



# **SPONSORSHIP & INFORMATION PACKAGE**

**Sponsor  
St. John's Pride Festival 2020  
and help create a safer  
more colourful community for  
everyone!**

***July 10 - 19, 2020***

# JOIN US!

Become a supporter of St. John's Pride and help contribute to this city's rich, diverse culture and heritage! St. John's is a fabulous city – colourful, full of character and one with a long history. St. John's has a thriving LGBTQ community which is every bit as colourful as the city itself.

As Newfoundland and Labrador's original and largest Pride festival, our focus is on fostering leadership and diversity in the LGBTQ community and delivering public events that celebrate and promote the visibility of LGBTQ people and their accomplishments.

St. John's is the oldest city in North America and home to the oldest street in North America, Water Street.

St. John's became one of the first Canadian cities to have an official gay bar, back in 1974 when 'Friends' opened its doors. Prior to its opening, there were several local bars that were dubbed gay friendly, such as the Hotel Newfoundland bar, which Time Magazine dubbed "one of Canada's great gay hangouts from 1968 - 1973".

St. John's is located on the northeastern arm of the Avalon Peninsula, making it the most easterly Pride Festival in North America.

With an increasing growing number of spectators and participants, the annual St. John's Pride Parade showcases the diversity of our community with various groups and organizations marching in support of the LGBTQ movement.

# 2020 ST. JOHN'S PRIDE SPONSORSHIP LEVELS

## **PRESENTING SPONSOR - \$5,000 +**

The loudest and proudest package of them all! Only one presenting sponsor per event, i.e. the St. John's Pride Parade and St. John's 'Pride In The Park'.

You are guaranteed high-profile visibility of your brand at [www.stjohnspride.ca](http://www.stjohnspride.ca) and through all of the St. John's Pride Festival's advertising via radio, print, social media, and festival locations.

## **RAINBOW SPONSOR – \$2,500 - \$4,999**

This colourful package offers exclusivity for your brand at many signature events, advertising through print, social media, online media, signs at festival gates, and direct exposure to our membership, volunteers, and partners.

## **GOLD SPONSOR – \$1,000 - \$2,499**

Your brand will be prominently displayed at all St. John's Pride Festival events, on all print advertising and promotional materials, and you will receive direct exposure to our membership, volunteers, and community partners.

## **SILVER SPONSOR – \$500 - \$999**

Your brand will receive print and online exposure and visibility at all St. John's Pride's signature events and on all official St. John's Pride promotional materials, which are distributed throughout St. John's and Metro Area.

## **IN-KIND SPONSOR**

St. John's Pride welcomes the opportunity to partner with organizations in whatever capacity works best! In-kind agreements, such as a product or service in exchange for sponsorship benefits, are negotiated on a case-by-case basis. If you would like to contribute, contact us to sort out the details. We also happily accept monetary/in-kind hybrid donations.

# 2020 ST. JOHN'S PRIDE SPONSORSHIP BENEFITS

<b>LOGO AND BRAND EXPOSURE*</b>	<b>SILVER</b>	<b>GOLD</b>	<b>RAINBOW</b>	<b>PRESENTING</b>
Dedicated press release announcing sponsorship				●
Speaking opportunity at flag raising ceremonies				●
Logo placement on front page of 2020 Pride Guide				●
Premium booth and banner placement at "Pride in the Park" event			●	●
Opportunities for exclusive branding at selected signature events			●	●
Vendor/Information booth at "Pride in the Park" event		●	●	●
Personalized advertising space on St. John's Pride Website		●	●	●
Visibility in promotional materials	●	●	●	●
Proportional logo placement within 2020 Pride Guide	●	●	●	●
Proportional logo placement on Pride board and volunteer clothing	●	●	●	●
Sponsor signs throughout festival site	●	●	●	●
Visibility on Pride website with direct link to sponsor site	●	●	●	●
Visibility on Pride social media platforms	●	●	●	●
Pride Presence if requested	●	●	●	●
Permission to use caption "Official Sponsor of St. John's Pride 2020 Festival"	●	●	●	●
Invitation to exclusive private networking event.	●	●	●	●

\*Promotional materials vary year to year.

# FREQUENTLY ASKED QUESTIONS

## **WHY SHOULD MY BUSINESS SUPPORT PRIDE?**

Your business/organization will have the opportunity to be visible and exposed to several thousand people during Pride Week. You will be able to promote its products and/or services while employees have fun and interact directly with members of the public.

## **WHAT ARE THE BENEFITS OF SUPPORTING PRIDE?**

When you support us, we support you. Pride stands for many different things to many different people. When you sponsor Pride you are not only taking advantage of a great marketing opportunity, you are also letting the community know that you support the positive social change that Pride represents.

## **IS MY BUSINESS MAKING A POLITICAL STATEMENT?**

You will be participating in an event that celebrates pride, joy, achievement, and diversity of persons and spirit – is there any better reason to join us?



# 2020 SPONSORSHIP FORM

Please complete and email to [finance@stjohnspride.ca](mailto:finance@stjohnspride.ca)

## CONTACT INFORMATION

Business/Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax (If Applicable): \_\_\_\_\_

## SPONSORSHIP TIER REQUESTED

Sponsorship Value: \_\_\_\_\_

Presenting Sponsor (\$5,000+)

Rainbow Sponsor (\$2,500+)

Gold Sponsor (\$1,000+)

Silver Sponsor (\$500+)

In-Kind Sponsor (Please Contact Us)

Do you wish to have a presence in the parade ( float, vehicle, or marching group)? \_\_\_\_\_

Do you have any special requests pertaining to your chosen sponsorship package or wish to purchase additional booth/vendor space? (Please Specify) \_\_\_\_\_

Signature of Contact Person: \_\_\_\_\_

Thank you for your consideration in sponsoring St. John's Pride. If you require additional information, or have any questions, please contact us.

Gorvin Greening (709) 427-6514

Karin Power (709) 351- 7456

[finance@stjohnspride.ca](mailto:finance@stjohnspride.ca)

[communityliasion@stjohnspride.ca](mailto:communityliasion@stjohnspride.ca)

**PLEASE RESPOND BY MAY 31, 2020**