



## OVERVIEW

**MAY 17 – JUNE 8**



**RYAN BOS**

Executive Director,  
Capital Pride Alliance



**ASHLEY  
SMITH**

Board President  
Capital Pride Alliance

# PAST HOST CITIES





WorldPride is licensed by InterPride, a global network of over 375 pride organizations from 70+ countries, connecting and coordinating the efforts of all prides on every continent. Our work helps to further strengthen the global pride movement, uniting people from all walks of life to celebrate diversity and inclusivity.



WorldPride Washington, DC is being produced by the Capital Pride Alliance (CPA), located in Washington, DC, a nonprofit organization dedicated to serving the needs of the LGBTQ+ community all year long, through educational programs, major events, fundraising, outreach and advocacy, providing platforms for visibility, and supporting the work of our many community organizations and local businesses.





WITH  
HOUSEHOLD INCOME



SUMMER PLANS =  
EVERY GAY



# MARQUEE EVENTS



# Marquee Events

May 17 – June 8, 2025

**MAY  
17**

**Trans Pride**

**MAY  
23-26**

**DC Black  
Pride**

**MAY  
31**

**Welcome  
Concert**

**MAY 28-  
JUNE 4**

**Capital Cup**

**JUNE  
4-6**

**Human Rights  
Conference**

**JUNE  
5**

**Capital Pride  
Honors**

**JUNE  
6-7**

**Global  
Dance Party**

**JUNE  
7**

**Parade**

**JUNE  
7-8**

**Street  
Festival &  
Concert**

**JUNE  
8**

**International  
March on  
Washington**

**JUNE  
8**

**Closing  
Concert**



# Marquee Events 2025

- **Trans Pride Washington, DC**

- **Dates:** Friday, May 17 – Saturday, May 18
- **Partner Event**, produced by Trans Pride Washington, DC

- **DC Black Pride**

- **Dates:** Friday, May 23 – Monday, May 26
- **Venue:** Capital Hilton
- **Partner Event**, produced by the Center for Black Equity

- **Choral Festival**

- **Dates:** Full two weeks
- **Partner Event**, produced by Gay Men's Chorus of Washington





# Marquee Events 2025

- **Capital Cup: Sports Festival**
  - **Dates:** Friday, May 26 – Wednesday, June 4
  - **Partner Event**, produced by Team DC and local teams
- **Welcome Concert**
  - **Date:** Saturday, May 31
  - **Venue:** Nationals Ballpark
  - **Ticketed (On Sale Now)**
- **Human Rights Conference**
  - **Dates:** Wednesday, June 4 – Friday, June 6
  - **Venues:** JW Marriott, The National Theatre, and virtual
  - **Registration:** Open Now



