

# PRIDE

vancouver  
pride  
society

# SPONSORSHIP PROSPECTUS

2024 PRIDE FESTIVAL & CANADA PRIDE





# **PRIDE** vancouver pride society **SEASON OVERVIEW**

**We are preparing for the largest Pride Season Vancouver has ever seen as host city for Canada Pride 2024! With the support of our corporate sponsors, this is set to be an unforgettable celebration of the 2SLGBTQAI+ communities across the region and the country.**

Vancouver Pride Society is elevating the entire experience with **enhanced programming, more pop-up events** and a **Queer Rights Summit**. This is a unique opportunity for our sponsors to show national support and visibly demonstrate your commitment to uplifting 2SLGBTQAI+ communities.

Together, we can build creative campaigns that will have a meaningful and measurable impact experienced by thousands. With more than 20 festivals and affiliated events scheduled to take place during Pride month and our 10-day Pride week, we are excited to craft an exceptional experience for sponsors and event participants.

During Canada Pride 2024, the festival experience expands to encompass a diverse range of programming, including opening & closing ceremonies, a Queer Rights Summit and online panel discussions, along with community takeover events. City-wide activations will expand to include pop-up venues at Granville Island, a lively block party on Davie Street, all culminating with the biggest Pride Parade in Western Canada!



# PRIDE vancouver pride society SPONSORSHIP BENEFITS - 2024

**Unite with us as we create a memorable and welcoming Pride for everyone!!**

Access a world of benefits by sponsoring Vancouver Pride, including Enhanced Brand Awareness, Investing in the 2SLGBTQAI+ Community, Parade Entry, Marketing to the 2SLGBTQAI+ Market, Vendor Placement, Corporate Social Responsibility, Sampling Opportunities, Fostering Positive Reputation, Social Media Campaigns, Showcasing Solidarity with Marginalized Groups, Volunteer Appreciation/ Prizes, Education Opportunities, Networking & VIP Passes, and Employee Engagement.

## 2024 OPPORTUNITIES >>>

<b>Platinum Sponsorship</b>	\$100,000 - \$175,000
<b>Gold Sponsorship</b>	\$80,000 - \$90,000
<b>Silver Sponsorship</b>	\$50,000 - \$65,000
<b>Bronze Sponsorship</b>	\$30,000 - \$40,000
<b>Rainbow Sponsorship</b>	10,000 - \$20,000
<b>Pride Patron</b>	\$1800 - \$6500

**<<< LET'S GET STARTED**

**Vancouver Pride is seeking sponsors aligned with our vision and values. Join us in crafting a tailored benefits package to authentically enhance your brand and meet your objectives. Contact our Sponsorships Team for details at [Partnerships@vancouverpride.ca](mailto:Partnerships@vancouverpride.ca)**





# PRIDE vancouver pride society PARTNERSHIPS AT A GLANCE

## PLATINUM

\$100,000-\$175,000

- **Parade:** 1 entry with E/V incl 200 marchers & preferred placement.
- **PrideFest:** 10x40 activation + event signage (2 days). Sampling rights at your booth or roaming team.
- **Web:** Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio. Blog story (Pre-season JUNE based on approval), + LeaderBoard web ad (728x90 px high)
- **Print Presence:** Half-page ad in Pride Mag + Sponsor page logo. Logo bar in the transit shelter campaign.
- **Newsletter & Poster Recognition:** Logo footer + feature story on approval. Logo footer on event posters and cards.
- **Exclusivity & VIP Access:** Exclusive rights in your brand category and 10 VIP tickets (PrideFest SAT+SUN - Parade Viewing - Pride Pass - Granville Island Lounge)
- **Social Media Campaign:** Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/ announcements across channels.
- **Tier 1 inclusion from list, subject to mutual agreement.**

### LED screen Advertising @ PrideFest:

- 10 sec ad spot (included)
- Animated logo/graphic (included)

