

AUGUST 14TH-16TH

HOUSE OF VEGAS
PRIDE
Festival

2026

A HIDDEN PRIDE PARADISE
ILLUMINATED WITHIN THE VEGAS CITY LIGHTS

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HOUSE OF VEGAS
PRIDE
Festival



NEVADA'S OFFICIAL BLACK PRIDE A NEW COMMUNITY PROGRAM

the official black pride for the state of Nevada. International members of the Center of Black Equity focused on advancing equitable resources, workshops and community engagement while uplifting the Black LGBTQ+ visibility.

HERSTORY, THE FOUNDER

Nicole Williams is a marketing engineer and internationally recognized founder of Set Life Images, the agency behind the launch of the first Urban Pride Festival in 2018—a groundbreaking three-day, six-event celebration in Las Vegas created to provide resources, visibility, and connection for the LGBTQ+ community.

After only four months of planning the inaugural festival, Nicole received one of her most distinguished honors: a proclamation from Carolyn G. Goodman and the City of Las Vegas declaring October 25th as Set Life Images Day, recognizing her for bringing the “first urban, diverse, and heterosexual pride block party of its kind to Las Vegas.”

A proud Las Vegas native, Nicole graduated from the Fashion Institute of Design & Merchandising in Los Angeles and also studied—and cheered—at University of Nevada, Las Vegas. With more than 20 years of experience, she has produced and designed for some of the nation’s leading corporations while earning numerous awards, national recognition, and media spotlights for her contributions to both the Las Vegas community and audiences nationwide.

Nicole has since received eight proclamations for House of Vegas Pride, officially recognizing it as the Official Summer Pride Festival for the City of Las Vegas. In 2025, she was also granted the naming rights to Nevada Black Pride by the Center for Black Equity—a major milestone that further solidified her leadership and impact within the community.

Her work has earned multiple community honors and international recognition, including being featured in Season 5 of the OUTtv Pride documentary series, based in Canada, which travels the world highlighting Pride festival organizers and their community impact. Nicole made history as the first Black Pride organizer to be featured in the series.

For Nicole, Pride is more than an annual celebration—it is a way of life. Her passion lies in curating meaningful community experiences that connect people, build equity, and expand visibility for the communities she proudly serves.

SCHEDULED EVENTS

SATURDAY
08.08

HOUSE OF LOVE RESOURCE FAIR

SUNDAY
08.09

**COWABUNGA CANYON WATER PARK
FAMILY DAY**

FRIDAY
08.14

ECLIPSE: ALL WHITE AFFAIR

SATURDAY
08.15

LIQUID MIRAGE: POOL PARTY

SATURDAY
08.15

EXOTIC MIRAGE: & AFTER HOURS

SUNDAY
08.16

DAYDREAM: ROOFTOP R&B BRUNCH

SUNDAY
08.16

OASIS SUNSET: FINALE PARTY





ALL AGES EVENTS

HOUSE OF LOVE RESOURCE FAIR | SATURDAY - AUGUST 8TH 12:00PM - 4:00PM

The House of Love Resource Fair connects community to dozens of resources and will host workshops at the LGBTQ+ Center of Southern Nevada. Assisting people in community to find jobs, enroll in training skill programs, connect to colleges, and free HIV Testing will be available.

COWABUNGA CANYON FAMILY DAY | SUNDAY - AUGUST 9TH 11:00AM - 6:00PM

We are excited to partner with Cowabunga Canyon to host a Family Day at the water park for guests of all ages. Our community will have access to a private gathering area and receive a special discounted admission rate. The event will feature family-friendly programming, and we are inviting community partners to participate through tabling opportunities. This will be a great chance to enjoy a fun day at the park while connecting with families and members of the community.

A large, stylized heart shape with a rainbow gradient from purple at the top to yellow at the bottom. Inside the heart, the text 'HOUSE OF LOVE' is written in a bold, blocky font with a rainbow gradient. Below it, 'CAREER & RESOURCE FAIR' is written in a smaller, white font.

HOUSE OF LOVE
CAREER & RESOURCE FAIR

A colorful, stylized logo for Cowabunga Canyon Waterpark. The word 'COWABUNGA' is written in large, bold, yellow letters with a blue outline. Below it, 'CANYON' is written in white letters on a brown wooden sign, flanked by two yellow stars. At the bottom, 'WATERPARK' is written in white letters on a blue banner. The background features a desert landscape with a cactus, palm trees, and water splashes.