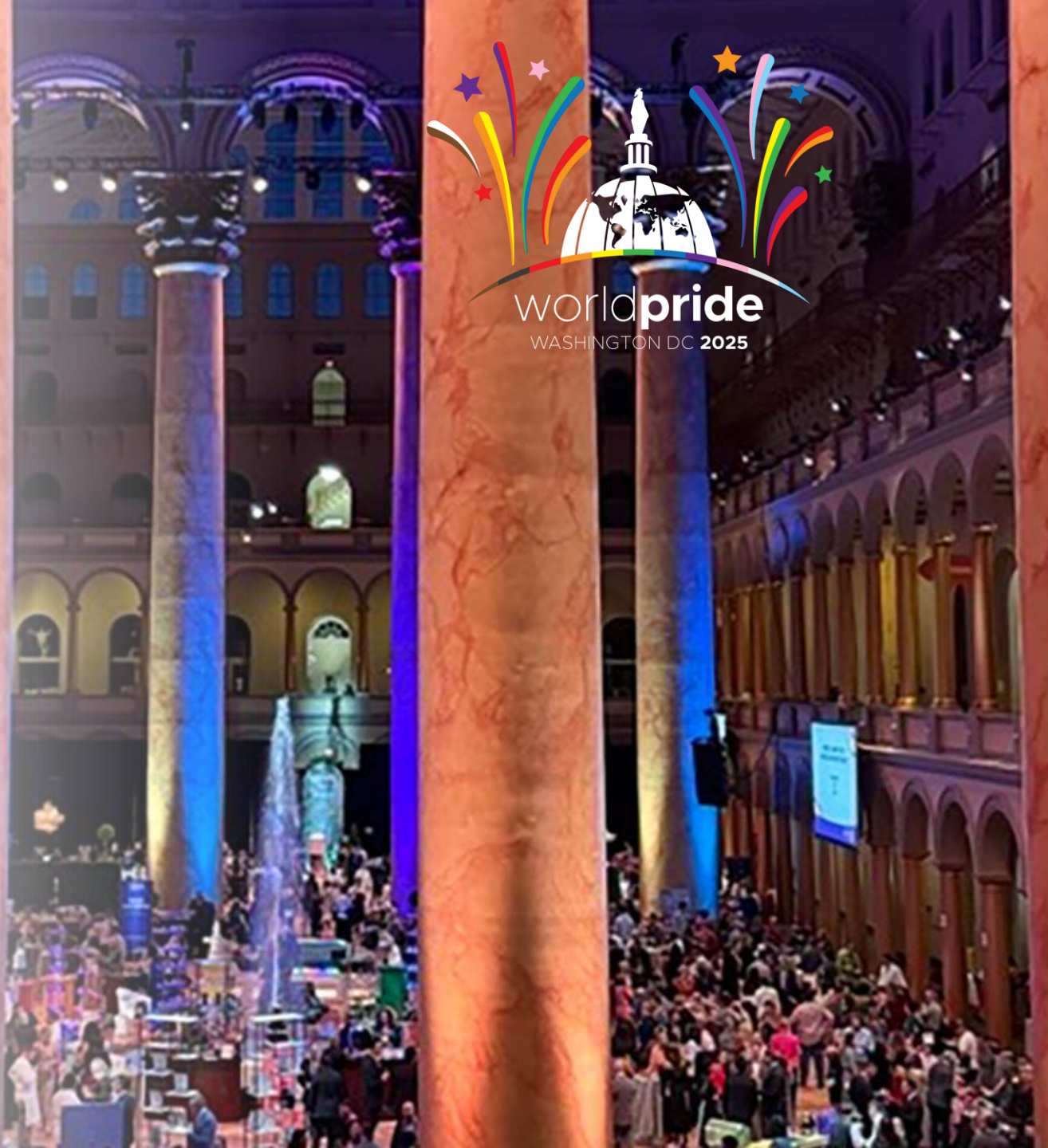
SATURDAY  
MAY  
31





# Marquee Events 2025

- **Capital Pride Honors**
  - **Date:** Thursday, June 5
  - **Venue:** National Building Museum
  - **Ticketed** (Available Soon)
- **Music Festival: Global Dance Party**
  - **Date:** Friday, June 6 and Saturday, June 7
  - **Location:** RFK Fairgrounds
  - **Entertainment:** Jennifer Lopez/Troye Sivan
  - **Ticketed (On Sale Now)**
  - **Partner Event**, produced by Project Glow and Jake Resnicow Events
- **Pride Parade**
  - **Date:** Saturday, June 7
  - **Route:** 14<sup>th</sup> ST NW, Pennsylvania Ave.
  - **FREE** to the general public





# Marquee Events 2025

- **Pride Street Festival & Concert**

- **Dates:** Saturday, June 7 and Sunday, June 8
  - Saturday: Cynthia Erivo
- **Venue:** Pennsylvania Avenue
- **FREE** to the general public

- **International March on Washington + Rally**

- **Date:** Sunday, June 8
- **Target Venues:** Lincoln Memorial/ National Mall

- **Closing Concert**

- **Date:** Sunday, June 8, 2025
- **Target Venues:** Pennsylvania Avenue
- **Entertainment:** Doechii/Khalid
- **FREE** to the general public





# Other 2025 Opportunities

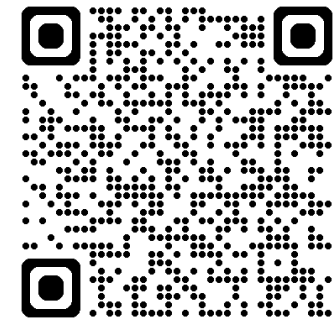
- **AAPI Pride**
- **DC Latinx Pride**
- **Silver Pride**
- **Youth Pride**
- **Theatre Productions + Shows**
- **Neighborhood Block Parties**
- **Parties (Small & Large)**
- **Paint the World with Pride**
- **Pop-up Exhibits and Experiences**
- **Taste of Pride**
- **and more!**



# Safety

As we prepare for WorldPride in DC, we **continue to work actively with local agencies that remain committed to maintaining safety for all visitors and residents.** Our vibrant LGBTQ+ community in Washington, DC is the largest of any in the U.S. with over 14% of residents identifying as such. DC is, and will remain, one of the most inclusive and diverse cities in the world and is well practiced in hosting major events safely and securely.

