

THE COLLECTIVE

NYC BLACK PRIDE

UNITING CELEBRATION, CULTURE, AND COMMUNITY

AUGUST 13-17, 2025

MISSION

Celebrating Black Queer culture, community and pride; New York City's Black and Brown LGBTQ+ community organizers and nightlife collectives are uniting with the Official Black Pride lineup to ignite Black Gay Pride.

We believe in the power of collaboration to uplift and celebrate our communities.

Together, we are building a unified platform that amplifies visibility, drives cultural impact, and delivers an unforgettable experience positioning NYC as a national epicenter for inclusive celebration and community engagement.

A POWERFUL ALLIANCE OF LEADING QUEER CURATORS

This collective cuts across nightlife, music, fashion, and queer culture—making this weekend bold, visible, and unforgettable.

UNMATCHED CELEBRATION OF CULTURE, COMMUNITY, AND IDENTITY

Through this groundbreaking partnership, we're blending culture, creativity, and community to deliver an immersive experience that honors identity, visibility, and joy.

SETTING BLACK GAY PRIDE WEEKEND ABLAZE



With unmatched reach across nightlife, music, fashion, and queer culture, the Collective will ignite New York City with a Pride Weekend like never before—bold, unapologetic, and unforgettable.

THE COLLECTIVE

CLICK TO VIEW BRAND PROFILES



WE WANT TO GET TOGETHER

BRAND	DESCRIPTION	INSTAGRAM FOLLOWERS <small>*FACEBOOK FOLLOWING</small>	EMAIL SUBSCRIBERS
	Creates vibes and safety for those at the crossroad of Queer and Caribbean descent.	5,000	2,200
	NYC's raunchy, radically inclusive party.	18,500	
	Intentional QTPOC community spaces beyond the club.	3,500	1,800
	Femme-forward nightlife for Black & Brown baddies.	15,800	12,000
	Staple of sexy, sweaty, unapologetically Black queer joy.	52,400	2,500
	Queer Black rave meets radical freedom.	39,000	27,000
	Uplifts Black trans love through joy, community, and mutual aid support.	24,000	
	More than just a party—a curated experience designed to elevate culture, spark connection, and bring the vibes for you and your tribe.	30,000	22,000
	A five-day multicultural celebration uniting, honoring, and elevating the LGBTQ community of color through world-class experiences.	22,000*	27,000

Source: NYC Black Pride Collective

TOTAL187,90094,500

SCHEDULE

AUGUST 13-17, 2025

WEDNESDAY, AUGUST 13

DAYTIME

Recess (*Hosted*)

NIGHTLIFE

5PM – 10PM

NYC Black Pride –

“Health as a Human Right”

THURSDAY, AUGUST 14

DAYTIME

3PM – 11PM

NYC Black Pride –

Mr. and Mrs. Black Pride International

NIGHTLIFE

Trappy Hour (*Hosted By DickAppt*)

8PM – 1AM

QueErotica

Burlesque Galore

@Lovejoys – Brooklyn, NY

FRIDAY, AUGUST 15

DAYTIME

6PM – 10PM

NYC Black Pride – *Heritage Awards*

NIGHTLIFE – HIP HOP NIGHT

Joe Morris Events

Raw Honey: Mega Party

(Hosted By Out N Bad)

Proceeds going to the Celebration of Black

Trans-women Cookout. Hosted by Gia Love, Aug. 24th.

SATURDAY, AUGUST 16

NIGHTLIFE

Deviant: Signature Party

Proceeds going to the Celebration of Black

Trans-women Cookout. Hosted by Gia Love, Aug. 24th.

