



OutReach 
**MAGIC
PRIDE
FESTIVAL**

2026 SPONSORSHIP GUIDE

Sunday, August 16th, 2026 at Warner Park

Festival Reach



3,000
Website visits
per month

4,000+
Instagram
followers



8,400+
Facebook
followers

7,000
Attendees (2025 Est.)

Featured across
major Madison
news channels!

3,500+ Email
subscribers

Sponsor Impact



We hosted over **210** support group meetings, and 1,500 visits from community members in 2025.

We logged over **830** requests for education and referral, support, peer counseling, and education. This represents just a portion of an estimated total of **5,000** client services provided in 2025.

We distributed **\$50,000** in emergency housing assistance to LGBTQ+ adults through our Willma's Fund program in 2025 alone!

A central graphic consisting of a solid black circle with the text "Your Sponsorship makes our work possible!" inside. This circle is surrounded by a dashed black line, and seven small, solid-colored circles (orange, yellow, green, blue, purple, red, and orange) are placed at intervals along the dashed line.

Your Sponsorship makes our work possible!

Our EverStrong staff provided **\$121,000** in financial assistance to program participants, covering costs like apartment application fees and more!

We've distributed harm reduction supplies at over **75** community events!

Our Community Pantry distributed an average of **750** lbs of food and personal supplies weekly!

Sponsor Levels



Presenting Sponsor - \$10,000

- Custom sponsorship benefits
- Logo on festival stage banner
- Dedicated banner on festival stage
- Mention from the stage at festival
- Logo on 2026 festival t-shirt*
- Logo presence in PRIDE Guide
- Logo presence in Our Lives magazine insert*
- Logo on Outreach Pride homepage*
- Listing on all event promotional materials
- Logo on the festival poster*
- Reserved non-sales vendor space at festival**

Diamond Sponsor - \$5,000

- Logo on festival stage banner
- Mention from the stage at festival
- Logo on 2026 festival t-shirt*
- Logo presence in PRIDE Guide
- Logo presence in Our Lives magazine insert*
- Logo on Outreach Pride homepage*
- Listing on all event promotional materials
- Logo on the festival poster*
- Reserved non-sales vendor space at festival**

Sponsor Levels



Platinum Sponsor - \$2,500

- Logo on festival stage banner
- Logo presence in PRIDE Guide
- Logo presence in Our Lives magazine insert*
- Logo on Outreach Pride homepage*
- Listing on all event promotional materials
- Logo on the festival poster*
- Reserved non-sales vendor space at festival**



Gold Sponsor - \$1,000

- Sponsorship mention in PRIDE Guide
- Sponsorship mention in Our Lives magazine insert*
- Logo on Outreach Pride homepage*
- Listing on all event promotional materials
- Logo on the festival poster*
- Reserved non-sales vendor space at festival**



Sponsor Levels

Silver Sponsor - \$500

- Sponsorship mention in PRIDE Guide
- Sponsorship mention in Our Lives magazine insert*
- Listing on all event promotional materials
- Logo on the festival poster*
- Reserved non-sales vendor space at festival**

Bronze Sponsor - \$250

- Sponsorship mention in PRIDE Guide
- Sponsorship mention in Our Lives magazine insert*
- Logo on the festival poster*

* This sponsor benefit is only available prior to 6/1/26

**All sponsors must register for a non-sales vendor space to redeem this benefit. Sponsor-Vendor approval is subject to Magic Pride Festival vendor terms and conditions.



A sponsorship of the Magic Pride Festival makes a statement--that your organization uplifts the LGBTQ+ community of southcentral Wisconsin.

Visit <https://tinyurl.com/MagicSponsors2026> to sign up.



ATTENTION:

If you would like to vend, you must fill out a separate registration form, even if your sponsorship package includes an info booth. Please visit <https://tinyurl.com/MagicVendor2026>, or register here:

