



Party or Protest? The Debate over Pride Sponsors

Read the passage and answer the questions. (CEFR B1–B2)

Class _____ No. _____ Name _____

1 Pride began as a protest, and a risky one. When the first march took place in New York in 1970, many participants were nervous about walking through the city with signs and banners. Today, by contrast, the largest Pride events attract millions of spectators, company floats and well-known sponsors, and some cities promote them as major tourist attractions.



2 This change has sparked a lively debate. Supporters of corporate involvement argue that sponsorship pays for free public events and sends a clear message of acceptance to employees and customers. Critics, however, use the phrase rainbow capitalism to describe companies that sell rainbow products in June but do little for LGBTQ people during the rest of the year.

3 The debate took a new turn in 2025, when several large companies in the United States reduced or ended their support. NYC Pride reported a funding gap of about 750,000 dollars, and organizers in other cities cut stages and parties. For some observers, this showed how fragile corporate support can be. For others, it was a chance to return Pride to its community roots. Either way, the question of whether Pride should be a party or a protest is still open.

Comprehension

1. What is the main point of the passage?

- (A) Pride has grown from a protest into a large event, and people disagree about the role of companies.
- (B) Companies should stop selling rainbow products in June.
- (C) The first Pride march in 1970 was larger than today's events.
- (D) NYC Pride will end because of a lack of money.

2. Why were many marchers nervous in 1970?

- (A) They did not know the way to Central Park.
- (B) There were too many spectators.
- (C) They had to walk through the city with signs and banners.
- (D) Their sponsors had left them.

3. According to supporters, what does corporate sponsorship do?

- (A) It makes Pride a protest again.
- (B) It pays for free public events and sends a message of acceptance.
- (C) It helps companies sell more products in June.
- (D) It brings more tourists to small towns.

4. What happened to NYC Pride in 2025?

- (A) It moved to a different month.
- (B) It became a tourist attraction for the first time.
- (C) It stopped accepting company floats.
- (D) It reported a funding gap of about 750,000 dollars.

5. In paragraph 3, what does fragile mean in how fragile corporate support can be?

- (A) Strong and lasting
- (B) Easily broken or lost
- (C) Expensive to keep
- (D) Hidden from the public

6. Why does the writer end with the question of whether Pride should be a party or a protest?

- (A) To show that the debate is not settled and both views continue
- (B) To prove that Pride should only be a party
- (C) To say that the 2025 events ended the debate
- (D) To criticize the people who joined the first march



Vocabulary, Paraphrase & Summary

Match the words with the definitions. Then rewrite and summarize.

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|----------------|--|
| 1. participant | a. a person who says what is wrong with something |
| 2. spectator | b. easily broken, damaged or lost |
| 3. sponsor | c. the place or situation where something first started |
| 4. involvement | d. a person who takes part in an activity or event |
| 5. acceptance | e. a person who watches an event, such as a sports game or a parade |
| 6. critic | f. a company or person that gives money to support an event, usually for advertising |
| 7. fragile | g. the act of taking part in something |
| 8. roots | h. the act of agreeing that someone belongs and should be treated well |

Paraphrase — say it in your own words

1. “When the first march took place in New York in 1970, many participants were nervous about walking through the city with signs and banners.”

Hint: Use happened instead of took place, and worried instead of nervous.

2. “Supporters of corporate involvement argue that sponsorship pays for free public events and sends a clear message of acceptance to employees and customers.”

Hint: Start with People who like, and change sends a clear message to shows clearly.

3. “For some observers, this showed how fragile corporate support can be.”

Hint: Use Some people thought, and change fragile to can disappear easily.

Summary

Summarize the passage in about 50 words.



Debate & Opinion Essay

Prepare for a debate. Then write your opinion (100–150 words).

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Motion: Companies should sponsor Pride events.

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- Sponsor money pays for free public events, so anyone can join without buying a ticket.
- When a large company takes part, it sends a clear message of acceptance to its employees and customers.
- Big events with sponsors attract tourists and media, so more people learn the history of Pride.

Add your own reason:

AGAINST 反対

- Some companies sell rainbow products in June but do little for LGBTQ people during the rest of the year.
- Corporate support can be fragile, as the 2025 cuts showed, so events that depend on it are at risk.
- Too much advertising can hide the original message of Pride, which began as a protest.

Add your own reason:

Opinion	<i>I believe / I think that ...</i>
Reason 1	<i>First, ... For example, ...</i>
Reason 2	<i>Second, ... In fact, ...</i>
Counter	<i>Some people say ... However, ...</i>
Conclusion	<i>In conclusion, ...</i>