

# Boston Pride

## Block Parties

### 2026

June 6–7 | Boston, MA

15,000+ Attendees

3 Unique Audiences

LesbianNightLife & GayNightly



## Three Signature Pride Block Parties. One High-Impact Weekend.

- **Esmé Block Party** – Women-centered celebration (21+)
- **JP Block Party** – Family-friendly, all ages
- **Back Bay Block Party** – High-energy adult crowd (21+)

**Collectively welcoming 15,000+ attendees from across New England.**

This gives brands the opportunity to align with specific LGBTQ+ audience segments or activate across all three.



# Esmé Block Party

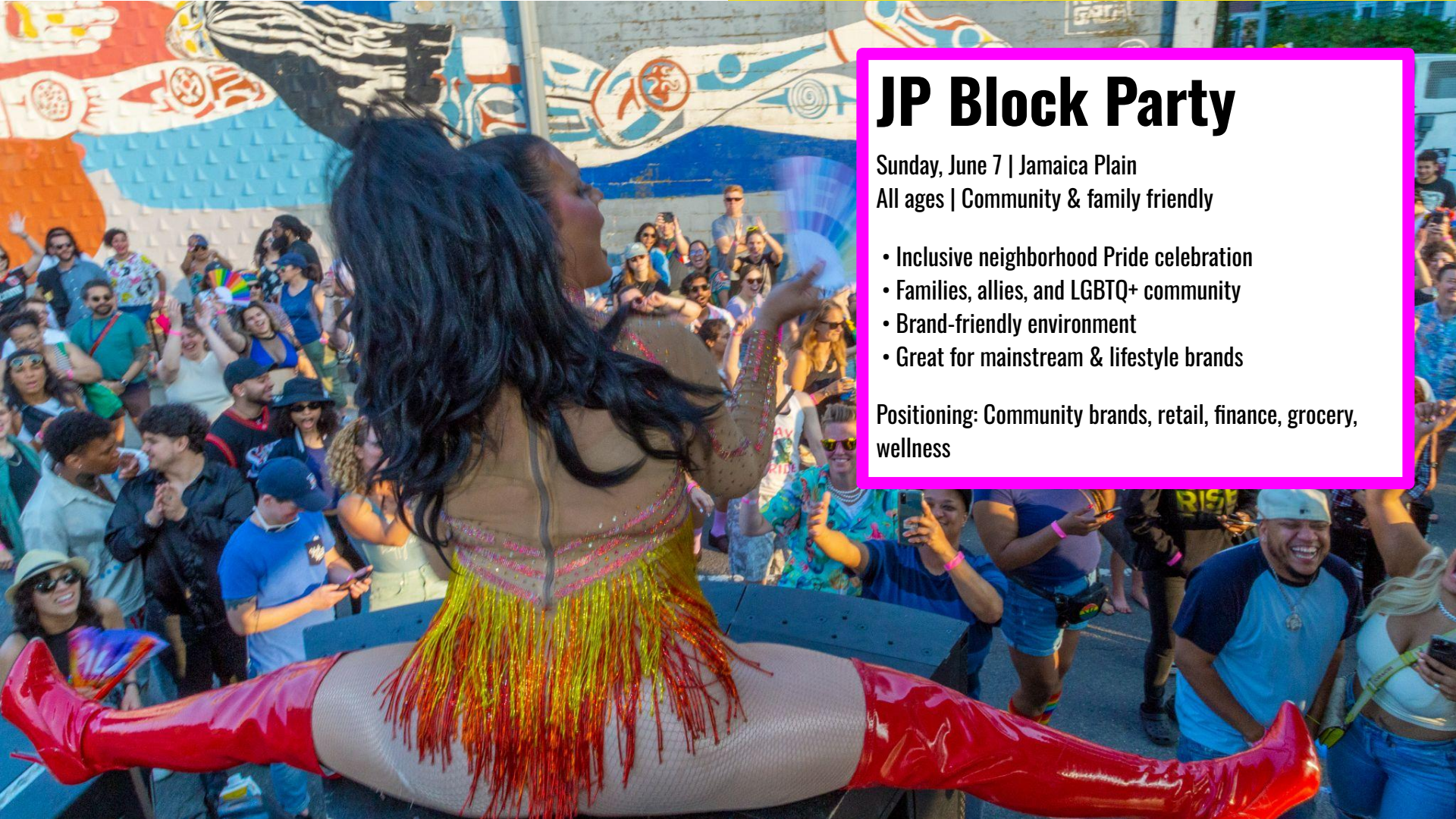
Saturday, June 6 | St. James Ave – Back Bay

