

# Sponsorship opportunity package 2025



BERMUDA  
**PRIDE**  
OUTBERMUDA



PRIDE 2025

# ANNUAL FESTIVAL HIGHLIGHTS

Bermuda Pride supports our LGBTQ+ communities in the pursuit of our unequivocal right to be safe, seen, valued, and thriving!



This year marks the 7th vibrant celebration of Bermuda Pride, continuing with a week of dynamic events which have become an integral part of Bermuda's commitment to social justice. By amplifying the voices of LGBTQ+ individuals from diverse backgrounds, your support enables us to create inclusive spaces where our community and allies can thrive, connect, and find solidarity. We take pride in presenting another instalment of Bermuda pride, honouring the enduring legacy of those who paved the way for us.







# PRIDE 2025

## Mission, Values & Vision

### VISION

OUTBermuda envisions a Bermuda in which LGBTQ+ Bermudians and residents are free from the harmful impacts of discrimination and stigmatization. To achieve our vision for our island we are actively working to create a future in which LGBTQ+ Bermudians and residents feel that they are safe, valued, seen, and thriving.

### Values

Our annual Pride celebration offers our diverse community and allies a period of greater visibility, connection and support by producing events that:

**INSPIRE** you to think, speak, and act with love, respect and courage.

**EDUCATE** our community in order to create a more compassionate and just society.

**HONOR** our past and present by amplifying our voices, efforts, and stories...

and **CELEBRATE** the power and beauty of who we are



### Mission

Bermuda Pride supports our LGBTQ+ communities in the pursuit of our unequivocal right to be safe, seen, valued and thriving,





# PRIDE 2025

## EVENT GOALS

### VISIBILITY

When there are diverse representations of LGBTQ+ people and allies included in the media, organisations, and community events, society is able to see more perspectives within the community and form a more complete picture. Rather than reverting to stereotypes, the LGBTQ+ community becomes a full visible spectrum as we see represented so colourfully during Pride and in the Progress Flag. Pride's events support a shift in social consciousness towards a more inclusive society, moving us all closer to a deeper more intentional love of ourselves and our neighbours.



### CONNECTIONS

Pride 2025 events will offer opportunities for the LGBTQ+ community and our allies to participate together in a joyful week of events that celebrate the diversity of our community while bringing awareness to the issues that continue to plague us. There is a continued need for us to be able to reconnect with each other and to explore the strength of our community as a whole.



### SHARING

There is power in sharing who we are with our island home and through our panel discussion, through the LGBTQ+ artists performing during the weekend and through our allies' commitment to allyship, we are looking forward to sharing how we live and love in our island home.



# PRIDE 2025

Bermuda Pride continues to affirm that our LGBTQ+ community belongs - loving and living here on the island - now and in the future.

Our sponsors are the financial backbone not only of Pride, but of the ongoing work of OUTBermuda, the island's only LGBTQ+ charity; they continue to have our deep gratitude for all their support.

This year, we're excited to build upon the significant progress and improvements made during the last Pride celebration. With a stronger foundation in place, we're seeking the continued support of our sponsors to propel Bermuda Pride to new heights.

Your contributions will not only ensure the success of this year's event but also help sustain crucial LGBTQ+ initiatives throughout the year - please see our **Annual Report**. Together, let's make a lasting impact by creating a more inclusive and supportive community for all.







## YOUR IMPACT

While Bermuda Pride is a vibrant celebration lasting just one week, its impact extends throughout the entire year. The funds raised during Pride enable OUTBermuda to provide critical resources and support for Bermuda's LGBTQ+ community.

These include subsidized 1-on-1 counseling services, offered in collaboration with Solstice Bermuda, to help mitigate the effects of discrimination and foster healing. We also host OUTLET, a supportive youth group for LGBTQ+ young people and allies, and provide opportunities through an education bursary and an empowerment grant, which fund LGBTQ+ initiatives and training across the island. In addition, our ongoing education initiatives aim to promote inclusivity and understanding within our community



**By sponsoring Bermuda Pride, you're not just supporting a week of celebration—you're contributing to meaningful and lasting change year-round.**





# 2024 PRIDE SPONSORS

There is so much to be proud of! There was so much accomplished.

To all our previous and current sponsors, we want to say a heartfelt thank you! Bermuda Pride happens because of your incredible generosity and your continued commitment to diversity and inclusion. We hope that you know how grateful we are for all of your efforts in making this historic event happen!

We hope that you will join us again this year and for years to come!

## RAINBOW



## GOLD



## SILVER



## SUPPORTER





# 2025 PRIDE SPONSORSHIP LEVELS

The sponsorship levels outlined on the following page correspond to specific donation levels. Custom and anonymous donor opportunities are available at all price points.

Please contact Buddy at [fundraising@outbermuda.org](mailto:fundraising@outbermuda.org) to develop your custom sponsorship package for Pride 2025.





# SPONSORSHIP OPPORTUNITY LEVELS:

## RAINBOW

\$20,000+

- Headline Banners (Main Events)
- Banner Space (Parade Trucks)
- Naming opportunities for main events & OUTBermuda Programs
- Invite to Pride Cruise and Thank you Reception
- Logo placement/branded signage at Pride week events
- An in-person one-hour Bermuda Pride presentation for Sponsor
- Rainbow Sponsor specific press release
- Thank you Ads
- Radio ad mentions
- Access Passes at Main Events
- Goody Bags

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PACKAGES AVAILABLE

## GOLD

\$10,000+

- Banner Space (Parade Trucks)
- Invite to Pride Cruise
- Logo placement/branded signage at Pride week events
- Thank You Ads - Print, Website & Social Media
- Access Passes at Main Events
- Goody Bags

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PACKAGES AVAILABLE

## SILVER

\$5,000+

- Logo placement/branded signage at Pride week events
- Thank You Ads - Print, Website & Social Media
- Access Passes at Main Events

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PACKAGES AVAILABLE

## SUPPORTER

\$1000+

- Thank You Ads - Print, Website & Social Media
- Access Passes at Main Events

UNLIMITED PACKAGES AVAILABLE

The opportunities and assets outlined are subject to availability and final planning decisions.

*Bermuda Pride 2025 is committed to providing significant value for our sponsors using a consultative strategy. We are excited about collaborating with you to tailor a bespoke sponsorship package that will effectively enhance your brand and align with your company's strategic goals. We extend an invitation for you to join us as a partner in the upcoming Pride 2025 Celebration.*







## PARADE ROUTE







# Thank You

Bermuda Pride Committee  
BERMUDA PRIDE 2025  
Email: [fundraising@outbermuda.org](mailto:fundraising@outbermuda.org)

All funds are managed by OUTBermuda,  
Registered Charity #973, in accordance with  
the regulations outlined in the Charities Act,  
including tracking, payment and vetting.