# TIER 1

## GOLD

\$80,000-\$90,000

- **Parade :** 1 entry with E/V incl 150 marchers.
- **PrideFest:** 10x30 activation + event signage (2 days). Sampling rights at your booth or roaming team.
- **Web:** Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio. Blog story based on approval + LeaderBoard web ad (728x90 px high)
- **Print Presence:** Half-page ad in Pride Mag + Sponsor page logo. Logo bar in transit shelter campaign.
- **Newsletter & Poster Recognition:** Logo footer + feature story on approval. Logo footer on event posters and cards.
- **VIP Access:** 8 VIP tickets (PrideFest SAT+SUN - Parade Viewing - Pride Pass - Granville Island Lounge)
- **Social Media Campaign:** Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/ announcements across channels.
- **Tier 1 inclusion from list, subject to mutual agreement.**

### LED screen Advertising @ PrideFest:

- 10 sec ad spot (incl w/ max investment)
- Animated logo/graphic (included)
- Logo flash (included)



# PRIDE vancouver pride society PARTNERSHIPS AT A GLANCE

## TIER 2

### SILVER \$50,000-\$65,000

- **Parade** : 1 entry with E/V incl 100 marchers.
- **PrideFest**: 10x20 activation + event signage (2days). Sampling rights at your booth.
- **Web**: Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio + LeaderBoard web ad (728x90 px high)
- **Print Presence**: Quarter-page ad in Pride Mag + Sponsor page logo. Logo bar in the transit shelter campaign.
- **Volunteer appreciation**: 50-100 mutually agreed-on gift items
- **VIP Access**: 6 VIP tickets (PrideFest SAT - Parade Viewing - Pride Pass - Granville Island Lounge)
- **Social Media Campaign**: Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/ announcements across channels.
- **Tier 2 inclusion from list, subject to mutual agreement.**

#### LED screen Advertising @ PrideFest:

- 5-sec ad spot (incl w/ max investment)
- Logo flash (included)

### BRONZE \$30,000-\$40,000

- **Parade**: 50 marchers.
- **PrideFest**: 10x10 booth + event signage (2 days)
- **Web**: Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio.
- **Print Presence**: Quarter-page ad in Pride Mag + Sponsor page logo. Logo bar in transit shelter campaign.
- **Volunteer appreciation**: 50-100 mutually agreed-on gift items
- **VIP Access**: 4 VIP tickets (PrideFest SAT - Parade Viewing - Pride Pass)
- **Social Media Campaign**: Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/ announcements across channels.
- **Tier 2 inclusion from list, subject to mutual agreement.**

#### LED screen Advertising @ PrideFest:

- Logo flash (included)



# PRIDE vancouver pride society PARTNERSHIPS AT A GLANCE

EVENT FEATURE UPGRADES

## TIER ONE OPTIONS (PLATINUM-GOLD)

- Community Stage co-naming rights (Sat & Sun Aug 3 - 4)
- Accessibility sponsor: Parade & Festival (Sun Aug 4)
- Lounge naming rights: Davie Street (July 26 - 28 + Aug 2 - 4)
- Lounge name rights: Granville Island (Aug 2 - 4)
- Event sponsor for affiliate event -(Posh Ball or Opening Ceremonies)
- Social Campaign: additional posts promoting your event feature

### LED screen Advertising @ PrideFest:

- 10 sec ad spot (incl w/ Platinum - Upgrade option for Gold)
- Animated logo/graphic (incl w/ Platinum/Gold)
- Logo flash (included Platinum/Gold)

## TIER TWO OPTIONS (SILVER-BRONZE)

- Parade water stations w/ branded tents & ambassadors
- Product Sampling rights: 1 day at East Side Pride or Pride Gateway
- PrideFest: Queer Craft Pavilion x 2 days (branded marquis tent)
- Event Feature: Pride Deliveries @ multiple locations
- Event Feature: Queer History Panel (TBA live + virtual)
- Vendor Booth - 1 extra event: East Side Pride or Opening Ceremonies
- PrideFest Zone sponsor: sober zone - wellness zone

### LED screen Advertising @ PrideFest:

- 5-sec ad spot (upgrade option for Silver)
- Logo flash (included Bronze/Silver)