Primarily LGBTQ+ women, nonbinary & queer community

- High-energy street celebration
- DJs, art vendors, food vendors
- 21+ adult audience
- Strong women-centered demographic

Positioning: Women-led brands, alcohol, fashion, experiential





# JP Block Party

Sunday, June 7 | Jamaica Plain

All ages | Community & family friendly

- Inclusive neighborhood Pride celebration
- Families, allies, and LGBTQ+ community
- Brand-friendly environment
- Great for mainstream & lifestyle brands

Positioning: Community brands, retail, finance, grocery, wellness

# Back Bay Block Party

Sunday, June 7 | Back Bay

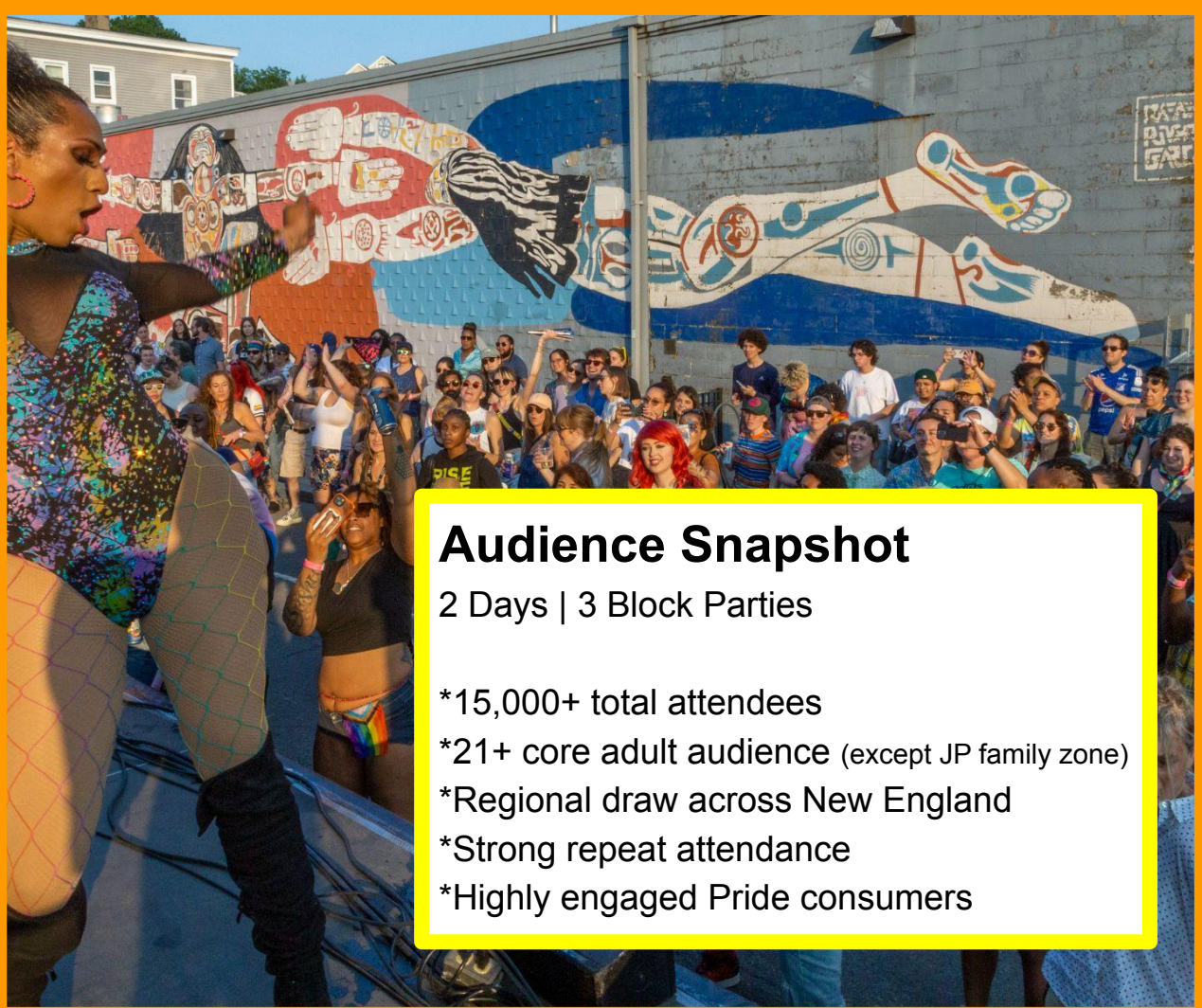
- High-energy adult crowd
- Primarily male audience
- DJs, nightlife atmosphere
- Dense urban visibility

