

The aim of this research project is to analyze how so-called *rainbow capitalism*, understood as the shift of market entities toward the LGBT+ community, manifests during Equality Marches. The project Specifically, the research seeks to analyze how Equality March organizers negotiate the presence of corporate entities at these events as well as how contestation of corporate involvement is articulated through both the strategic choices of Equality March organizers and individual acts of resistance observed during these events. An additional focus of the analysis is the visual dimension of rainbow capitalism, with particular attention to whether marketing communication present during the Equality Marches reinforce the stereotypical image of the “middle-class gay man,” who easily fits into dominant social norms.

The project addresses a research gap by analyzing the manifestations of rainbow capitalism during different types of Equality Marches, including those held in major cities, in smaller towns, and during alternative events. The study focuses on three main dimensions:

- 1) Conditions of cooperation between corporate entities and Equality March organizers;
- 2) Strategies of resistance against rainbow capitalism employed both by Equality March organizers as well as their participants;
- 3) Visibility of rainbow capitalism in the field of Equality Marches particularly in terms of presence and content of commercial advertisements during those events.

To address these questions, the project employs three research methods: (1) participant observation at Equality Marches with photographic documentation, (2) content analysis of online materials published by march organizers along with the social media users’ comments, and (3) interviews with Equality March organizers.

The project aims to contribute to the field of queer studies by presenting a more complex image of the LGBT+ movement and its internal diversity, both political and socio-geographical. It also seeks to offer deeper insight into how rainbow capitalism manifests itself and how it is perceived within the LGBT+ community.