

TL;DR · PARTNERSHIP PROPOSAL · APRIL 2026

She & HER × NYC PrideFest 2026

A bigger play, a better fit, and a barter that makes Pride's life easier — not harder.

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We came in the door talking about **AJ & Britney**. We're walking back up to the door talking about **She & HER** — as a sponsor, as a partner, and as the team that builds the tech that makes the festival run.

01 What changed since Mar 25

TALENT PATH

Closed.

AJ & Britney aren't available. Timing, not interest.

THE REP ERA

Over.


The Plug is winding down client representation. She & HER is nearing launch — every hour goes there now.

LIFE

Hit.

A death in the family pulled me offline longer than I wanted. Thank you for holding space.

02 The pitch, in one breath

She & HER comes in as a sponsor and activation partner. In exchange,  And we bring creators with us.

03 The trade

WHAT WE'RE ASKING FOR

- ◆ **Sponsor listing.** She & HER on the PrideFest sponsor roster.
- ◆ **Promo inclusion.** Mentioned across NYC Pride's channels — social, web, on-site.

WHAT WE'RE GIVING BACK

- ◆ **Registration.**
- ◆ **Sponsor & vendor portal.**
- ◆ **Attendee comms.**
- ◆ **On-site check-in.**

- ◆ **Activation footprint.** Space for She & HER + creator partners to show up and do something memorable.

- ◆ **Lodging.** Accommodations for me and the partners during the event.

- ◆ **Post-event data.**

- ◆ **The full e2e tech stack** — production-grade, delivered for 2026, supported through the event.

If tech isn't the need: booth activation, content capture partnership with the creators below, or whatever custom shape your team wants to design. We're flexible — we're not going to make PrideFest solve a puzzle.

04 Who's coming with us

WARM · ALIGNED

The No Homo Show

~125K+ reach across primary IG (@bossbrittdjexel · @bossbritt_ · @djexel). Lesbian-hosted podcast, 100+ episodes since 2022, millions of views, **sold-out 2024 national live tour**. Direct LGBTQ+/queer demo fit.

WARM · VERY INTERESTED

The Queer Aunties (Thee Muses)

1M+ followers across TikTok, Instagram, and YouTube. **TikTok's official Creator Spotlight** feature. Married queer couple (Adrienne & Janeeka Muse) — cultural credibility, on-site energy, co-created content built in.

PRINCIPAL

She & HER

Delaware C-corp, founder-led, nearing launch. Running the tech build, the activation, and the partner bench.

05 Why this is better than the original ask

The original ask was talent at a festival — real, but narrow.

This version is a **founder-led partner showing up with engineers, creators, and a tech gift** that solves real operational pain — in exchange for visibility and a footprint.

It's a story PrideFest can tell. It's a story we can tell. It's one most sponsors can't.

One 20-minute call.

Re-scope. Decide if it's tech, activation, or both. Get on a path.

[SEE THE FULL PROPOSAL](#)

— *Desirée Mayon, Founder & CEO, She & HER, Inc.*

