTIVAL
- MENTION ON PERFORMANCE STAGE DURING INTERMISSIONS
- VERBAL RECOGNITION ON PERFORMANCE STAGE DURING INTERMISSIONS
- VERBAL RECOGNITION AT THE OPENING CEREMONY
- INCLUSION IN EVENT PRESS RELEASES
- INCLUSION IN EMAIL BLAST
- STAGE AREA SIGNAGE AND SCREEN PLACEMENT
- AD IN PRIDE GUIDE
- LOGO ON EVENT MERCHANDISE
- MEDIA PACKAGE

**INDIVIDUAL SPONSORS**

CONTACT: [TSPRINGER@WELLNESSAIDS.ORG](mailto:TSPRINGER@WELLNESSAIDS.ORG)

**SAVE THE DATE**  
**JULY 18TH**

**DOWNTOWN FLATLOT**

125 E KEARSLEY ST,  
FLINT, MI 48502

**STAY IN THE KNOW**

TERESA SPRINGER  
[TSPRINGER@WELLNESSAIDS.ORG](mailto:TSPRINGER@WELLNESSAIDS.ORG)



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