



**MAY 17 – JUNE 8**

Anticipated Overall Attendance: **2-3 million**

# Agenda

- Welcome
- Capital Pride Alliance/WorldPride Overview
- Marketing Overview
- Next Steps



The logo for WorldPride features the words "WorldPride" in a bold, black, sans-serif font. A horizontal rainbow-colored line, transitioning from red on the left to purple on the right, passes through the middle of the text, slightly curving upwards in the center.

**WorldPride**

PAST HOST CITIES





worldpride

WASHINGTON DC 2025

# InterPride



**CAPITALPRIDE**  
ALLIANCE

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.

THE  
**FABRIC**  
OF FREEDOM

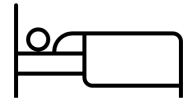






# Economic Impact

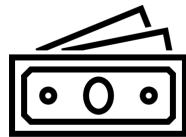
**OVERNIGHT  
VISITORS**



**2 MILLION**



**VISITOR  
SPENDING**



**\$787M**

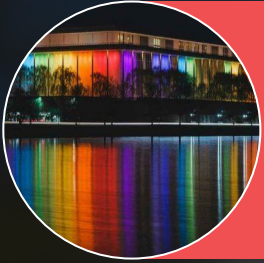


**ECONOMIC  
IMPACT**

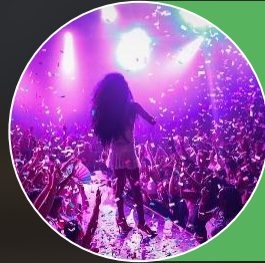


**\$680M**

# Program Pillars



**ARTS &  
CULTURE**



**NIGHTLIFE  
& PARTIES**



**CELEBRATION**



**SPORTS**



**HUMAN  
RIGHTS**



**50TH  
ANNIVERSARY**



**worldpride**  
WASHINGTON DC 2025



**CAPITALPRIDE**  
ALLIANCE



# WORLDPRIDE 2025 KEY EVENTS

May 17 – June 8, 2025

MAY 16-  
JUNE 8

DC Latinx  
Pride

MAY  
17-18

Trans Pride

MAY  
23-26

DC Black  
Pride

MAY 23-  
JUNE 8

Choral  
Festival

MAY 28-  
JUNE 4

Capital Cup

MAY  
31

Welcome  
Concert

JUNE  
4-6

Human Rights  
Conference



# WORLDPRIDE 2025 KEY EVENTS

May 17 – June 8, 2025

JUNE  
5

Capital Pride  
Honors

JUNE  
6-7

Global  
Dance Party

JUNE  
6-8

17th Street  
Block 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
  - **Target Venue:** MLK Library
  - **Partner Event**, produced by Trans Pride Washington, DC
- **DC Black Pride**
  - **Dates:** Friday, May 23 – Monday, May 26
  - **Venue:** Capital Hilton (Host Hotel Rooms Available)
  - **Partner Event**, produced by the Center for Black Equity
- **International Choral Festival**
  - **Dates:** Full two weeks
  - **Anticipated Attendance:** 10,000+
  - **Partner Event**, produced by Gay Men’s Chorus of Washington



# Marquee Events 2025

- **Capital Cup: Sports Festival**
  - **Dates:** Friday, May 26 – Wednesday, June 4
  - **Attendance:** 8000+ Athletes with 20+ Sports
  - **Partner Event**, produced by Team DC and local teams
- **Welcome Concert**
  - **Date:** Saturday, May 31
  - **Anticipated Attendance:** 35,000+
  - **Venue:** Nationals Ballpark
  - **Ticketed (On Sale Now)**
- **Human Rights Conference**
  - **Dates:** Wednesday, June 4 – Friday, June 6
  - **Attendance:** 2,500 participants
  - **Venues:** JW Marriott, The National Theatre, and virtual. (Host Hotel Rooms Available)
  - **Registration:** Available November 2024



NATIONALS  
PARK

SATURDAY  
MAY  
31



# Marquee Events 2025

- **Capital Pride Honors**
  - **Date:** Thursday, June 5
  - **Attendance:** 1,000+
  - **Venue:** National Building Museum
  - **Ticketed** (Available Soon)
- **Music Festival: Global Dance Party**
  - **Date:** Friday, June 6 and Saturday, June 7
  - **Attendance:** 25,000+
  - **Location:** RFK Fairgrounds
  - **Ticketed (On Sale Now)**
  - **Partner Event**, produced by Project Glow and Jake Resnicow Events
- **Pride Parade**
  - **Date:** Saturday, June 7
  - **Attendance:** 750,000+ with 500 Contingents
  - **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
- **Attendance:** 1.5M+ with 600+ Exhibitors
- **Venue:** Pennsylvania Avenue
- **FREE** to the general public

