



Partnership Package 2012

Who are we?

The Vancouver Pride Society (VPS), is a not for profit organization that brings together members of the Lesbian, Gay, Bisexual, Transgender, Two-Spirited and Queer (LGBTTQ) community, their friends, allies and supporters in celebration of the unique spirit and culture of our community by producing quality, inclusive events such as the Pride Parade and Festivals. The VPS strengthens the sense of community and contributes to the vibrancy, health and overall well being of all persons in the LGBTTQ community.



Background

The annual Vancouver Pride Parade and community festivals are world class events, attracting three quarters of a million participants and guests annually. The Vancouver Pride Society events are a diverse celebration of the community we represent. We are still faithful to our grassroots beginnings 34 years ago as a voice for the LGBTTQ community, and we maintain our core value of developing community focused events. We are proud of our community and we work to continuously showcase and promote our people, our partners, our community, and the City of Vancouver to its residents and visitors alike.

Why work with us?

The VPS seeks out partnerships that contribute to our goals around the advancement of human rights, community engagement, and individual participation. We achieve this by creating events that generate visibility for our members, the LGBTTQ community, and our city as a whole. We seek out partnership in two ways. First we focus on our local community groups and individuals that directly contribute to services, programming and/or entertainment for the LGBTTQ community. Secondly, we focus on larger businesses and media that help to raise the profile of our community and events. Each year we relish the culmination of the celebration of our community and partners through our Pride Parade & Festivals, which in total attracts almost 750,000 people across 13 events and clearly demonstrates our ongoing commitment to actively promote the diversity and vibrancy of our community.

Selection

VPS evaluates and selects partnerships based upon specific criteria developed from our organizational core values. These values include, but are not limited to: human rights, inclusiveness, individual potential, volunteerism, transparency, and partnership. We are proud of the diversity and quality of our partnerships and participants.



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Official Events

There are thirteen VPS organized Pride events throughout the year that showcase our community, organization, and partners. Each event has a different style and attendance demographic from within the community as a whole. Therefore, there are a range of unique opportunities to engage with our members and the LGBTTTQ community at large. Our Partnership Coordinator can answer any questions you may have regarding which events and packages are best matched with your business and goals, in order to maximise your activation. In addition, our Event Coordinator will communicate with you and your relevant staff, to streamline the logistics of your participation. All of our staff members are always available to answer questions and ensure smooth transitions and communications.

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Partnership Coordinator

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2012 Official Pride Event Schedule

	Date	Location	Attendance 2011	Projected Attendance
• Taste of Pride	Nov 2012	Roundhouse Community Centre	125	250
• East Side Pride	June 30/12	McSpadden Park	500	2500
• Gay Day @ Playland	July 14/12	Pacific National Exhibition	500	1000
• Picnic In the Park	July 21 30/12	Brockton Oval – Stanley Park	1300	1500
• Pride Week Media Launch	July 30/12	TBD	150	150
• Pride Movie Night	August 01/12	Denman Cinemas	250	300
• Davie Street Dance Party	August 03/12	Davie Street (Burrard to Jarvis)	5500	5500
• Terry Wallace Memorial Breakfast	August 04/12	Bute Steet @ Davie	400	400
• Annual Pride Parade	August 05/12	Westend (Robson to Beach)	600,000+	600,000+
• VIP Parade Viewing Party	August 05/12	Boathouse Restaurant	150	150
• Sunset Beach Pride Festival	August 05/12	Sunset Beach	125,000+	125,000+
• Cozy Up with Pride at the VanDusen Festival of Lights	December TBD	VanDusen Botanical Gardens	New	250
• Monthly Pride Movie Night Fundraiser	Last Wednesday of every month	Denman Cinema	New	600+ (annual)



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Total Impressions

Partner ID across Official VPS Mediums

	visibility
• Event banners with partner recognition	750,000
• 1000 Volunteer T-shirts with partner logos	750,000
• 35,000 Official pride guide	75,000+
• 14 editions of the newsletters 3,200 subscribers	44,800
• Event posters	Metro Vancouver
• Website Hits (annual)	30,000
• Facebook monthly users	2,000+