## RAINBOW \$10,000-\$20,000

- **Pride Parade:** 25 marchers
- **Web:** Homepage Logo bar + sponsor page Logo w/ hyperlink & corp bio
- **Social channels:** TBA based on event feature
- **Pride Magazine:** logo on sponsor page + 20% discount on any ad size
- **VIP tickets:** 2 (Parade Viewing - PrideFest SAT - Pride Pass)
- **Event feature upgrade from Tier 2 list** - mutually agreed upon

## PATRON \$1,800-\$6,500

- **Volunteer appreciation:** Gift card or prize donation
- **Web:** Sponsor/Patron page Logo & corp bio - Blog Post
- **Social channels:** TBA
- **Pride Magazine:** Logo on Sponsor/Patron Page + 20% discount on any ad insert
- **VIP tickets:** 2-4 (Events + Parade Viewing, PrideFest Sat, Pride Pass, Granville Island Lounge)

## CAUSE CAMPAIGN

- Blog post - multiple businesses
- Newsletter post - multiple businesses
- Pride Mag - Cause campaign page
- 20% off on pride mag ad insert
- Donation payment before Aug 31
- CUTS OFF MAY 15



# PRIDE vancouver pride society CANADA PRIDE SPONSORSHIP - 2024

During Canada Pride 2024, the festival expands to encompass a diverse range of programming, including closing ceremonies at Granville Island, and Queer Rights Summit at Sheraton Wall Centre. Based on consultation with community stakeholders we have developed the following social dialogue for the two-day conference: 1) Misinformation, Disinformation and the Rise of Hate. 2) Pride in Action - Supporting Pan Asian and Pacific LGBTQIA+ communities in Canada and Beyond. 3) Sustainability and Pride

**We invite your company to fund the Queer Rights Summit and support VPS as we build our organizational capacity to make this a part of the annual event schedule (2024 to 2026)**

## CONFERENCE FEATURE UPGRADES >>>

### TIER ONE OPTIONS

- Event sponsor - H/R panel LIVE (Sched TBA Aug 1 & 2)
- Speaker opportunity or delegate welcome (Sched TBA Aug 1 or 2)
- Event sponsor - Queer History Panel
- Event sponsor - Learning Series Panel
- Delegate kit sponsor (Presenting + 1 additional sponsor)

### TIER TWO OPTIONS

- Coffee Break sponsor HR Conf (Aug 1 or 2)
- Lunch Break sponsor HR conf (Aug 1 or 2)
- Canada Pride Lounge sponsor and/or liquor sampling (Aug 1 or 2)
- Conference ad: 5" silent ad or animated logo played between breaks
- Forbidden Tours "Really Gay Walking Tour"- groups of 25 @ \$29 p/p = \$725+/-)

## PATRON \$30,000

- **Conference pkg:** 20 delegate passes
- **Hotel pkg:** Access to host hotel accommodation discount
- **Conference ad:** 10 sec message played or animated logo after break.
- **Event signage** - multi partner: logo on pop up banner stands
- **Delegate kit:** Gift item or coupon insert (250 - 400 items)
- **Event feature upgrade from Tier 1 event list - mutually agreed upon**

TIER 1

## ADVOCATE \$8000-\$18,000

- **Conference pkg:** 6 -10 delegate passes
- **Hotel pkg:** Access to host hotel accommodation discount
- **Social channels:** TBA based on event feature
- **Pride Mag Conference insert:** logo on patron page + logo on event page (based on your investment) 20% discount on any ad size
- **Event signage** - multi partner: logo on pop up banner stands
- **Delegate kit:** Gift item or coupon insert (250 - 400 items)
- **Event feature upgrade from Tier 1 event list - mutually agreed upon**

TIER 2



# PRIDE vancouver pride society 2024 EVENT SEASON OVERVIEW

## East Side Pride @ Grandview Park

Family-focused and all-ages one-day festival with live entertainment, food trucks and local vendors - highlighting local talent and goods. Limited sampling & vendor opportunities. **SAT JUNE 23 - NOON - 7PM**

## Davie Street Lounge (Davie & Bute Street)

Programming in collaboration with marginalized, often overlooked, pillars of the community. Based on approval, corporate sponsors can showcase their brand while supporting community producers. Naming rights with a Silver or higher investment.