- **Health and Safety Trainings**
- **Free Street Festival + Concert will be fenced in with secured controlled entrances**
- **Safe Spaces**







# TRAININGS

## Equality Chamber of Commerce (ECC)

- Collection of ECC and partner trainings
- T.H.R.I.V.E. Marathon Sessions
  - Recommended: Understanding Core Inclusion Principles + Intersectionality in Nightlife Space (April 15 – 8pm-8:25pm)

## The Stonewall Inn Gives Back Initiative

- (2) 15-minute modules on sensitivity/awareness
- Greater safe space certification available

## DC Government Community Workshop

- April 23 – 10am-4pm
- Trainings to focus on:
  - CPR
  - NARCAN
  - Sensitivity/Community Awareness
  - Safe Spaces Overview
  - Crowd Security
  - Human Trafficking



**Equality Chamber of Commerce**  
**Training Page**



# ECONOMIC IMPACT

OVERNIGHT  
VISITORS



2 MILLION

VISITOR  
SPENDING



\$787M





# ENGAGEMENT OPPORTUNITIES

# THE FABRIC OF FREEDOM





# The Fabric of Freedom

Throughout history, people have used fabrics as expressive symbols, to communicate identities, and as forms of resistance. While the LGBTQ+ community faces growing challenges both in the United States and worldwide from those seeking to divide rather than unite, it's the fabric of our community — through our rich cultures, diverse identities, and backgrounds — that will guide us forward towards a better future.

Take action. Take a stand. PARTICIPATE

- **Human Rights Conference**, Wednesday, June 4 – 6, 2025
- **Pride Parade**, Saturday, June 7, 2025
- **Street Festival + Concert**, Saturday, June 7 & 8, 2025
- **International March and Rally**, Sunday, June 8, 2025



# HATE IS NO JOKE

Decades of progress in human rights are under a coordinated, systematic attack.  
Today it's focused on gender, sexual orientation, and race. But what's next?

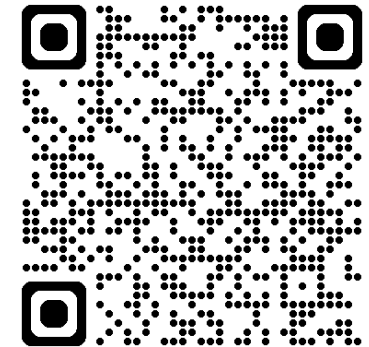
**Take action. Take a stand.**

# Hate Is No Joke

Decades of progress in protecting human rights are under a coordinated, systematic attack. Today the targets are gender, sexual orientation and race—but it won't stop there. It's happened before. It's happening now. Our fundamental freedoms—and our very democracy—are at risk. And if we fail to recognize the urgency of this moment, we'll only have ourselves to blame. Resist the marginalization and persecution of people just for being who they are.

Take action. Take a stand.

JOIN US IN WASHINGTON, DC, FROM MAY 17–JUNE 8, 2025  
AND BE PART OF THE FABRIC OF FREEDOM.





# Sponsor

Level	WorldPride 2025	2-Year
Unapologetically Proud (Presidential)	\$1,000,000	\$1,200,000
Visionary (Vice-Presidential)	\$300,000	\$380,000
Rainbow	\$150,000	\$185,000
Love Wins (Platinum)	\$125,000	\$150,000
True Colors (Gold)	\$75,000	\$90,000
Out & Proud (Silver)	\$50,000	\$65,000
Be True, Be You (Bronze)	\$35,000	\$45,000



# CPA VOLUNTEERS

Capital Pride Alliance's experienced **Production Teams and Committees** consist of a core group of volunteers that are skilled and passionate about the work of the Capital Pride Alliance and opportunities for WorldPride 2025 and beyond.