2011 Print Impressions

	readership
• Vancouver 24hours	610,000 weekly
• WE/Westender	200,000 weekly
• Seattle Gay News (print version)	30,000 weekly
• Seattle Gay News (online version)	400,000 weekly
• Transit Shelter Ads (Metro Vancouver)	141,000+ daily

2011 Radio Impressions

The Beat 94.5	• Event promotion in print & online media, member e-Blast; 21 Beat Street Squad promo spots; on-site reporting of event.
CKNW	• Produced promos and spots (30, 20, and 10 second) for all day airing; Live on location reports; event listings, social media and e-blasts.
COOP	• 100 targeted PSA airings; broadcast Pride event musicians
CBC	• Promo spots for two events for two stations; e-blasts 10,000; twitter 10,000; Parade route features; event calendar listings.
CiTR	• 50 PSA airings; broadcast Pride event musicians
AM730	• 28 Promo spots; Traffic Tags; social media; events listings; e-Blasts; Helicopter coverage of Parade

2011 Television Impressions

CTV Vancouver	• New 30 second PSA aired in prime & fringe time (56 x); editorial coverage on up to 4 main news programs; MC for Pride Launch; calendar and Making a Difference web listings.
Global BC	• Morning news with Parade marshals; online event listing and editorial
KVOS	• Produced segments for airing 32 times in Seattle, DISH, and Comcast (8 million + viewers; web event listing and contest page listing.

Annual Opportunities

Presenting \$50,000+ Platinum \$35,000+ Gold \$25,000+ Silver \$15,000+ Bronze \$10,000+ Community \$5,000+ Friend \$1,000+

Exclusivity

	Presenting \$50,000+	Platinum \$35,000+	Gold \$25,000+	Silver \$15,000+	Bronze \$10,000+	Community \$5,000+	Friend \$1,000+
• Partner level	✓						
• Business category	✓	✓	✓				
• One product/service				✓			
• First right of refusal	✓	✓					

Corporate Awareness & Recognition

• Opportunity to brand entrances/stages(non-title events)	✓						
• Opportunity to provide event hosts (non-title events)	✓						
• Speaking opportunity at Pride events	✓						
• Promotion & hourly recognition from stages	✓	✓	✓				
• Promotion & recognition once per event from stages				✓	✓	✓	
• Logo placement:	largest	large	large	small	small	small	name
• co-presents branding	✓						
• official Pride event posters & printed collateral	✓	✓	✓				
• on Pride website with hyperlink	✓	✓	✓	✓	✓	✓	✓
• on official Pride volunteer t-shirts & ID badges	✓	✓	✓	✓	✓	✓	
• in Pride newsletter	✓	✓	✓	✓	✓	✓	✓
• in ads thanking Pride partners	✓	✓	✓	✓	✓	✓	
• Full use of Pride logo	✓	✓	✓	✓	✓	✓	✓
• Banner at all official Pride events (maximum size 3x9)	✓	✓	✓				
• Banner at two official Pride events (maximum size 2X5)				✓	✓	✓	
• Recognition in Pride annual report	✓	✓	✓	✓	✓	✓	✓
• Annual fulfilment report	✓	✓	✓	✓	✓	✓	
• Certificate of appreciation	✓	✓	✓	✓	✓	✓	✓

Event Participation & Activation

• 1 Parade entry & all vendor booths incl. (all events)	✓	✓					
• 50% disc. of 1 parade entry & 1 vendor booth or 50% disc. of 1 booth each at two different events			✓				
• 1 Parade entry or 1 vendor booth incl. (one event)				✓			
• 50% disc. 1 parade entry or 1 vendor booth (one event)					✓		
• 25% disc. 1 parade entry or 1 vendor booth (one event)						✓	
• Preferred placement for parade	✓	✓	✓				
• Event tickets:	10	6	4	4	2	2	
• All official Pride events	✓	✓	✓				
• Two official Pride events				✓	✓	✓	