**FRI - SUN JULY 26 - 27 3 - 11PM + THURS - SAT - AUG 1 - 3 - 3 - 11PM**

## Pride Gateway @ Jim Deva Plaza (Davie & Bute Street)

This West End hub is a great place to engage with residents with pop-up performances and community booths throughout the day. **Best for roaming brand ambassadors, small activations, or art installations. THURS - SAT AUG 1 - 3**

## Pride Deliveries @ TBA (Skytrain Stn YT - DT + CPV HR)

Our street team brings Pride trivia to a different location each day in the West End, Downtown and Yaletown. It's a fun way to engage with crowds and **everyone wins a prize from our sponsors. MON - FRI JULY 29 - AUG 2 - 5 - 6PM**

## Granville Island Lounge @ Ocean Arts

VPS is working with Granville Island to create 3 nights of upbeat programming. Based on approval, corporate sponsors can showcase their brand and/or have title rights for this venue. Sampling rights are limited at this venue.

**FRI - SUN AUG 2 - 4 - 3PM - MIDNIGHT**





# PRIDE vancouver pride society 2024 EVENT SEASON OVERVIEW

## ✦ Posh Ball @ TBA

Vancouver's biggest annual Kiki Vogue Ball welcomes International Ballroom legends. Showcasing local vogue talent and rivalries from the region in various categories competing for cash and Grand Prizes, as well as a thrilling afterparty.

## ✦ Terry Wallace Memorial Breakfast @ Davie & Bute

Annual Pride Breakfast by Donation in memory of Terry Wallace, who funded the Pride Parade through Castle's Pub 50/50 and pull-tab machines. This event is best for roaming brand ambassadors or small activations. **SAT AUG 2 - 9AM - 1PM**

## ✦ Pride Parade @ West End to Yaletown

The largest parade in western Canada takes over Vancouver in celebration of Canada Pride along with community groups nationwide. Nearly 200 entries will march through West End, Downtown, and Yaletown. Local and global drag performers will host stations along the route. Only EV vehicles, motorcycles, and scooters are permitted for the parade as part of our green initiative. **Water Stations & Accessibility:** viewing & service zones are at multiple locations along the route. **Branding opportunities** are available for sponsors who invest at Rainbow and above. **SUN AUG 3 - NOON - 3PM**

## ✦ Pride Festival @ Concord Pacific

Pride Fest brings the city together for the weekend at Concord Pacific Park! We've expanded our site to host almost 200 vendors, including a new Queer Craft Pavilion and two 19+ zones with bar service; there's plenty of space + 2 nearby Skytrain stations and bicycle valet. Our two stages will host international and Canadian talent, including Drag race stars. **SAT & SUN - AUG 3 & 4 - NOON - 7PM**





# **PRIDE** vancouver pride society **2024 EVENT SEASON OVERVIEW**

## ✦ **Canada Pride - Opening Ceremonies**

Opening Ceremonies and kick off a week of special programming for Canada Pride as we takeover Davie Street. The evening starts by honouring Host Nations and the celebration continues with live entertainment featuring local community performers & DJs.

**FRI - JULY 26 FROM 5PM - 10PM**

## ✦ **Canada Pride - Closing Ceremonies**

The evening starts by honouring Host Nations, and the celebration continues with live entertainment featuring local community performers & DJs. Vancouver Pride continues to develop this event with community stakeholders and Granville Island merchants. **SUN - AUG 4 - 7PM - MIDNIGHT**

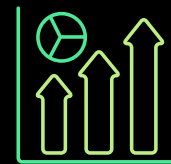
## ✦ **Queer History Panel - Canada Pride @ TBA**

Annual Time-Capsule and oral history project with speakers who bring their unique perspective of Vancouver's Queer culture. Highlighting community members and their work in advocacy, as well as telling stories of intersections that have gone overlooked.



