



Maspalomas Winter Pride, Gran Canaria, Spain 2nd to 8th November 2026

Has pride become over commercialised

Pride's commercialisation is a widely voiced criticism, and it holds up well. Originating from the 1969 Stonewall riots as a protest for basic rights, Pride in many Western cities has become a corporate showcase. Companies rebrand with rainbows each June, sponsor floats, and sell merchandise, often without matching year-round support for LGBTQ+ causes or staff. Critics call this "rainbow-washing", capturing the appearance of allyship while some of the same brands fund anti-LGBTQ+ politicians or operate in countries criminalising homosexuality.



Beyond the optics, sponsorship can reshape the event itself. Corporate floats and ticketed VIP areas may

crowd out grassroots organisers and the political demands, asylum rights, trans healthcare, anti-discrimination protections, that originally drove Pride. Entry fees and heavier policing at some events have also been criticised for alienating the movement's working-class and radical roots.

Others counter that corporate visibility normalises LGBTQ+ identities and funds events otherwise short on resources, arguing Pride can be both celebration and protest simultaneously.

Love and Pink Respect PinkUk Team x

Featured venue: **Esmale Limited**, online adult shop, England



Gay run, **Esmale, London** is an online-only adult store for men. Great prices, special offers and excellent customer service. Browse Esmale to get a feel for our huge range

of products, or check out their blog and all kinds of lifestyle advice. Stocking some of the biggest brands for you, they also support smaller businesses.

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Prides & LGBTQ events:

In **2026**, we have **331** prides/LGBTQ+ events in the UK, and **1,342** globally in **61** countries. In **2027** we have **31** in the UK and **96** in **22** countries. [Add your 2026/2027 event](#) (it's free)

Featured UK pride: Rushmoor Pride, Farnborough, England



Rushmoor Pride takes place on **Saturday 19 September** with the parade at 12:00. The festival from 12:30-

18:00 in the town centre with a rainbow of activities for all ages. The afterparty takes place from 20:00 at the Alexandra Pub in Farnborough.

[More about Rushmoor Pride.](#)

[See all PinkUk's events in September.](#)