# Sponsors start to withdraw from Washington DC WorldPride thanks to Trump



On June 8, 2024, the streets of Washington, D.C. came alive as participants danced on floats during the D.C. Pride Parade, marking a vibrant celebration of LGBTQ+ culture and community. Preparations are already underway for the highly anticipated WorldPride event scheduled for 2025, which is expected to draw an estimated 3 million visitors from around the globe.

However, amidst the excitement of this forthcoming event, significant concerns were raised following the withdrawal of Booz Allen Hamilton, a prominent U.S. defence contractor, from its sponsorship of WorldPride. This decision has sparked discussions about the implications of the recent political climate, particularly the policies introduced by the Trump administration regarding Diversity, Equity, and Inclusion (DEI).

Booz Allen has a longstanding history of supporting LGBTQ+ rights, having been a consistent ally for over two decades. The firm's commitment to the community was highlighted through its website, which showcased resources and support for gay, bisexual, transgender, non-binary, queer, and questioning individuals. Their sponsorship of WorldPride appeared to align seamlessly with their corporate values and past actions.

However, following Trump's return to the presidency, Booz Allen's stance shifted dramatically. Reports from Politico reveal that the company's leadership has expressed concerns that sponsoring WorldPride could inadvertently breach executive orders established by the administration, thus putting their federal contracts at risk. WorldPride organiser Ryan Bos confirmed the company's withdrawal, citing these concerns as the primary reason behind the decision.

This step back is emblematic of the turbulence surrounding DEI initiatives, which aim to promote inclusivity within the workplace but have come under scrutiny by the current administration. In recent developments, Booz Allen has curbed all DEI programmes, eliminating diversity-related goals from its management priorities and stripping the DEI acronym from all corporate communications. Links to past Pride celebrations have now redirected to a more generic information page.

A spokesperson for Booz Allen issued a statement emphasising the company's dedication to its employee communities and the celebration of diversity during heritage months. They stated that not being the primary sponsor of WorldPride does not equate to a withdrawal of support for the LGBTQ+ community. However, they did not elaborate on how the sponsorship could conflict with the administration’s DEI regulations.

Ryan Bos, a veteran advocate for LGBTQ+ rights, expressed his dismay over Booz Allen's decision, considering the firm’s past contributions to the Pride movements. He noted the irony in a time when LGBTQ+ rights are facing significant challenges, stating, "It's heartbreaking to see a steadfast ally succumb to political pressure." Bos reiterated the cultural significance of Pride parades, likening them to other community celebrations, such as St. Patrick's Day. He questioned how the sponsorship of such cultural gatherings could be viewed as contrary to the principles of inclusion, asking rhetorically, "Unless it's to deliberately suppress the LGBTQ+ community, how can sponsoring a Pride parade be related to banned human resources measures? Are we also not allowed to celebrate the Lunar New Year?"

As Washington, D.C. gears up for WorldPride in 2025, the implications of Booz Allen’s withdrawal illuminate the ongoing tensions between corporate support for LGBTQ+ rights and the political landscape under the Trump administration, leaving many to ponder the future of inclusivity in political and corporate spaces.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://globetrender.com/2025/02/12/worldpride-historic-washington-dc-celebration-2025/> - This article supports the claim that WorldPride 2025 will be held in Washington, D.C. from May 17 to June 8, marking the 50th anniversary of Capital Pride. It highlights the event's cultural significance and the participation of global figures like Shakira.
* <https://worldpride25.com> - This website provides information about the World Pride Music Festival, part of WorldPride 2025, which will take place on June 6-7 at RFK Festival Grounds. It emphasizes the event's role in celebrating LGBTQ+ culture.