# PRIDE vancouver pride society EVENT SEASON REACH - 2023

In 2023, Vancouver Pride had a total of 275,000 Attendees



EAST SIDE PRIDE	5000+
DAVIE STREET LOUNGE	3000+
PRIDEFEST SAT/SUN	70,000+
PRIDE PARADE	150,000+



**325 VOLUNTEERS**  
Dedicating over 2400 hours in total this season.



**158 2SLGBTQAI+ Artists, Curators & Speakers**  
93% QTBIPOC  
96% Local & Canadian



Pride Weekend also brought in an amount of \$32+ Million in Direct Spending and 50,000+ Hotel Room nights

## 2024: PROJECTED ATTENDANCE >>>

- ✦ **Pride Festival Sat/Sun - 125,000**
- ✦ **Pride Parade - 200,000**
- ✦ **Canada Pride season - 500,000+**

## <<< ECONOMIC IMPACT



# PRIDE vancouver pride society MARKETING HIGHLIGHTS - 2023

PRIDE SEASON (JUNE 1 TO AUG 15) >>>

Web Page Visits: 251,000

Facebook Impressions: 240,000

Twitter X Impressions: 55,000

Instagram Impressions: 735,000

Newsletter Subscribers: 5,045

Media - Broadcast promotional reach: 1,350,000

Media - Print campaign estimated reach: 415,000

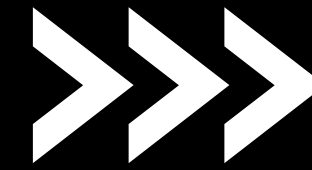
Media - Digital campaign estimated reach: 78,000

## Transit Shelter



Official Pride week events are promoted through our transit shelter campaign. Sponsors who invest at Bronze or higher are included on this campaign as follows:

- 10 Poster Faces - Metro Vancouver
- 20 Digital Faces - Metro Vancouver
- July 3 to Aug 7 2023: Total 36 days
- Average Daily Circulation: 263,795
- Total Campaign Circulation: 6,975,865



## Pride Magazine

Vancouver Pride Magazine features exclusive content from VPS and showcases poetry, art and short stories by local 2SLGBTQAI+ creatives. The magazine format allows for larger ad inserts while

maintaining strong editorial content, including a special section for the Queer Rights Summit. We distribute around **15,000 printed copies** to over 60 retail locations in the DT core and Commercial Drive, and the web version typically receives **5000+** impressions in July/Aug. Sponsors receive a complimentary ad based on their investment. ✨





# PRIDE vancouver pride society = IMPACT INVESTMENT

## WHAT DOES IT MEAN TO ALIGN WITH PRIDE? >>>



**INVEST** Investing in Vancouver Pride Society means investing in the 2SLGBTQAI+ community.

VPS works with over 140 community partners, amplifying the impact of equity-focused work and human rights advocacy. Our community partners are committed to justice, equity, and advocacy for the 2SLGBTQAI+ community. Vancouver Pride has strong bonds with partners in industries including arts, health, sports, accessibility, and more, and reaches a diverse audience.