SUNDAY, AUGUST 17

DAYTIME

Hosted by The Collective

(All brands including Counter Culture)

Coney Island Beach Day

PARTNERSHIP LEVELS

PRESENTING PARTNER

\$60K Exclusive title placement: “Black Gay Pride Week presented by [Brand Name]”

- Logo lock-up on all event promo materials, decks, social media, step-and-repeats, and venue signage
- Top-tier logo placement across all platforms (email, IG posts, flyers)
- On-stage shoutouts at every event
- Dedicated email blast (1x) to full list (cumulative ~45k)
- IG takeover post on *Deviant*, *Raw Honey*, *Trappy Hour*, and *Dick Appointment*
- Premium vendor activation space at Riis Beach and the Celebration Cookout
- Speaking opportunity or brand activation at the Celebration of Black Trans Women Cookout
- 20 comp tickets (flexible across the week)

GOLD PARTNER

\$45K Lead brand recognition across major events

- Logo on all major event flyers (*Trappy Hour*, *Raw Honey*, *Deviant*)
- Shoutout and visual presence at all nightlife events
- Co-branded social post on three IG accounts (choose from *Deviant*, *Raw Honey*, *Dick Appointment*, or *Trappy Hour*)
- Email placement in three blasts (choose lists)
- Vendor booth or signage at Riis Beach + one other event
- 10 comp tickets

SILVER PARTNER

\$20K Event-specific or cross-nightlife sponsorship

- Logo placement on one or two nightlife events (ex: *Trappy Hour* + *Deviant*)
- Social media mentions on two IG accounts
- Shared vendor presence at Riis Beach
- Name included in recap + thank-you posts
- 6 comp tickets

COMMUNITY PARTNER

\$6K Support grassroots efforts and uplift queer spaces

- Logo/name inclusion on digital promo for cookout + Riis Beach
- Mention in one email blast
- 2 comp tickets
- Shoutout on Counter Culture’s IG story and event recaps

IMPACT+CULTURAL SIGNIFICANCE



Why This Matters

NYC Black Pride is more than a celebration—it's a lifeline for visibility, joy, and belonging within the Black LGBTQ+ community. Your sponsorship fuels safe, affirming, and joy-centered spaces at a time when queer freedoms and Black lives are under threat.

Our Reach, Our Power

- 179,700+ collective digital reach (IG + email subscribers)
- Thousands of attendees across 10+ high-impact events in just five days
- 7+ leading Black and Brown LGBTQ+ collectives uniting for one common cause

Real Community Impact

- The Celebration of Black Trans Women Cookout directly serves trans and nonbinary women with food, affirming care, and access to resources.
- Proceeds from nightlife events are reinvested in grassroots initiatives that support housing, harm reduction, and health equity.
- Events like "Health as a Human Right" center wellness in a holistic, culturally resonant way.

Why NYC Black Pride Is Different

This is not a corporate Pride float. This is the heartbeat of Black queer joy, curated by the community, for the community—where brands are invited in as allies, not owners. Supporting us isn't just good marketing—it's a cultural investment.

WHY SPONSOR

Go Beyond the Logo. Build Real Connection.



DIRECT AUDIENCE ENGAGEMENT

- Vendor activations at the most attended events: Riis Beach and the Cookout
- Shoutouts from hosts and performers with loyal followings
- Speaking opportunities or curated brand moments that feel authentic—not transactional



DEEP DIGITAL INTEGRATION

- Custom IG takeovers and brand collaborations with *Deviant*, *Dick Appointment*, *Raw Honey*, *Trappy Hour*
- Access to curated email blasts reaching engaged queer and trans audiences
- Opportunity for content co-creation (reels, recaps, influencer posts)



REPUTATION BUILDING WITH IMPACT

- Stand alongside collectives that have built trust over years in NYC's nightlife, fashion, wellness, and advocacy scenes
- Be seen supporting trans women of color and grassroots queer excellence
- Demonstrate commitment to equity and joy, not just visibility

POC FETTER NYC LAGuardia

JOIN US IN THE NEXT STEPS!

SPONSORSHIP DEADLINE:

FRIDAY, JUNE 14, 2025

To ensure inclusion on all promotional materials

NEXT STEPS

1. Select your sponsorship tier
2. Confirm your brand's assets and participation level
3. Begin activation planning with our team

PARTNERSHIP INQUIRIES

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