Advertising & Promotion

• Opportunity to provide 150 samples VIP gift bags	✓	✓	✓	✓	✓	✓	
• Sampling opportunity (all events)	✓	✓					
• On-site brochure placement (where available)	✓	✓	✓	✓	✓	✓	✓
• Logo placement in media buys	largest	large	small				
• Preferable pricing official Pride guide	✓	✓	✓	✓	✓	✓	✓
• Preferable placement official Pride guide	✓	✓	✓				
• Promote events Pride website/social media	✓	✓	✓	✓	✓	✓	✓
• Partner highlight (website/social media/ newsletter)	6	5	4	3	2	1	

Additional Opportunities

Event Title Partner

\$5,000 per event

Availability	
• Only available to partners at Presenting/Platinum/Gold/Silver/Bronze levels	✓
Exclusivity	
• First right of refusal	✓
Corporate Awareness & Recognition	
• Opportunity to brand event stages	✓
• Opportunity to provide event hosts	✓
• Speaking opportunity at event	✓
• Branded event posters & printed collateral	✓
• Additional banners at event	✓
Event Participation & Activation	
• All vendor fees incl.	✓
• Preferred placement	✓
• Event tickets	+20
Advertising & Promotion	
• Sampling opportunity	✓
• Prominent placement in media buys for event	✓
• Promote event as owned partner event	✓

Volunteer Pride Pod Partner

\$3,500 per pod

Exclusivity	
• None available	
Corporate Awareness & Recognition	
• Prominent logo on volunteer pod t-shirt sleeve	✓
• Logo on volunteer certificate of appreciation & in appreciation newsletter	✓
• Speaking opportunity at volunteer appreciation event	✓
• Recognition once per event from stages	✓
• Logo placement on volunteer registration website (if available)	✓
Event Participation & Activation	
• Opportunity to contribute materials to volunteer training	✓
• Event tickets VIP party	4
• Sampling opportunity in volunteer tent	✓
Advertising & Promotion	
• Opportunity to contribute to volunteer gift bags	✓
• Preferable pricing official Pride guide	✓
• Partner highlight (website/social media/ newsletter)	✓

Official Supplier

\$5,000

Exclusivity	
• None available	
Corporate Awareness & Recognition	
• Logo on Pride website with hyperlink	✓
• Name in ads thanking Pride partners	✓
• Banner at two official Pride event (maximum size 2X5)	✓
Event Participation & Activation	
• Event tickets for two official Pride events	2
Advertising & Promotion	
• Sampling at supplied events	✓
• Partner highlight (website/social media/ newsletter)	✓
• Preferable pricing official Pride guide	✓



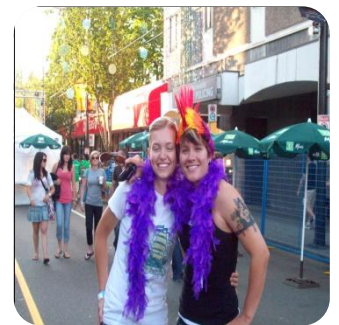


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Partnered Events

In addition to the 13 official Pride events, the VPS supports other events and organizations in the community that are working to promote community through Pride. Each of these events works to increase the visibility of the LGBTTTQ community, the VPS, and our partners. The VPS displays materials at each of these events to promote our organization and partners whenever possible.

2012 Partnered Events	Date	Location
• Pride in Art - Queer Arts Festival	July 31/12	Roundhouse Community Centre
• Annual Transgendered Event	TBD	TBD
• Dyke March & Festival	August 04/12	McSpadden Park
• Grey & Glamous	TBD	West End Community Centre
• Youth Dance	August 05/12	West End Community Centre



Outreach Events

The VPS also engages in various outreach activities in support of our organizational goals around human rights, community engagement, and individual potential. These activities are led by a sub-committee of our Board of Directors and provide a direct link for the community to the Board through these strategies. The VPS displays materials to promote our organization and partners whenever possible.

2012 Outreach

2012 Outreach	Date	Location
• Participate in other Pride festivals	various	Throughout the Pacific Northwest
• Participate in external community initiatives (Davie Days, Canada Day Parade, Car Free Days, etc)	various	Metro Vancouver
• Speaking Engagements	various	Metro Vancouver