## Areas of Involvement:

1. **Committees** (Programming)
  - Co-Chairs
  - Members
2. **Production Teams** (Events)
  - Executive Producers
  - Producers
3. **General Volunteers**



[CapitalPride.org/volunteer](https://CapitalPride.org/volunteer)





# HOST A PARTNER EVENT

The Capital Pride Alliance is partnering with organizations, businesses, and promoters (PARTNERS) to assist in creating a “Pride” experience full of diverse LGBTQ+ events and activities for WorldPride, Washington, DC 2025. A “Partner Event” is an event, activity, or program (EVENT) sanctioned by the Capital Pride Alliance as part of the official calendar for WorldPride DC 2025. The goal is to have over 200 partner events during WorldPride 2025.

**Submit your partner event:**



**[worldpridedc.org/partner-events](https://worldpridedc.org/partner-events)**

# PAINT THE WORLD WITH PRIDE

## Ways to Get Involved:

- Decorate your business, storefront, or household.
- Purchase a Paint the World Pride kit and become a partner with official recognition and exposure on the WorldPride website, Pride365 App, and other promotional materials.
- Provide your Pride artwork to the Pride365 Shop to raise money for your organization.



[worldpridedc.org/events/paint-the-world](https://worldpridedc.org/events/paint-the-world)





# PAINT THE WORLD WITH PRIDE ASSET EXAMPLES

## Digital Assets



## Co-Branded Digital Assets



## Social Media



[worldpridedc.org/events/paint-the-world](https://worldpridedc.org/events/paint-the-world)

# PAINT THE WORLD WITH PRIDE ASSET EXAMPLES

## Progressive Flag & Printed Vinyl Banner



VERSION A



VERSION B



STANDARD 3'X5'  
HORIZONTAL BANNER



CO-BRANDED 3'X5'  
HORIZONTAL BANNER

## Welcome Clings



5' WorldPride Cling



2.5"x7" Safe Space Decal



[worldpridedc.org/events/paint-the-world](https://worldpridedc.org/events/paint-the-world)

# PAINT THE WORLD WITH PRIDE ASSET EXAMPLES

## Decal Bundles

### Small Business Bundle



### Medium Business Bundle



### Large Business Bundle



[worldpridedc.org/events/paint-the-world](https://worldpridedc.org/events/paint-the-world)



# PRIDE 365 FUND

Facilitated by the Capital Pride Alliance, the Pride 365 Fund awards financial resources to 501(c)(3) organizations that demonstrate a commitment to the LGBTQ+ community 365 days a year.

- A portion of sponsorship and event partner revenue will be directed to the Pride 365 Fund.
- Funding Priorities:
  - The New LGBTQ+ Community Center
  - Sibling Prides (AAPI Pride, DC Black Pride, DC Latinx Pride, Trans Pride Washington, DC, Silver Pride, Youth Pride)
  - First-time Parade and Festival participating non-profit organizations.
  - Services and resources that promote collaboration among LGBTQ+ organizations.
  - Establishment of a LGBTQ+ Burial Fund



[pride365.org/fund](https://pride365.org/fund)



# OUTREACH OPPORTUNITIES



# DDC'S WORLDPRIDE INVESTMENT



## WHAT WE'VE DONE

- Between FY24 and FY25, DDC has invested +\$3.5 million on domestic and international paid media to directly promote WorldPride.
- Examples include custom content pieces, OOH, activations, digital advertising and more.