COWABUNGA
CANYON
WATERPARK

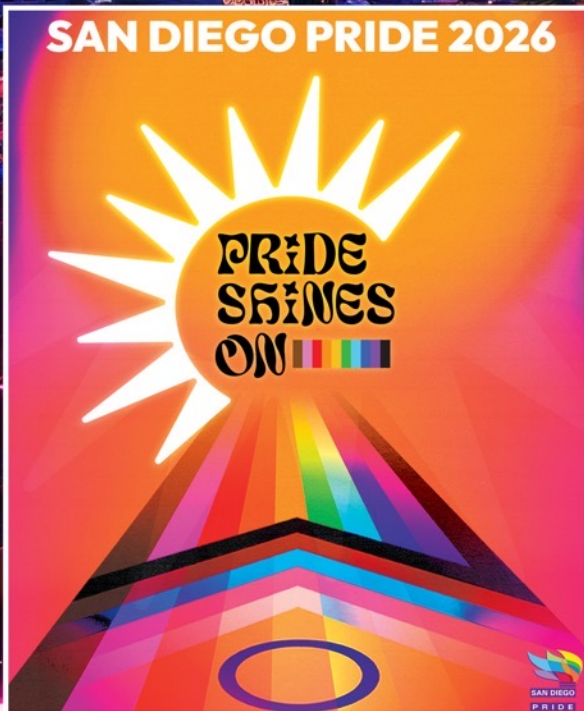
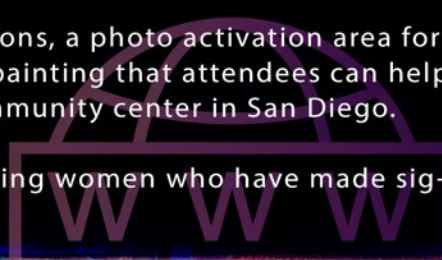


SAN DIEGO PRIDE FESTIVAL ***JULY 17TH - JULY 19TH***

Social Influence Foundation has been selected to host the Women's Area at the 2026 San Diego Pride Festival. Our team will curate and activate the space through themed décor, interactive experiences, and engaging entertainment designed to celebrate and connect women in the community.

Featured attractions will include a Sapphic Zen Lounge where women can relax and build connections, a photo activation area for capturing memorable moments, and a collaborative community art project featuring a large-scale painting that attendees can help color throughout the festival. Upon completion, the artwork will be displayed at a women's community center in San Diego.

Programming will showcase diverse performers and speakers, including a special segment recognizing women who have made significant contributions to the San Diego community.



**LOVE
FREELY.
LIVE U=U.**

LINKAGE TO CARE CAMPAIGN

CONNECTING THE NEWLY DIAGNOSED AND PROVIDING OTHER REOURCES

IN 2025, SOCIAL INFLUENCE FOUNDATION

- Launched a new program "Test For Tickets" to offer various incentives for taking a HIV test year round.
- We partnered with Love Live (U=U) & The LGBTQ Center of Southern Nevada
- GILEAD offers educational programming during festival events for our guests.

2026 HIV/ STI AWARENESS GOAL

- Work with our partners to connect community directly to Linkage To Care
- Increase our visibility on social media with brand ambassadors to maximize awareness on our platform.



**600+ HIV & RAPID TESTING
2018-2025
DURING & AFTER FESTIVAL**



**200+ JOBS SECURED
2021-2025
DURING & AFTER FESTIVAL**



**150+ VENDORS
WELLNESS | EDUCATORS
EMPLOYERS | SMALL BUSINESSES**





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



MARKETING & ADVERTISING

OUR GOAL THIS YEAR IS TO STRENGTHEN COMMUNITY WITH PROGRAMMING THAT BENEFITS THE HEALTH & WELLNESS FOR OUR LOCAL LGBTQ+ COMMUNITY. WHILE EXPANDING OUR REACH WITHIN THE TRAVEL & TOURISM MARKET FOR LAS VEGAS ECONOMIC IMPACT. MIXING TRADITIONAL GRASSROOTS MARKETING CAMPAIGN AS IT HAS BEEN SUCCESSFUL.

2026 TARGET CITY MARKETS

LAS VEGAS | RENO

CALIFORNIA | PHOENIX, AZ

DALLAS & HOUSTON, TX

ATLANTA, GA | WASHINGTON D.C.

NEW YORK CITY

WE ARE FOCUSING ON SURROUNDING CITIES TO KEEP TRAVEL AFFORDABLE. THIS SEASON WE ARE COLLABORATING WITH LOCAL COMMUNITY PARTNERS, SOCIAL MEDIA INFLUENCERS ONLINE DIGITAL ADVERTISING & COLLABORATING WITH LGBTQ+ CELEBRITY ENDORSEMENTS THAT SUPPORT OUR MESSAGE SEXUAL HEALTH AWARENESS.

PROMOTERS WILL HAVE FLYERS TO PROMOTE FESTIVAL IN THEIR CITY.



VISITING CITIES TO MARKET: LOS ANGELES, SAN DIEGO, SAN FRANCISCO AND ATLANTA,



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

 **8100 FOLLOWERS**
OVER 500K+ ENGAGEMENT

 **OVER 500,000 MENTIONS SINCE 2025**

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 Vegas to attend HOVP events.

