



PATCHOGUE
PRIDE PARADE
SPONSORSHIP
PROPOSAL
JUNE 13, 2026



ABOUT US

Patchogue Pride Parade

Ronald and **James Diele-Stein** founded **Patchogue Pride** in **2023** after attending the **2022 Babylon Pride Parade** and thinking, “*Wait... why don’t we have this in Patchogue?*” Fueled by inspiration, community spirit, and probably a little bit of “*let’s just do it,*” they teamed up with the **Greater Patchogue Chamber of Commerce**, local business owners, and a fearless 20-person committee to make it happen.

What started as a **big** idea quickly turned into a **bigger reality**. With early support from the **Greater Patchogue Foundation** and the **Chamber, Patchogue Pride** grew faster than anyone expected (*including us*).

By **January 2025**, we officially leveled up into **Long Island Equality, Inc.**, a New York State-recognized nonprofit. Founded right here in Patchogue, **Long Island Equality, Inc.** now serves LGBTQIA+ communities across Long Island.

Our Board of Directors is as diverse as a cast of **RuPaul’s Drag Race** - serving creativity, uniqueness, nerve, and talent, with plenty of personality, and united by one shared mission: to spread joy, educate, support our community, and throw a few unforgettable events along the way.

We’re excited to keep building, growing, and celebrating with our incredible partners - **and we can’t wait to see what’s next.**

MISSION & VISION

Vision

Our mission is to celebrate, support, and empower LGBTQIA+ communities across Long Island through community-building, education, advocacy, and events that inspire joy, visibility, and belonging.

Mission

We are committed to doing more for our youth by creating scholarship opportunities now and working toward a future camp for LGBTQIA+ youth.

We also aim to expand community-centered events like Pridesgiving, building welcoming spaces where people can gather, connect, and feel safe, seen, heard, and a true sense of belonging.

Because Pride is more than a day or a month—it's a movement.



WHAT WE HAVE DONE

Patchogue Pride has rapidly established itself as a visible and growing community event with strong momentum and expanding regional recognition. Its success is reflected in several notable milestones, including:

- Presenting Sponsor from **White Claw**, demonstrating meaningful sponsorship support from a nationally recognized brand
- Appearance by **The Real Housewife** star **Sonja Morgan** as part of 2025 programming
- Photos and mentions in a **New York Times** article about local Pride parades, reflecting growing media visibility
- Ongoing coverage from **News 12 Long Island**

All of this has strengthened public awareness and reinforced Patchogue Pride's position as a rising Pride celebration on Long Island



WHAT'S NEW THIS YEAR

This year, Patchogue Pride is introducing key updates designed to increase attendance, extend visitor engagement, and create greater value for sponsors.

- The parade is moving from **Sunday** to **Saturday**, a strategic shift intended to attract a larger and broader audience while encouraging attendees to spend more time in Patchogue throughout the day.
- Immediately following the parade, **Patchogue Pride** will launch a **Pride Market** on Railroad Avenue, designed to keep visitors in town through 5:00 PM and increase foot traffic for sponsors, vendors, restaurants, and local businesses.



PRIDE MARKET



SPONSORSHIP PACKAGES

BRONZE SPONSOR

- website listing and social media recognition.
- Public acknowledgment (paid advertising)

\$3,000

SILVER SPONSOR

- All Bronze benefits
- Logo featured on step-and-repeat
- Parade entry Fee included

\$5,000

GOLD SPONSOR

- All Silver benefits
- Logo featured on Village signage
- Sponsor table in Parade area

\$10,000

PLATINUM SPONSOR

- All Gold benefits
- Parade float paid for
- Recognition as a Presenting Sponsor

\$20,000

A LA CARTE SPONSORSHIPS

Let's Have A KIKI Sponsor

\$1,000 - Support the post-parade celebration. Includes website listing, & 1 social media shoutout as a community partner helping keep the party going.

ADOPT A DRAG QUEEN

\$2,000 - Sponsor one of our featured drag performers bringing energy, glamour, and unforgettable entertainment to the parade. Includes website listing, and social media recognition.