## ■ International March on Washington & Rally

- **Date:** Sunday, June 8
- **Attendance:** 500,000 – 750,000
- **Target Venues:** Lincoln Memorial/  
National Mall

## ■ Closing Concert

- **Date:** Sunday, June 8, 2025
- **Attendance:** 150,000
- **Target Venues:** Pennsylvania Avenue
- **FREE** to the general public





# Other 2025 Opportunities

- **Tapestry of Pride for ages**
- **Local and National Theatre Productions**
- **Neighborhood Block Parties and Art Installations**
- **Parties (Small & Large)**
- **Pop-up Exhibits and Experiences**
- **Shows (Open mics, comedy, etc.)**
- **Taste of Pride**
- **and more!**



worldpride  
WASHINGTON, DC 2025

# 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.

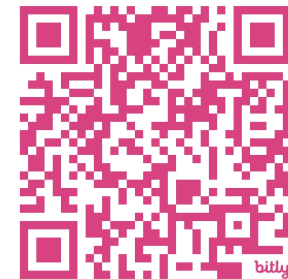
**The goal is to have over 200 partner events during WorldPride 2025.**

[www.WorldPrideDC.org/partner-events](http://www.WorldPrideDC.org/partner-events)



# LET'S PAINT THE WORLD WITH PRIDE!

## Unlock The Full Potential For Your Business



Washington, DC  
May 17 - June 8  
2025



*Brought to You By:*  
**CAPITALPRIDE**  
ALLIANCE

Powered By  
 **SPACES of PRIDE**



# Who should participate and ways to get involved?

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## Who Can Participate?

- Small businesses and organizations inside the DC Beltway and beyond.

## Ways to Get Involved:

- Decorate your business, storefront, or household.
- Purchase a Paint the World Pride kit and become a partner.
- Provide your Pride artwork to the Pride365 Shop to raise money for your organization.



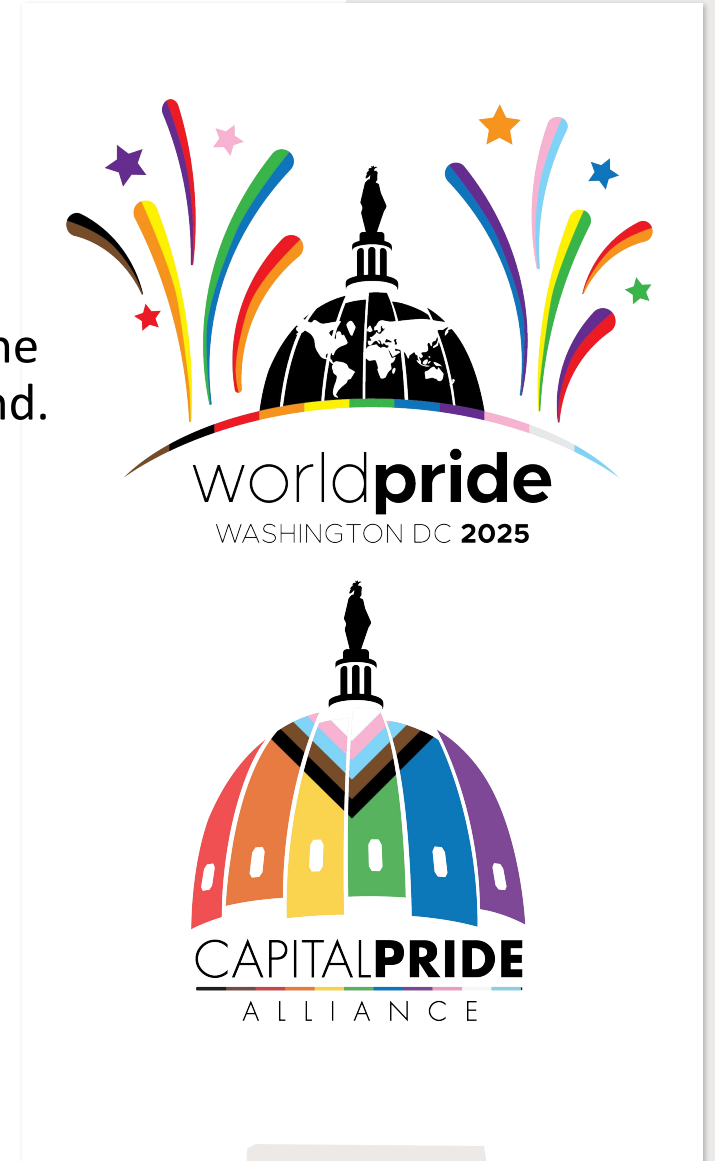
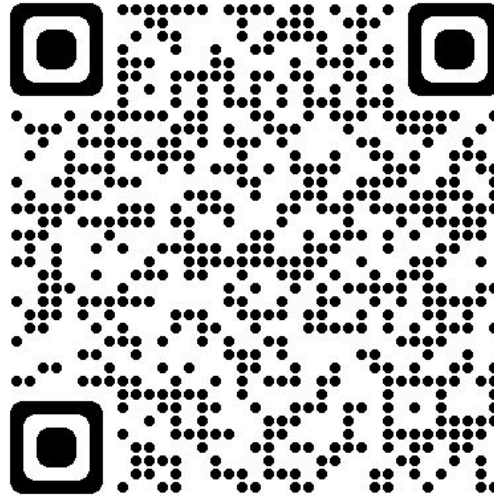
# Volunteer

