



2026

Sponsor Information



www.prideinthepeake.org

Sunday, June 14, 2026

Chesapeake City Park
900 City Park Dr.
Chesapeake, VA 23320





OUR MISSION

PRIDE IN THE 'PEAKE STRIVES TO
ENHANCE THE LIVES OF LGBTQIA+
FAMILIES IN THE CITY OF CHESAPEAKE
THROUGH SUPPORT, EDUCATION, AND
AFFIRMING COMMUNITY ACTIVITIES
THROUGHOUT THE YEAR.

OUR VISION

Pride in the 'Peake envisions a Chesapeake City that fully embodies inclusivity throughout the community, including businesses and resources.



Our History



Pride in the 'Peake has grown considerably from its first year, where 300 people attended to crowds of thousands in recent years. We have also seen an increase from 20 vendors/organizations year one to over 150 in 2025!



WHO WE ARE

AS A 501C3 PUBLIC CHARITY, PRIDE IN THE 'PEAKE STRIVES FOR BOTH TRANSPARENCY AND SMART USAGE OF FUNDS FROM OUR DONORS, SPONSORS, AND THE GENERAL PUBLIC THAT CONTRIBUTE TO OUR ORGANIZATION.

OUR BOARD IS 100% VOLUNTEER-BASED AND WE HAVE NO SALARIED POSITIONS AS AN ORGANIZATION. THIS ALLOWS US TO PUT NEARLY ALL OF OUR FUNDS DIRECTLY INTO OUR EVENT AS WELL AS YEAR-ROUND OUTREACH AND AWARENESS.

OUTSIDE OF NECESSARY LEGAL/ADMINISTRATIVE FEES, WE STRIVE TO ENSURE WE ARE NOT SPENDING ANY CONTRIBUTIONS ON ANYTHING OTHER THAN OUR DIRECT MISSION AND VISION STATEMENTS.



BECOME PART OF PRIDE IN THE 'PEAKE

Presenting Sponsor: \$15,000

- Main Stage Logo
- Recognition on all promotions
- Logo on all advertisements
- Consistent recognition on our platforms
- VIP Tent and premier table location, including table
- Social Media Recognition & Pride in the 'Peake swag



Premier Sponsor: \$10,000

- Naming rights for the Children's Play Area
- VIP Tent and awesome table location, including table
- Logo on signage around the event
- Social Media Recognition & Pride in the 'Peake swag

Platinum Sponsor: \$5,000

- Naming rights for cooling stations
- Tent provided in great location, including table
- Logo on signage around the event
- Social Media Recognition & Pride in the 'Peake swag

BECOME PART OF PRIDE IN THE 'PEAKE

Gold Sponsor: \$2,500

- Sponsorship recognition for one children's activity (i.e., face painting, fairy hair, etc.)
- Logo on signage around the event
- Social Media Recognition & Pride in the 'Peake swag
- Table space at the event in good location

Silver Sponsor: \$1,000

- Social Media Recognition & Pride in the 'Peake swag
- Table space at the event in good location
- Recognition as sponsor, day of the event

Bronze Sponsor: \$500

- Table space at the event
- Recognition as sponsor, day of the event



Contact us
to become a sponsor!



donations@prideinthepeake.org



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IN THE
PEAKE
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