



HOUSE OF VEGAS  
**PRIDE**  
*Festival*

**AUGUST 15TH-17TH, 2025**

**#VEGASFORTHEWEEKEND**

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# HERSTORY, THE FOUNDER

Nicole Williams a marketing engineer who is nationally known for her agency Set Life Images that birthed the first Urban Pride Festival in 2018 three-day/six event in Vegas & resources for the LGBTQ Community. After only 4 months of planning the first festival, she received one of her most distinguished awards which was a Proclamation from the City of Las Vegas Mayor Carolyn G. Goodman, Declaring October 25th Set Life Images Day for bringing the "First Urban, Diverse and Heterosexual Pride Block Party of its kind to Las Vegas." To date, Nicole has 7 Proclamations for her festival. Vegas is Nicole's hometown although she graduated from the Fashion Institute of Design and Merchandising in Los Angeles she also studied and cheered at UNLV. She has over 15 years of experience producing and designing for some of the top corporations around the country. She has received numerous awards, national recognition, and media news spotlights throughout her career for the work she has done within the Las Vegas Community and nationally.

Nicole has received 8 proclamations for House of Vegas Pride. Proclaiming an endorsement as the Official Summer Pride Festival for the City of Las Vegas. IN 2023, Nicole was awarded the 'Qmmunity Leadership Award that was presented by Silver State Equality during their annual PRIDE month luncheon. In June of 2024, Nicole will be featured in the 5th season of a Pride documentary that is based out of Canada that travels the world featuring Pride Festival organizers. She will be highlighted for her work she does in the community. This is the first time that a Black Pride will be featured.



**BPN**  
BLACK PRIDE NETWORK

2024 Board of Director  
serving for InterPride  
World Pride



# ***SCHEDULED EVENTS***

**FRIDAY  
08.15**

## **WHAT IN THE "L" -LET'S TALK ABOUT SEX TOPIC PARTY**

PRESENTERS FROM WASHINGTON D.C. HOSTING AN INTERACTIVE CONVERSATION EXCLUSIVELY FOR LESBIANS TO HAVE INTENTIONAL CONVERSATIONS & SOCIAL ENGAGEMENT FOR THE COMMUNITY.

**FRIDAY  
08.15**

## **VEGAS NIGHTS REVUE**

A NIGHT FILLED WITH ENTERAINERS FROM ALL WALK OF LIFE WITH THEMED PERFORMANCES PAYING HOMAGE TO LAS VEGAS SHOWGIRLS

**SATURDAY  
08.16**

## **LIQUID SUMMER POOL PARTY**

A NIGHT GLOW POOL PARTY WITH ENTERTAINERS & SPECIAL GUESTS

**SUNDAY  
08.17**

## **106 & DAY PARTY BRUNCH**

A DAY PARTY FEATURING GUEST DJ'S // DRAG PERFORMANCES KARAOKE // MUSIC FROM THE 90'S & 00'S





# MARKETING & ADVERTISING

THIS YEAR WE HAVE TEAMED UP WITH NEVADA PARTNERS & UNLV TO HELP EXPAND OUR REACH WITHIN THE TRAVEL & TOURISM MARKET FOR LAS VEGAS THROUGH THEIR TOURISM BUSINESS IGNITER PROGRAM. OUR MARKETING WILL KEEP OUR TRADITIONAL GRASSROOTS MARKETING CAMPAIGN AS IT HAS BEEN SUCCESSFUL.

## 2025 TARGETED CITY MARKETS

- SWEET HEAT & MAGIC CITY FESTIVAL | MIAMI, FL
- NEW YORK PRIDE
- ENHERGY & PURE HEAT PRIDE | ATLANTA, GA
- LA BLACK PRIDE | LOS ANGELES, CA
- KNOW OTHER FESTIVAL | NORTHERN CA
- SAN DIEGO PRIDE
- SAN DIEGO BLACK PRIDE

HOVP IS A PROUD COMMUNITY PARTNER  
FOR PRIDE FESTIVALS ACROSS THE COUNTRY

SUPPORTING COMMUNITY PARTNERS, SOCIAL MEDIA INFLUENCERS  
ONLINE DIGITAL ADVERTISING & CELEBRITY ENDORSEMENTS

**OUR NATIONAL MARKETING CAMPAIGN IS POWERED  
BY THE PEOPLE & COMMUNITY PARTNERS**





# LINKING COMMUNITY TO RESOURCES

In 2024, our non-profit organization SOCIAL INFLUENCE FOUNDATION HOSTED A SERIES OF CAREER & WELLNESS RESOURCE FAIRS. OUR MAIN INITIATIVE WAS BRINGING AWARENESS, AND PROVIDING MOBILE TESTING, PREVENTATIVE CARE FOR HIV/STD TESTING. OUR TITLE SPONSOR LOVE LIVE (U=U) TEAMED UP WITH HOUSE OF VEGAS PRIDE TO CREATE A FUN INTERACTIVE MARKETING CAMPAIGN TO ENGAGE MORE TESTING FROM OUR TARGETED DEMOGRAPHIC.



