



2026 NYC Pride Merch Capsule Collection Call for Designs from Local Artists

Each year, NYC Pride releases new branded merch that supports our work and helps our community celebrate Pride in style. The products are available exclusively at our online shop, shop.nycpride.org, with a portion of proceeds supporting our work creating safe spaces that serve and celebrate our LGBTQIA+ community.

This year, we're thrilled to announce plans for our first-ever capsule collection - and we're turning to our community to bring it to life!

NYC Pride is inviting queer artists, designers and makers based in the NYC tri-state area to submit designs for consideration in our 2026 merch capsule collection. The collection will aim to capture the inimitable Pride, spirit, and artistry of our local LGBTQIA+ community with a curated assortment of Pride-ready apparel, accessories, and gifts – all brought to you by our city's queer artists and creatives.

ARTIST BENEFITS

- Reach new audiences through NYC Pride's official online merch store
- Access in-person sales opportunities through Pride Month merch pop-up shop
- Invitation to NYC Pride 2026 kick-off party to coincide with debut of collection
- Deepen your engagement with the local LGBTQIA+ community
- Connect your personal brand to a global LGBTQIA+ institution with local roots
- Visibility for your work in NYC Pride's promotional activities for the collection, including:
 - Social media
 - Website
 - news release & related media materials
 - 2026 Pride Guide, the largest Pride-specific magazine in the U.S.

WE WANT DESIGNS THAT...

- Are eye-catching, inclusive, creative, joyful, honest, and reflective of the LGBTQIA+ culture and movement right now
- Represent NYC Pride's mission to fight for LGBTQIA+ equality through events that serve and celebrate our entire community
- Reflect our 2026 Theme - "For All of Us", a reference to Marsha P. Johnson's famous quote: "No Pride for some of us without liberation *for all of us.*"
- Could be adapted for compatibility with a variety of formats and products, including but not limited to clothing, pins, jewelry and related charms, bags, hats, postcards, graphic prints, clack fans, scarves/bandanas, and misc. decor/home goods

ELIGIBILITY

- We encourage submissions from artists, makers, and creatives that:
 - Identify as members of the LGBTQIA+ community; and
 - live and/or work in the NYC metropolitan area (defined as a 40-mile radius)

SUBMISSION DETAILS

- Artists can submit their high-res vector files for consideration via [this form](#)
 - File types accepted: .AI, .EPS, .SVG, .PDF
 - Color format: CMYK
 - Resolution: minimum of 300 dpi
- Submissions are due by 11:59p.m. ET on Sunday, April 5, 2026

TIMELINE

- February 20, 2026 - submissions open
- April 5, 2026 by 11:59p.m. ET - Submission deadline
- By April 15, 2026 - artists notified
- April 20-May 8, 2026 - product development
- June 1, 2026 - collection launch
- June 1, 2027 - collection is retired

PROGRAM TERMS

Applicants will acknowledge these key program terms during the submission process. A formalized legal agreement will be signed upon selection of their artwork.

Copyright

- Artist represents that it solely owns copyright and other rights to the artwork
- Artists retain copyright

Licensing

- NYC Pride has exclusive license to produce, sell, and distribute products with the artist's design through May 31, 2027
- NYC Pride shares license with the artist to market the products via digital and traditional media channels through May 31, 2027
- NYC Pride retains the right to review all future uses of the artwork following license expiration

Production & Pricing Control

- NYC Pride solely controls pricing, production method and vendors, product types, and quantities

Profit Sharing

- The artist receives 30% of net revenue from items sold with their artwork through May 31, 2027
- Remaining revenue will offset production costs and serve as a donation to support NYC Pride's work

Payment schedule

- Artists are paid out via ACH according to the following schedule: every sixty (60) days beginning August 2026

Deductions

- Artist shares are not reduced to cover shipping/handling/misc. production costs

Modification Rights

- NYC Pride will not modify designs for different products and applications without artist approval

Post-Exclusivity

- NYC Pride will provide in-kind promotional support on our social media channels to continue uplifting the artist and their design and its associated products