

TOMS RIVER PRIDE



TOMS RIVER PRIDE IMPACT

Since 2019, **Toms River Pride** and host organization **Exit 82 Theatre** gather **5,000+ attendees** and **100+ vendors** annually downtown to recognize and celebrate Ocean County's growing LGBTQIA2S+ community.

Nonprofit organizations, businesses, artists, media, and government officials come together in solidarity to showcase Toms River and the Jersey Shore as a **vibrant, safe space** for the LGBTQ+ community.

The festival allows participants to **celebrate and connect** with folks in the community, while stimulating the Downtown Business District year after year.

'TR' Pride has quickly been embraced as an **inclusive tradition** in which all can partake, reaching audiences across New Jersey and the Tri-state area and showcasing live entertainment, food and drinks, art, nonprofit resources, and community honorees.





2019



2020



2021



2022



2023



2024



“[Toms River Pride] **set the example** with a mix of families and friends, adults and children. **The event was emotional** for many in attendance, because of the **historic change it represented** in the town. Older residents wiped away tears as they listened to the speakers. **Younger ones cheered.**”

Toms River
Patch



Toms River Pride is proud to partner with **B98.5**, regional **media**, and guest speakers like Congressman **Andy Kim**, New Jersey First Lady **Tammy Murphy**, and NJ DEP Commissioner **Shawn LaTourette**.



POLITICO

New Jersey Playbook

WHILE YOU'RE CELEBRATING PRIDE, DO YOU FEEL SHAME FOR THE PAST? — "It's one of the biggest, most conservative towns in N.J. And now, it's embracing Pride," by NJ Advance Media



PART OF THE USA TODAY NETWORK

Ocean County welcomes first Pride festival a decade after it was battleground for gay rights



It's one of the biggest, most conservative towns in N.J. And now, it's embracing Pride.

Updated Jun 17, 2019; Posted Jun 17, 2019



Andy Kim for Congress

18h ·

So great to be back in Toms River for #Pride this year. We have some incredible advocates for equality right here in New Jersey!





Toms River Pride celebrates our nonprofit partners like **PFLAG Jersey Shore**, hosts live performances with **local artists**, engages Downtown **businesses** and **vendors**, and provides vital **community resources**.





100+
VENDORS



Vendor Opportunities

Toms River Pride is a celebratory event that celebrates diversity and love. TR Pride's mission is to unify locals and organizations together to celebrate Pride as well as expand their outreach. Becoming a vendor is a great way to show your community and employees that you support diversity and inclusion and will open exposure to new individuals from all over the region.



Nonprofit \$55



Retail Business \$140



Food Vendor \$220



Festival Logistics

- Date: Saturday, June 14, 2025 11am–5pm
- Location: Washington Street in Downtown Toms River
- Rain date: Sunday, June 15, 2025
- Vendor application deadline: Saturday, May 31, 2025
- Each non-food vendor will be allotted a 10x10 space

Application and Terms & Conditions can be viewed at exit82theatre.com/tr-pride.
Payments can be made to Exit 82 Theatre Company or donated via [PayPal](#).
For questions, contact TomsRiverPride@gmail.com.



5,000+
GUESTS



55
VOLUNTEERS



SPONSORSHIP PACKAGES

Toms River Pride is a celebratory event that amplifies diversity and love. TR Pride's mission is to unify community members and organizations to celebrate Pride as well as expand networks. Sponsorships are a great way to show your customers and employees that you support diversity and inclusion! Sponsorship will allow for exposure to new individuals from all over the state.

Platinum Sponsor \$5,000

- Billed as a "Brought to You By" sponsor for TR Pride
- Advertised as a main sponsor on all marketing materials i.e. social media posts, press releases, and emails
- Complimentary table at the festival
- Recognition during the opening ceremony
- Top billing and logo on the website, festival maps and handouts

Gold Sponsor \$2,500

- Billed as a "Main Stage" Sponsor for TR Pride
- Recognized as a sponsor at the festival Main Stage, on social media posts & on the website
- Complimentary table at the festival
- Logo included on all festival maps and handouts

Silver Sponsor \$1,000

- Billed as a Sponsor for TR Pride
- Recognized as a sponsor on the website
- Complimentary table at the festival
- Logo included on all festival maps and handouts

Bronze Sponsor \$500

- Billed as a supporter for TR Pride
- Complimentary table at the festival
- Logo included on all festival maps and handouts

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12

FOOD & BEVERAGE
VENDORS



8

PERFORMANCES



16

DEDICATED
SPONSORS



12,000+

SOCIAL MEDIA
FOLLOWERS



42

NONPROFIT &
COMMUNITY
RESOURCES

SUPPORT
VOLUNTEER
DONATE

TOMS

FOOD &
DRINKS

DRAG & LIVE
ENTERTAINMENT

VENDORS &
SPONSORS
WELCOME

RIVER

B98.5
CONCERT
TICKET
LIP SYNC
BATTLE

COMMUNITY
RESOURCES
AVAILABLE

PRIDE

PRIDE
ADVOCATE
HONOREES

JUNE 14, 2025

LGBTQIA+ FESTIVAL | 11A-5P

WASHINGTON ST | DOWNTOWN TOMS RIVER

@TOMSRIVERPRIDE | EXIT82THEATRE.COM | TOMSRIVERPRIDE@GMAIL.COM



Get Involved: Attend TR Pride with friends & family, become an official Pride Partner, Vendor or Sponsor, host a fundraiser or volunteer on the Pride Committee, follow **@TomsRiverPride** on Instagram & Facebook, and make a donation through 501c3 host organization **Exit 82 Theatre Company**. Thank you for your support of Pride!