## LOVE FREELY. LIVE U=U.

[UequalsULAS.com](http://UequalsULAS.com)



THE LGBT CENTER OF SOUTHERN NEVADA WAS OUR TESTING PROVIDING FACILITY & MOBILE TESTING PARTNER DURING THE FESTIVAL WEEKEND

500+ HIV & RAPID TESTING  
2018-2024  
DURING & AFTER FESTIVAL

200+ JOBS SECURED  
2021-2024  
DURING & AFTER FESTIVAL

100+ VENDORS  
WELLNESS | EDUCATORS  
EMPLOYERS | SMALL BUSINESSES





# ORGANIC & NATIONAL MARKETING

SOCIAL MEDIA MATTERS! OUR COMMUNITY FOLLOWS US RELIGIOUS THROUGH ALL OUR PLATFORMS INCLUDING OUR WEBSITE TO RECEIVE UPDATES ABOUT THE HOVP FESTIVAL. OUR FOLLOWERS LOOK TO OUR PLATFORMS TO STAY INFORMED ABOUT EVENTS LOCALLY AND NATIONALLY.

WE RELY ON THE DATA TO ENSURE WE ARE SPEAKING TO THE COMMUNITY THAT IS ENGAGING. OVER THE YEARS OUR PLATFORMS KEEPS GROWING WHILE REACHING NEW MARKETS THAT PROVIDE US INSIGHT ON WHERE TO ADVERTISE YEAR-ROUND

## ATTENDEE NUMBERS

2018-2020 | 1750 ATTENDEES

2021-2022 | MET CAPACITY OF 1300 DUE TO COVID-19 RESTRICTIONS & 62 HOTEL ROOMS AT THE ARTISAN BOUTIQUE HOTEL

2023 | OVER 4,000 PATRONS VISITED LAS VEGAS TO ATTEND HOVP EVENTS

2024 | OVER 8,000 PATRONS VISITED LAS VEGAS TO ATTEND HOVP EVENTS

## DEMOGRAPHICS

ASIAN 2% BLACK 50% LATINO 20% NATIVE 2% CAUCASIAN 10%  
MULTI-ETHNIC 10% OTHER 3% ETHNIC UNKNOWN 3%

DISABILITY 1% SEXUAL ORIENTATION GAY 85% HETERO 10% UNKNOWN 5%  
FEMALE 70% MALE 15% TRANSGENDER 10% NON-CONFORMING 4%  
GENDER UNKNOWN 2%



**7500 FOLLOWERS**  
OVER 100K+ ENGAGEMENT  
1200 NEW FOLLOWERS



**OVER 250,000  
MENTIONS SINCE 2024**





# MEDIA COVERAGE

THE HOUSE OF VEGAS PRIDE FESTIVAL RECEIVES MEDIA COVERAGE FROM ALL MEDIA OUTLETS.  
THIS INCREASES OUR REACH TO MILLIONS ACROSS THE COUNTRY & LAS VEGAS VALLEY.



CHANNEL 3  
WITH DANE WAGNER  
HOUSE OF LOVE JOB FAIR



CHANNEL 8- LV NOW  
WITH ROQUI THEUS  
HOVP VOGUE BALL



CHANNEL 13  
LAS VEGAS AVIATORS  
PRIDE NIGHT BASEBALL GAME



CHANNEL 8- LV NOW  
HOVP FESTIVAL  
COVERAGE



FOX 5 LIVE  
HOUSE OF FASHION  
SHOW INTERVIEW



CHANNEL 8  
HOUSE OF FASHION  
SHOW INTERVIEW

## FOX 5 LIVE



## CHANNEL 8



## NEW 3



MEDIA INTERVIEWS CAN BE FOUND ON [WWW.SOCIALINFLUENCEFOUNDATION.ORG](http://WWW.SOCIALINFLUENCEFOUNDATION.ORG)

# 2025 FESTIVAL HOSTS



AMBER'S CLOSET, TIERA CRAIG, CALI KILO, KING CAPTAIN, SIR JOE EXCLUSIVE, BRITTNEY TAYLOR, TINY, ADONIS, JAY KASH, & OFFICIAL LOU