# DDC'S WORLDPRIDE INVESTMENT

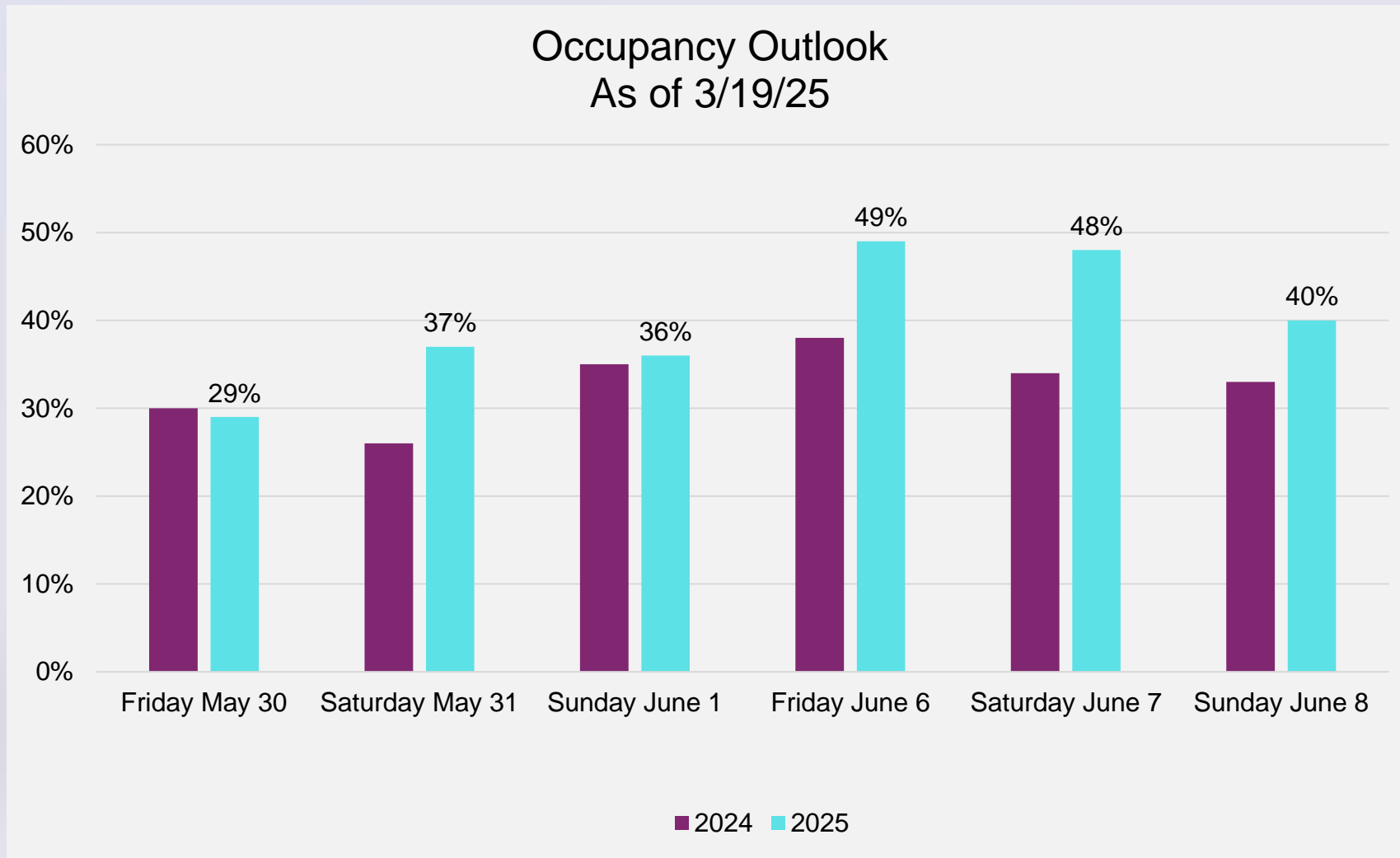
## WHAT'S LIVE NOW

- Domestic OOH buy in LA, NYC, San Fran, Chicago and Philly (\$1,000,000)
- Custom content through LGBTQ+ partners Edge and Passport (\$50,000)
- Targeted display with Conde Nast networks (\$50,000)
- Paid Social. Digital Banners. And more...





# DDC'S WORLDPRIDE INVESTMENT



Bookings over major WorldPride weeks are currently **pacing ahead of last year** by about 9%.

Bookings are expected to pick up in mid to late April as **booking windows shorten**.

# BE AN AMBASSADOR

## WHAT'S LIVE NOW

- Leverage your organizations network (email lists, social media reach) to promote and encourage participation in WorldPride 2025
- Leveraging your organization's talent relationships and sponsor their participation.





# RESOURCES



# BE AN AMBASSADOR

## WHAT'S LIVE NOW

- CPA to provide a content/media kit with talking points, graphics, and other useful assets.
- CPA to share updates on safety and security



# Get Social



## SOCIAL



@worldpridedc



@CapitalPrideDC



@CapitalPrideDC



/CapitalPrideDC



WorldPride2025



WorldPrideDC

## WEBSITE



WorldPrideDC.org