[www.CapitalPride.org/volunteer](http://www.CapitalPride.org/volunteer)

Our 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**

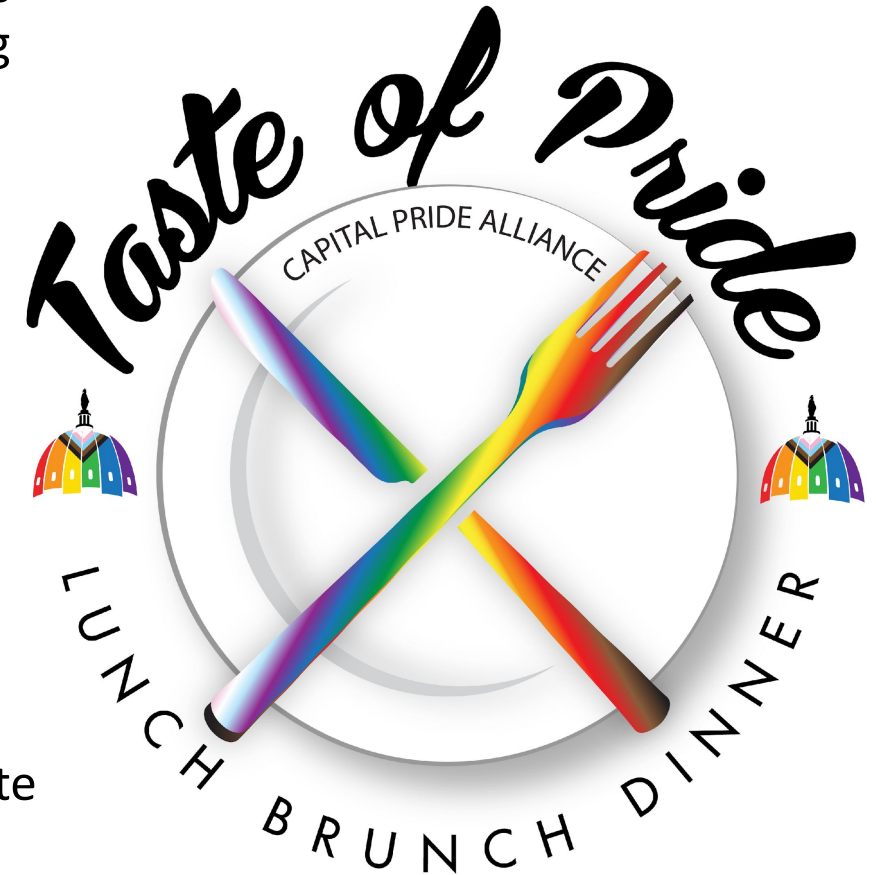


Taste of Pride is an annual event series that celebrates the vibrant connection between the LGBTQ+ and culinary communities. This year's program will highlight a multi-month collaboration among Washington, D.C.'s Business Improvement Districts (BIDs), showcasing the unique flavors and culinary talents found within these dynamic neighborhoods.

The objectives of Taste of Pride are as follows:

- To raise funds for Capital Pride's PRIDE 365 Fund, which supports both Capital Pride initiatives and local LGBTQ+ organizations such as SMYAL and the DC LGBTQ Center.
- To launch a comprehensive awareness campaign aimed at engaging and informing the community about WorldPride 2025.
- To provide a roadmap for restaurants to prepare for, participate in, and enhance their involvement in WorldPride 2025.

Taste of Pride seeks to merge the culinary creativity of our city with the pride and diversity that characterize our community, paving the way for an unforgettable WorldPride celebration.