## FAMOUS ATTENDEES | INFLUENCERS | HOSTS | PERFORMER

Jess Hilarious, Torrei Hart, AZ Marie, Momma Dee, BossBritt x DJ eXeL, Siya, Alani Taylor, Stevie Boi, DJ Pnasty, Itsyaboikandie, Saucy Santana, James Wright, Zairilla Bacon, Melissa Scott, Just Brittany, Ms. Pooh, Sidney Starr, Alexis Branch





L A S V E G A S  
**PRIDE**

**COMMUNITY PARTNER**  
**OFFICIAL BIPOC ENTERTAINMENT PARTNER**

## SPONSORSHIP BONUS MENTIONS

BE A PART OF

LAS VEGAS PRIDE MAGAZINE ADS

HOVP FAMILY BINGO NIGHT IN AUGUST

COLLATERAL ON TABLING DURING PRIDE FESTIVAL



## PROUDLY SERVING OUR 7TH YEAR IN COLLABORATION INCLUSIVE BIPOC PROGRAMMING

FOUNDER NICOLE WILLIAMS IS THE URBAN CONTENT WRITER FOR LAS VEGAS PRIDE  
MAGAZINE PROVIDES TARGET MARKETING FOR THE BLACK/LATINX URBAN AFFAIRS  
BIPOC COMMUNITY HOST FOR URBAN ENTERTAINMENT DURING THE OCTOBER  
PRIDE FESTIVAL CURATE EVENTS TOGETHER ANNUALLY.





# 2025 COMMUNITY PARTNERSHIPS

After reviewing and selecting your Community Partnership option, please contact us to schedule a meeting to to confirm your selected contribution for the 2025 House of Vegas Pride Festival. We appreciate your support to keep our programming active for the community that we serve.

**EVENT AND TITLE SPONSORSHIPS OFFER  
CUSTOMIZABLE PACKAGES FOR YOUR BUSINESS/ORGANIZATION**

	<b>VENDOR</b>	<b>DONATION</b>	<b>PROGRAM</b>	<b>EVENT</b>	<b>TITLE</b>
<b>DELIVERABLES</b>	<b>\$150.00 PER EVENT \$550.00 ALL 4 EVENTS</b>	<b>\$500.00 TO \$1,000.00</b>	<b>\$3,000.00</b>	<b>\$5,000.00</b>	<b>\$10,000.00</b>
FESTIVAL EVENT VENDOR	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LISTED IN DIGITAL PROGRAM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOGO ON WEBSITE WITH LINK			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NEWSLETTER EMAIL BLASTS			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SOCIAL MEDIA THANK YOU		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3 <sup>RD</sup> PARTY DIGITAL MEDIA MENTION			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOGO ON STEP & REPEAT				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOGO ON FESTIVAL T-SHIRT					<input checked="" type="checkbox"/>
1 MENTION FROM INFLUENCER				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PRESENTING NAME FOR EVENT				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOGO ON RECAP VIDEO					<input checked="" type="checkbox"/>
MENTION ON ALL MEDIA					<input checked="" type="checkbox"/>
WHAT IN THE "L" DRINK SPONSOR					<input checked="" type="checkbox"/>
INFLUENCER FESTIVAL MARKETING					<input checked="" type="checkbox"/>
FESTIVAL ALL ACCESS PASSES	2	2	4	8	10

**All inquiries please contact Nicole Williams**  
**Phone: 702.782.7444 or Email: [info@socialinfluencefoundation.org](mailto:info@socialinfluencefoundation.org)**

# PAST FESTIVAL SPONSORS

SPONSOR PACKAGES CAN BE CUSTOMIZED

SOCIAL INFLUENCE FOUNDATION A 501C3 NON-PROFIT ORGANIZATION

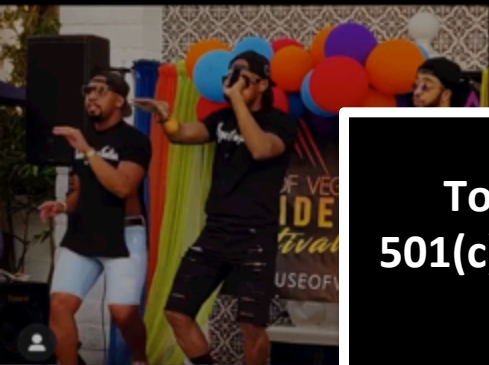


Wana Brands  
FOUNDATION





**SOCIAL** Influence  
FOUNDATION



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or receive details about our programs.

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Email Us: [info@socialinfluencefoundation.org](mailto:info@socialinfluencefoundation.org)