The Pride is Right Sponsor

\$2,500 - Come on down! Put your brand front and center by sponsoring the official parade announcer. As floats pass, your will be recognized with shoutouts from the stage Includes website listing and social media recognition.

Friend Of Dorothy

\$500 - A simple but meaningful sponsorship for individuals or small businesses who want to show support. Includes website listing.

SLAY it your Way

\$??? - Build-Your-Own Parade Sponsorship
Create a custom sponsorship that fits your budget and brand. Contact us to build a package that works for you.

“Friend of Dorothy”

is a historic phrase in gay culture that was used as a discreet way for LGBTQ+ people to identify one another at a time when being openly queer was often unsafe. It's most commonly linked to Dorothy from The Wizard of Oz, whose story of belonging, difference, and chosen family resonated deeply with the community. Today, the phrase is remembered as a symbol of queer history, connection, and resilience.



WHY WE ARE DIFFERENT

Patchogue Pride stands apart from many other Pride events for 3 reasons.

Community

First, we are deeply rooted in this community. We live here, work here, love here, and many of us own businesses here. Our connection to Patchogue is personal, and our commitment to this town is genuine. **We embrace this town fully because it is our home.**

Pride

Second, the sense of pride in Patchogue extends beyond LGBTQIA+ pride alone. In Patchogue, there is a **broader pride in the town itself**, in its people, its businesses, and its strong sense of community. That spirit of belonging and local pride is part of what makes **Patchogue Pride** so meaningful and unique.

Mutual Support

Third, our support of other pride events reflects our belief that **Pride is not about competition**, but about community. It is built on camaraderie, **shared purpose**, and a commitment to uplifting **LGBTQIA+ people across Long Island**. When we show up for one another, we create a stronger, more connected, and more inclusive community for all.



CLOSING & CONTACT



Closing Message

Even if you do not sponsor **Patchogue Pride** this year, we sincerely appreciate you taking the time to read this package.

That alone reflects a meaningful level of support for our mission.

Even if one of these sponsorship packages is not the right fit, or if you would prefer to support us in another way through services or in-kind donations, we would love to hear from you.

We hope you will stay connected by following us on social media at **@patchoguepride** and **@longislandequality** on **Instagram** and **TikTok**.

We also encourage you to **attend** our events, **support** our sponsors, **volunteer**, or **march** with us.

While the world may feel uncertain at times, it is important that we continue to stand together and **protect** the **visibility**, **dignity**, and **freedoms** that generations before us **fought so hard to make possible**.

COMPANY CONTACT



Email Address:

Info@longislandequality.org



Websites:

www.patchoguepride.com

www.longislandequality.org



PATCHOGUE PRIDE SPONSORSHIP FORM



COMPANY NAME				<input type="checkbox"/> \$20,000 Platinum Sponsor	<input type="checkbox"/> \$2,500 Pride Is Right
ADDRESS				<input type="checkbox"/> \$10,000 Gold Sponsor	<input type="checkbox"/> \$2,000 Adopt a Drag Queen
CONTACT PERSON		PRONOUNS: <input type="checkbox"/> she/her <input type="checkbox"/> he/him/his <input type="checkbox"/> they/them <input type="checkbox"/> other:		<input type="checkbox"/> \$5,000 Silver Sponsor	<input type="checkbox"/> \$1,000 Let's Have A Kiki
				<input type="checkbox"/> \$3,000 Bronze Sponsor	<input type="checkbox"/> \$500 Friend of Dorothy
TITLE				Email form: info@LongIslandEquality.org	<input type="checkbox"/> \$??? Slay Your Way
PHONE NUMBER				Mail to: Long Island Equality Inc. 83 S Ocean Ave., #711, Patchogue, NY 11772	<input type="checkbox"/> Other Amount: \$
EMAIL					<input type="checkbox"/> Check made payable to: Long Island Equality Inc.
				CARD NUMBER	
				EXPIRATION DATE	SECURITY CODE
				SIGNATURE	

Cut off for being on printed material is May 15th 2026