Positioning: Alcohol, nightlife, travel, entertainment



*Gay Monthly*

JM JENMARQUEZ  
PHOTOGRAPHER





## Why This Matters for Brands

Three audience types in one weekend =  
Multiple marketing entry points:

- Targeted demographic alignment
- Experiential brand engagement
- High-visibility outdoor activation
- Pride-weekend brand alignment
- Social amplification





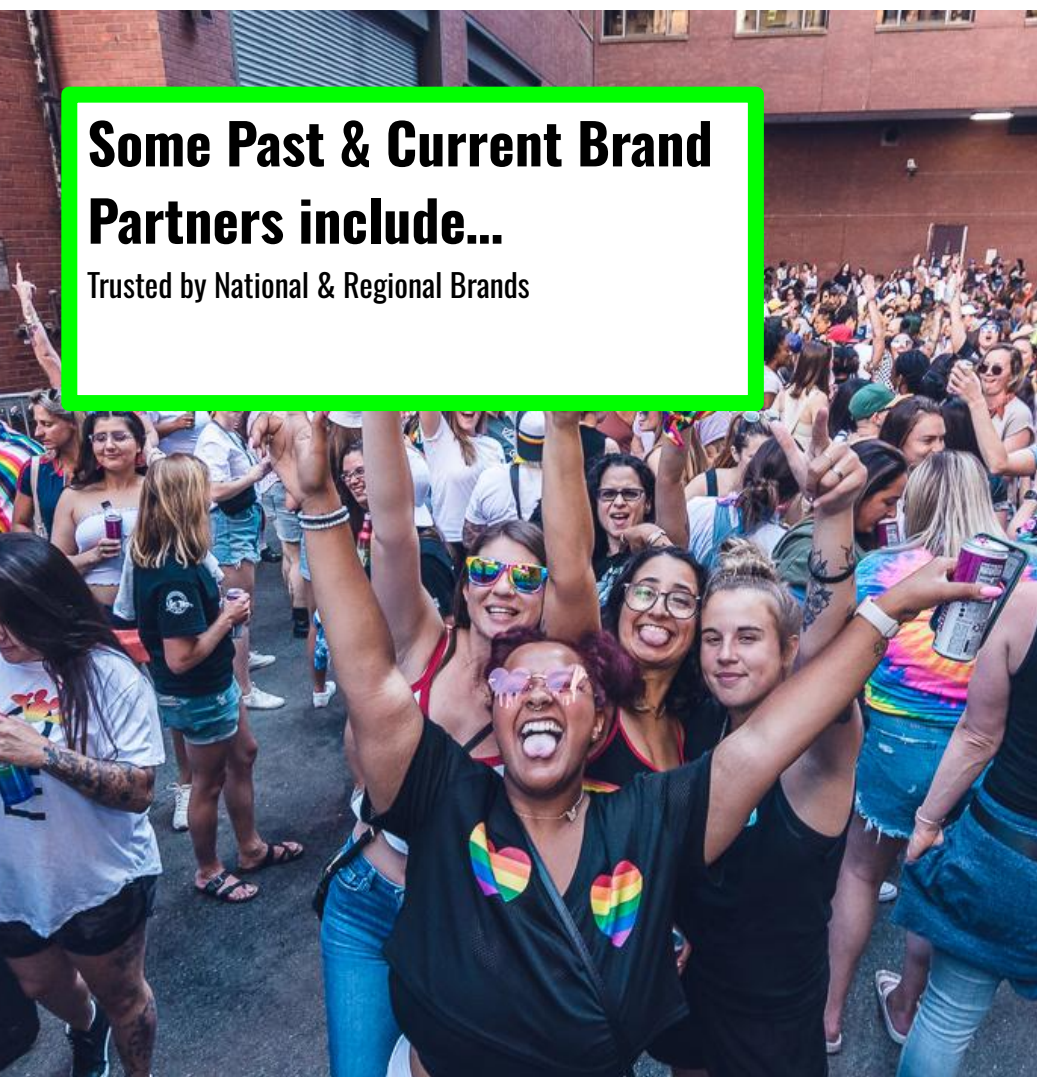
## Brand Activation Opportunities

Customizable partnerships across one or all events:

- Onsite experiential activations
- Sampling & product integration
- Branded lounges / stages
- Naming rights
- Digital + email promotion
- VIP engagement

# Some Past & Current Brand Partners include...

Trusted by National & Regional Brands



Our sponsors and clients have included...





## About: SHUTTAVAC Productions LesbianNightLife & GayNightly

- \*25+ years producing LGBTQ+ events across New England
- \*Deep community trust
- \*Proven Pride weekend track record
- \*Experienced sponsor integration

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