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These multibillion-dollar companies won't say whether they're sponsoring Pride this year



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Companies that were awash in rainbows last June won't say whether they're sponsoring Cincinnati Pride this summer.

It's part of a national trend that has longtime corporate sponsors dropping their financial support of the LGBTQIA community, some for the first time in decades. Beer giant Anheuser-Busch [declined](#) to sponsor St. Louis Pride after over 30 years of partnership, while Comcast informed organizers of Pride [from San Francisco to Washington, D.C.](#), of the same thing.

Silence was the main response from companies that had sponsored Cincinnati Pride in past years, some of which are multibillion-dollar conglomerates.

Last year, Procter and Gamble and Delta Air Lines served as diamond sponsors for the Cincinnati Pride parade and festival. Diamond sponsors [shell out \\$25,000](#) in exchange for their logos to be displayed on a street banner, T-shirts and other festival signage, among other perks. But this year, neither company responded to The Enquirer's emails or calls about whether they were sponsoring Pride this summer.

When The Enquirer contacted other companies that [donated tens of thousands of dollars to Cincinnati Pride in 2024](#) – Fifth Third Bank, Kroger, Hard Rock and

Thermo Fisher among them – only one responded.

"Altafiber is a longstanding supporter of this event and the company has met with Cincinnati Pride about continuing our sponsorship in 2025," said Josh Pichler, a spokesperson for the telecommunications provider.

"As always, Cincinnati Pride will make the final decision on its sponsorship partners."

Cincinnati Pride cuts ties with companies that rolled back DEI

Last Wednesday, Cincinnati Pride, the volunteer-run nonprofit dedicated to hosting the festival and parade every year, [announced](#) it would not be working with "organizations that work against our mission."

It was a reaction to some companies choosing to no longer support marginalized communities, said Benjamin Morano, the president of Cincinnati Pride's board of directors, in an emailed response to The Enquirer.

More: [Procter & Gamble, Kroger defend diversity policies amid Trump attack on DEI](#)

The organization has already rejected some sponsorships and decided not to pursue others, though some companies "beat us to the punch," said Morano, by letting him know they would not be participating before organizers even started planning. He declined to name which companies.

The fundraising shortfall poses a challenge for the organization, whose expenses exceeded its revenue by \$75,000 in 2023, [according to tax documents](#), and historically has gotten the majority of its funding from corporations.

The money goes toward covering street closures, park rentals, trash collection, restrooms, emergency services, safety officers for crowd control and the insurance policies that are necessary for hosting the pride parade and the festival on the same day, according to Morano.

"Those are just the basics required to get permitted by the city and state," said Morano.

The question of funding is "complicated," said Tristan Vaught, cofounder of [Transform Cincy](#), a nonprofit that provides free wardrobes for trans youth. They've been attending Cincinnati Pride for over 20 years.

"Twin Cities did the same thing, and then they were able to come up with the money from the community," said Vaught, referring to how Twin Cities Pride in Minnesota [was able to fundraise \\$70,000](#) two days after refusing a \$50,000 Target sponsorship. Still, Vaught thinks it's possible that organizers may have to end up charging an entry fee to be able to host the event, like [Indianapolis Pride does](#).

They weren't surprised by the silence from companies who waved rainbow logos and encouraged LGBTQ+ employees to march in the parade last year.

"Their entire premise is to make money and profit for their shareholders," said Vaught. "This relationship has never been of goodwill or good intention."

This year, the [Cincinnati Pride parade starts](#) downtown at 11 a.m. on June 28, a Saturday. The route begins at Seventh and Central Avenue, travels down Vine Street past Fountain Square and ends at the Cincinnati Pride Festival at Sawyer Point and Yeatman's Cove.

Click or tap the link below if you would like to support Cincinnati Pride's fundraising efforts.

<https://givebutter.com/CincyPrideFundraising>