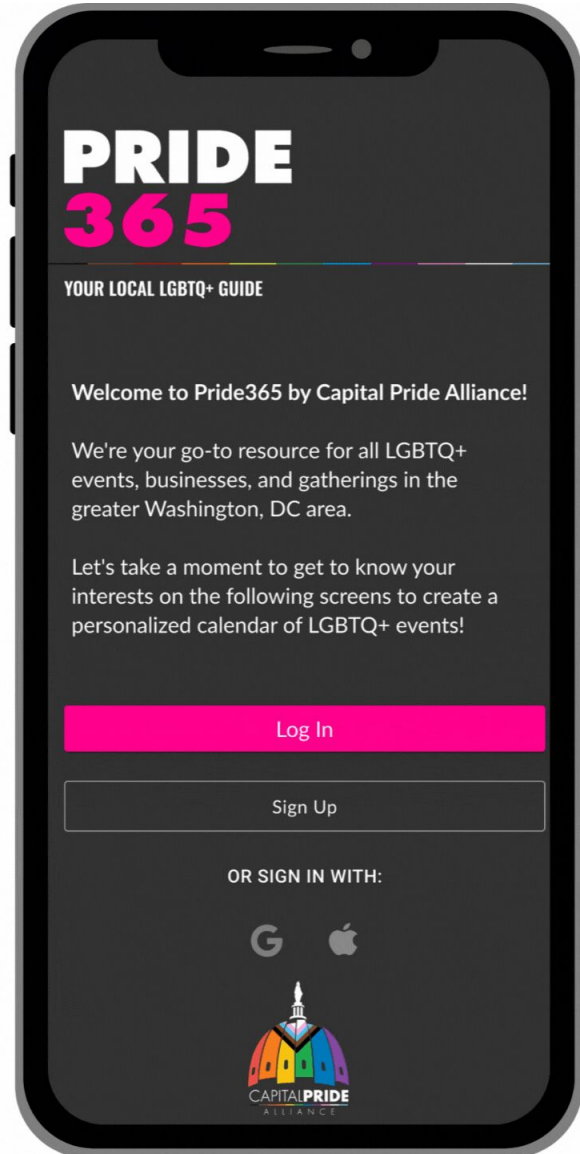
Facilitated by the Capital Pride Alliance, the Pride 365 Fund awards financial resources to 501(c)(3) organizations that demonstrate a commitment to the LGBTQ+ community 365 days a year.