2024-2025 | OVER 13,000 patrons visited 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 95% Hetero 5% Unknown 5%
Female 70% Male 15% Transgender 10% Non-Conforming 4%
Gender Unknown 2%



2026 FESTIVAL HOSTS



AMBER'S CLOSET, MR. JEREMY, BRITNEY TAYLOR, SIR JOE EXCLUSIVE, MZ007, TINY, FAMOUS ROSS, BOSS BRITT & DJ EXEL



FAMOUS ATTENDEES | INFLUENCERS | HOSTS | PERFORMERS

**April Jones, AZ Marie, Momma Dee, KidaTheGreat, Siya, Alani Taylor, Stevie Boi, DJ Pnasty Itsyaboikandie
Saucy Santana, James Wright, Zairilla Bacon, Melissa Scott, Just Brittany, Ms. Pooh, Sidney Starr, Alexis Branch**





COMMUNITY PARTNERSHIPS

LAS VEGAS PRIDE & THE NO HOMO SHOW

SPONSORSHIP MENTION BONUS

be apart of

Las Vegas Pride magazine ads and receive additional marketing as we host the Women's area & Rainbow Stage during the Las Vegas Pride Festival.



LAS VEGAS 2022 PRIDE NIGHT PARADE AWARD RECIPIENT

LAS VEGAS PRIDE



BEST WALKING/MARCHING UNIT



PROUDLY SERVING OUR 8TH 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.



THE NO HOMO SHOW



REVOLT PODCAST NETWORK

NICOLE WILL BE TRAVELING TO ATLANTA GEORGIA TO BE A FEATURED GUESTS ON THE NO HOMO SHOW WHICH HAS OVER 100K+ VIEWS A MONTH. THE SHOW IS SYNDICATED ON THE REVOLT PODCAST



PAST FESTIVAL SPONSORS

SPONSOR PACKAGES CAN BE CUSTOMIZED

SOCIAL INFLUENCE FOUNDATION A 501C3 NON-PROFIT ORGANIZATION

TITLE SPONSOR

**LOVE
FREELY.**
LIVE U=U.



**MGM RESORTS
INTERNATIONAL**



AHF

American
Lung
Association.

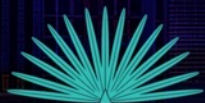


Planned
Parenthood
Rocky Mountains

Tito's



Handmade
VODKA



CASAMIGOS

R THE RUIZ
LAW FIRM

LAS VEGAS

PRIDE



Wana Brands
FOUNDATION

FOR ALL

SILVER STATE
EQUALITY



the LGBTQ+
center
OF LAS VEGAS

Anthem



College of
Southern Nevada
Investing in Our Future. Students First.



ACLU
Nevada

weedmaps

DOWNTOWN
GRAND
HOTEL & CASINO

AHF PHARMACY.org
Not For Profit Healthcare



Vegas



GILEAD

UNLV



United Way
United Way of Southern Nevada

PLAN
Progressive Leadership Alliance of Nevada



XAVIER
INJURY LAW

SUPREME
CLUB TOURS



Stud-Daddies
LOS ANGELES



2026 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 2026 House of Vegas Pride Festival. We appreciate your support to keep our programming active for the community that we serve.

SAND DUNE

\$1,000

TABLE ALL 7 EVENTS
LISTED ON WEBSITE
AS COMMUNITY PARTNER
SOCIAL MEDIA MENTION
2 FESTIVAL PASSES

MIRAGE

\$3,000.00

SAND DUNE PACKAGE
EMAIL BLASTS
LISTED ON DIGITAL
PROGRAM

DESERT BLOOM

\$5,000.00

MIRAGE PACKAGE
3RD PARTY DIGITAL MEDIA
MENTION
5 FESTIVAL PASSES

HIDDEN PARADISE

\$7,500.00

DESERT BLOOM PACKAGE
EVENT FEATURED SPONSOR
LOGO ON FESTIVAL T-SHIRTS
SOCIAL MEDIA THANK YOU
1 INFLUENCER MENTION
10 FESTIVAL PASSES

ROYAL OASIS

\$10,000.00

HIDDEN PARADISE PACKAGE
RESOURCE FAIR FEATURE
2 EVENT ACTIVATION AREAS
LOGO ON RECAP VIDEO
LOGO ON STEP & REPEAT

VEGAS OASIS

\$25,000.00

PRESENTING TITLE FESTIVAL &
COWABUNGA CANYON
1 INFLUENCER DURING FESTIVAL
UNLIMITED FESTIVAL PASSES

CUSTOMIZE YOUR SPONSORSHIP DURING FESTIVAL WEEKEND

BUILD YOUR OWN PACKAGE THAT WILL BE BENEFICIAL FOR YOUR
BUSINESS/ORGANIZATION. WE ACCEPT IN-KIND SPONSORSHIPS

TO SCHEDULE A MEETING CONTACT: NICOLE WILLIAMS 702.782.7444 OR EMAIL INFO@SOCIALINFLUENCEFOUNDATION.ORG

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**THANK YOU
FOR THE OPPORTUNITY**

WWW.HOUSEOFVEGASPRIDE.COM