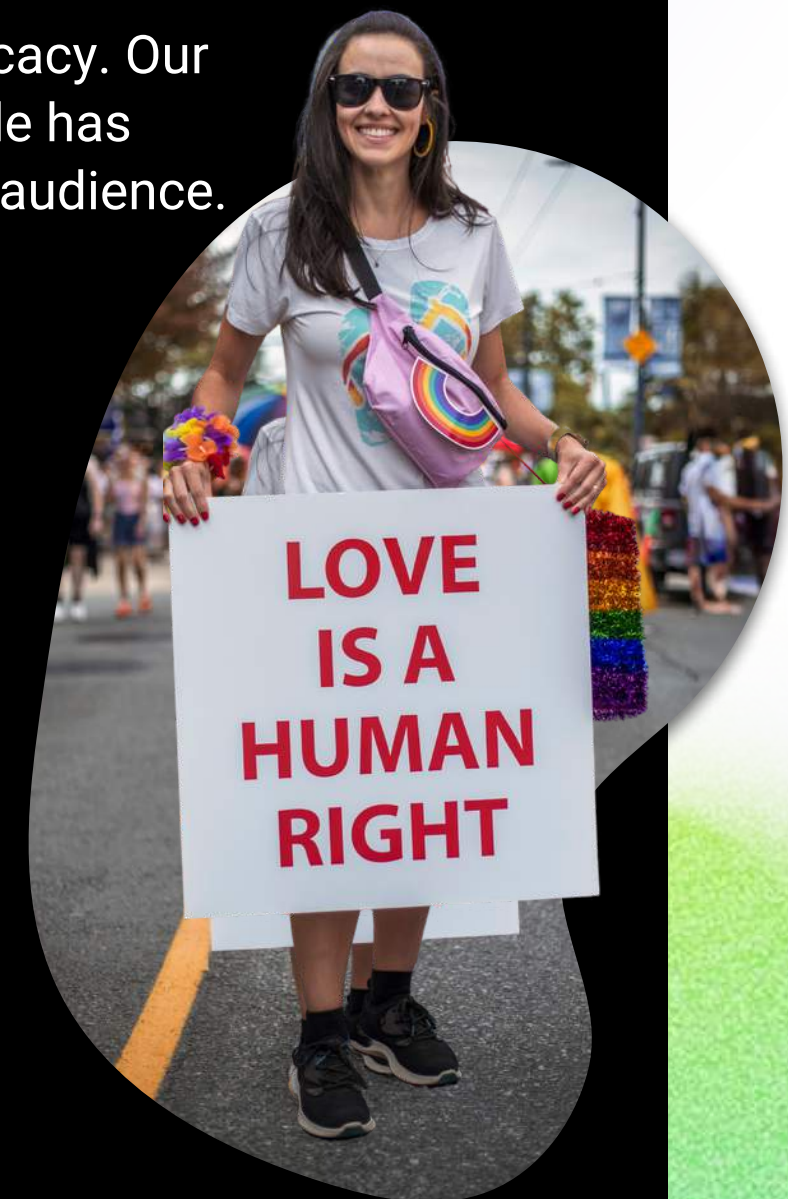
**EDUCATE** At Vancouver Pride, we believe knowledge is not only powerful but fundamental

Especially in ensuring safe and inclusive environments in all areas of life. We ensure resources, original content, story-telling, and history are free and accessible to those eager to learn and grow. Reciprocal learning workshops from VPS include The Learning Series, Queer History Panel, and for Canada Pride 2024, a Queer Rights Summit.



**EMPOWER** The Vancouver Pride Society Bursary Program supports QTBIPOC initiatives

Providing funding to QTBIPOC artists and community organizations serving equity-deserving groups in the 2SLGBTQAI+ community. The aim is to empower and amplify underrepresented voices and promote equity.







**Vancouver Pride Society recognizes the invaluable contribution of 2SLGBTQAI+ community organizations that work relentlessly to support members of our communities, to fight against the discrimination we face, and to advance our rights. VPS recognizes that many 2SLGBTQAI+ community groups remain underfunded and rely on passionate volunteers.**

## ★ **COMMUNITY & AFFILIATED EVENTS 2023** >>>

Afroqueer • Aging with Pride • Afterparty • Comedy Here Often? • Covenant House • Cmmngrnd • Drill Pride • Enby6 • Fitness is Such a Drag • Frontrunners Pride Run/Walk • Happyland • Jewish Queer Trans History Project • Level Up • Love Your Pride Youth BBQ • Normie Corp Afterparty • Posh Ball/VanVogue Jam • Queers&Beers • Theatre Under the Stars • The Haven • Trans March and Rally • Vancouver Black Library • Vancouver Dyke March & Festival • ViragoNation • Youth Pride (3 schools)

## ★ **PRIDE BURSARY PROGRAM RECIPIENTS 2023** >>>

Art for Ace Week • Crystal Co • ENBY6 • GATEO • Jewish Queer Trans Vancouver • Lived Educate Transform Society (FKA Creating Accessible Neighbourhoods) • MangoSweet • Queer Tropical • School SOGI Clubs • Trans March and Rally • Vancouver March and Festival • Virago Nation Indigenous Arts Society