- 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

# PRIDE 365 FUND



# Download the NEW Pride 365 App



Google Play Store



Apple Store





# Get Social



## SOCIAL



@worldpridedc



@CapitalPrideDC



@CapitalPrideDC



/CapitalPrideDC



WorldPride2025

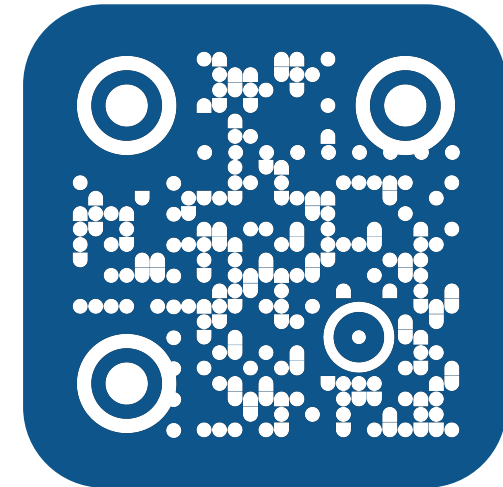


WorldPrideDC

## WEBSITE



WorldPrideDC.org



# 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.



# Marketing Stats

Domestic/International



**\$3.5**  
**MILLION**

PAID MARKETING



**281**  
**MILLION**

PR CIRCULATION



**\$8.3**  
**MILLION**

PR AD VALUE



**20**  
**EVENTS**

GLOBAL  
ACTIVATIONS

*As of February 1, 2025*







**MAY 17 – JUNE 8**

Anticipated Overall Attendance: **3 million**

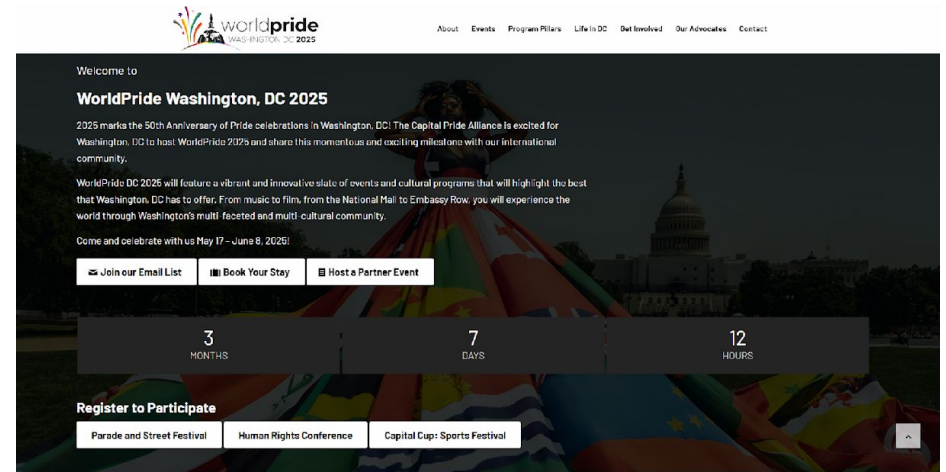
# Engagement

- Destination partner participation
- Paint the World with Pride
- Pre and Post Itineraries
- Host a Partner Event
  - <http://www.worldpridedc.org/partner-events>

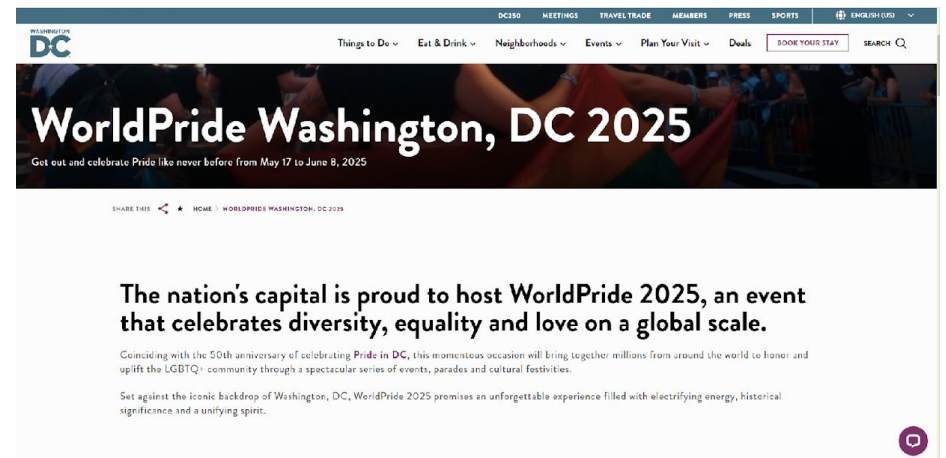


# Continued Engagement

- Hotel Packages
- Itinerary recommendations
- Uplifting WorldPrideDC.org



The screenshot shows the homepage of the WorldPride Washington, DC 2025 website. At the top, there is a navigation menu with links for 'About', 'Events', 'Program Plans', 'Life in DC', 'Get Involved', 'Our Advocates', and 'Contact'. The main header features the 'WorldPride WASHINGTON, DC 2025' logo. Below the logo, a large banner image of a rainbow flag is overlaid with text. The text includes a welcome message, a paragraph about the 50th anniversary of Pride in Washington, DC, and another paragraph describing the event's offerings. A countdown timer shows '3 MONTHS', '7 DAYS', and '12 HOURS' remaining. Below the timer, there are three buttons: 'Join our Email List', 'Book Your Stay', and 'Host a Partner Event'. At the bottom of the banner, there are three buttons: 'Parade and Street Festival', 'Human Rights Conference', and 'Capital Cup: Sports Festival'.



The screenshot shows an article page on the WorldPride Washington, DC 2025 website. The top navigation bar includes links for 'DC150', 'MEETINGS', 'TRAVEL TRADE', 'MEMBERS', 'PRESS', 'SPORTS', and 'ENGLISH (US)'. Below the navigation bar, there is a search bar and a 'BOOK YOUR STAY' button. The main heading is 'WorldPride Washington, DC 2025' with a sub-headline 'Get out and celebrate Pride like never before from May 17 to June 8, 2025'. Below the heading, there is a 'SHARE THIS' button and a breadcrumb trail 'HOME > WORLDPRIDE WASHINGTON, DC 2025'. The main content area features a bold headline: 'The nation's capital is proud to host WorldPride 2025, an event that celebrates diversity, equality and love on a global scale.' Below the headline, there is a paragraph of text: 'Coinciding with the 50th anniversary of celebrating Pride in DC, this momentous occasion will bring together millions from around the world to honor and uplift the LGBTQ+ community through a spectacular series of events, parades and cultural festivities.' A second paragraph follows: 'Set against the iconic backdrop of Washington, DC, WorldPride 2025 promises an unforgettable experience filled with electrifying energy, historical significance and a unifying spirit.' A small purple icon is visible in the bottom right corner of the page.