



2026 Sponsorship Opportunities





Partner with Provincetown's Premier LGBTQ+ Tourism Promoter & Event Producer

Connect your brand with one of the most engaged LGBTQ+ communities in America through the Provincetown Business Guild.



The Provincetown Business Guild is a non-profit organization dedicated to the economic and cultural development of LGBTQ+ tourism in the world's most historically significant queer beachside destination.

We have maintained Provincetown's position as the premier LGBTQ+ destination in America for more than four decades—creating an unmatched platform for brands to authentically engage LGBTQ+ consumers.

Why Provincetown Matters

Historic Significance

The most historically important queer destination in the world, where LGBTQ+ culture thrives authentically

Engaged Audience

Visitors who actively support brands aligned with LGBTQ+ values through purchasing power

Year-Round Appeal

Growing and diversifying events attract travelers from across the US and around the globe

Connect Through Multiple Touchpoints

High-Visibility Events

Headline sponsorships and on-site activations at Provincetown's largest LGBTQ+ celebrations

Digital Marketing

Integrated exposure across social media, email campaigns, and ptown.org's engaged audience

In-Person Experiences

Custom activations and experiential marketing that create memorable brand connections



The PBG's Reach

The PBG offers a proven platform to show your support for the LGBTQ+ community in the world's most historically LGBTQ+ destination. With over 250 member businesses, we provide a broad array of modern and historical spaces, plus entertainment resources to make any product marketing launch a memorable experience for attendees.

1M

Digital Impressions

Annual reach across email, social media, and ptown.org



25K

Email Subscribers

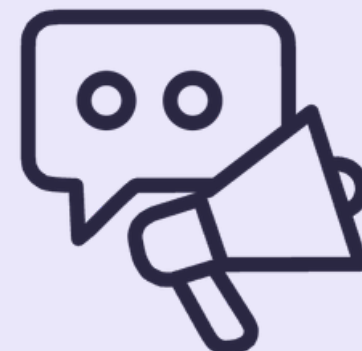
An engaged audience with an average 55% open rate



40K

Social Media

Combined followers across all PBG social platforms



30K

Visitor Guides & Maps

Annual copies distributed in Provincetown, Cape Cod, & Boston



Premier Event Sponsorship Opportunities

Partner with the only dedicated queer resource promoting travel to Provincetown through our signature events that define the LGBTQ+ calendar.



PBG Signature Events

Provincetown Pride

The ultimate celebration of LGBTQ+ identity, drawing thousands to commemorate and uplift our community's strength and resilience

Bear Week

One of the largest gatherings of the bear community, featuring entertainment, parties, and inclusive celebration

Provincetown Carnival

An explosion of creativity and performance art that transforms the town into a vibrant celebration of queer expression

Holly Folly

Holiday festivities with a distinctly LGBTQ+ twist, bringing joy and community to the winter season

First Light

Welcoming the new year with reflection, hope, and community gathering at the tip of Cape Cod

Provincetown Pride

June 5-7, 2026

While every day is “Pride” in Provincetown, our village by the sea established its first official Pride celebration in 2018.

- 25K visitors
- Ten events throughout the weekend
- Town Hall headlining performance (700+ attendees)
- Feet Over Front Street 5K (250 participants)
- Pride Festival & Rally (2500+ attendees)



Bear Week

July 12-18, 2026

Nuzzle up with bears, wolves, cubs, otters, and their admirers for a week of parties, events, shows, and more! The PBG will produce Bear Week events in support of the largest gathering of bears in the world!

- 65K Visitors
- Event highlights:
 - Country Bear Pool Party (600+ attendees)
 - Bear Week Weiner Roast (700+ attendees)
 - Bear Week Bingo (200 attendees)



Provincetown Carnival

August 15-22, 2026

The first Carnival Parade was hosted by the Provincetown Business Guild in 1978 and was created to celebrate the Town's queer reputation while also stimulating tourism in August. It quickly became Provincetown's signature LGBTQ+ event as the town's creative community came together to create dozens of floats to fill Commercial St.

- 80K Visitors
- A dozen PBG-produced events over seven days
- 1M+ views to PBG sites and social media during Carnival Week
- 200M+ earned media impressions



Holly Folly

Every weekend in December 2026

The nation's largest and oldest LGBTQ+ Holiday Celebration, Holly Folly, first began in 1997 as an opportunity to gather and celebrate the Holiday season with chosen family in Provincetown. Today the queer community travels from far and wide to shop, dine and enjoy a series of truly unique events over Holly Folly.

- New expanded Holly Folly: from one weekend to four weekends in December
- 20K visitors
- Event highlights:
 - Jingle Bell Run (250 Attendees)
 - Boston Gay Men's Chorus (700+ Attendees)
 - Inn Strolls (1500k attendees)
 - Snowball Bar Crawls (300 attendees)



First Light

December 31, 2026 - January 1, 2027

Ring in the New Year on the tip of Cape Cod. Great performances, fine art, delicious fare, nightlife, and a New Year's Eve drone show.

- 10K visitors
- Event highlights:
 - NYE drone show
 - Bingo (200 attendees)
 - Polar Bear Plunge (400 attendees)



Sponsorship Opportunities

We offer a range of sponsorship opportunities designed to meet diverse brand objectives and budgets. Each tier provides unique benefits, ensuring your investment delivers maximum impact and visibility within the LGBTQ+ community.

ALL EVENTS IN 2026					
HEADLINE	<p>200K visitors \$50,000</p>				
SEASONAL	<p>SUMMER: PRIDE + BEAR WEEK + CARNIVAL 170K+ visitors \$45,000</p>			<p>HOLIDAY: HOLLY FOLLY + FIRST LIGHT 20K visitors \$10,000</p>	
SINGLE EVENT	<p>PTOWN PRIDE 25K visitors \$15K</p>	<p>BEAR WEEK 65K visitors \$10K</p>	<p>CARNIVAL 80K visitors \$25K</p>	<p>HOLLY FOLLY 10K visitors \$7500</p>	<p>FIRST LIGHT 10K visitors \$5000</p>

Comprehensive Brand Integration

The PBG offers integrated brand visibility across every touchpoint where LGBTQ+ consumers engage with Provincetown. From headline event sponsorship to targeted digital advertising, your brand gains consistent exposure to a highly engaged audience. We collaborate with partners to create custom solutions tailored to specific brand goals and budgets.

Example sponsorship benefits:

- On-site: activations and product engagement opportunities
- ROS ad on ptown.org (~500K unique users)
- Logo placement on print and digital promotions
- Social media recognition
- Verbal recognition at events
- Recognition in the PBG's Annual Visitors' Guide



Authentic Engagement That Drives Results

Values-Driven Consumers

LGBTQ+ travelers who vote with their wallets & actively support brands who support & celebrate our community

Meaningful Connections

Community-centered engagement in an environment built on trust and authenticity

Lasting Impact

Brand reinforcement through genuine participation in LGBTQ+ events, culture, and community life





Together, let's create unique, engaging experiences

The Provincetown Business Guild is proud to work with aligned partners to develop custom activations and solutions based on your needs and budget. Connect with us to explore how your brand can authentically engage America's most influential LGBTQ+ destination.

Rachael Brister

Provincetown Business Guild (PBG)

Executive Director

rachael@ptown.org

206.218.8912