



Partner  
with  
Pride 2021

**PRIDE**  
vancouver  
pride  
society



**PRIDE**  
vancouver  
pride  
society

# Introduction

Isolation and insecurity have created terrible hardship for members of our communities. This is why we are already working on a hybrid season which will include online and in-person events. With your support, Vancouver Pride will continue to bring people together to celebrate and educate while paying marginalized artists and speakers for their work.

# 2021 at a glance: overview

Over the past four decades, Vancouver Pride has built its organization around staging in person events. Last spring, in a matter of weeks, our team pivoted into content producers and created an impressive lineup of virtual events. During pride month (July), we streamed over 30 different events, 50 hours of programming, showcasing 60 artists. As Covid-19 continues to impact our daily lives, connection is more important than ever in the months ahead.



For 2021, we are looking to create a hybrid of reimagined in-person events plus select virtual events. VPS is working on hosting multiple locations around the city offering different experiences over 3 days of Pride week. This will include several outdoor “lounges” with bar service, pop up style sites with entertainment and a walk-through festival experience.

**Official Partners receive a feature program and we will work with you to customize it to meet your objectives.**



# Programming

## PRIDE FEST

**LOCATION:** Located in one of Vancouver's beautiful parks, Pride Fest will feature multiple activities throughout the day and evening such as yoga in the morning, family picnic lunch with stage entertainment, followed by a drag or comedy show in the evening.

**CAPACITY:** 50+ \*Depending on Provincial Health Order (150 per day)

**DAYS:** 3

**HOURS:** 2hr Sessions x 3 Times a Day



## PRIDE LOUNGES

**LOCATION:** Our 3 licensed Pride Lounges will be where the community can come together with their social bubble to celebrate Pride weekend! Our vision is to operate these in conjunction with our liquor partners in locations such as Jim Deva Plaza or outside Stanley Park Brew Pub. Product sampling and onsite branding are available for major partners.

**CAPACITY:** 50+ \*Depending on Provincial Health Order (150+ per day)

**DAYS:** 3

**HOURS:** 2 Hour Sessions x 3 Times a Day



# Programming



## DECENTRALIZED PARADE

**LOCATION:** Anywhere & everywhere!

Before there was a Pride parade, there was a protest MARCH! Families, friends, and workplace colleagues will show their support by organizing their own march during Pride week. VPS will encourage groups to share their experience by uploading photos and videos to an official online gallery for a chance to win prizes. For Official Partners and queer serving organizations, we will live stream their decentralized entry at scheduled times. Roving “reporters” will go out to capture interviews and footage of the various groups to add to the live stream.



# Programming

## DRAG DELIVERIES

Every day during pride week we visit a new location to hand out fabulous swag and Partner products. Fans can watch live on Facebook or track us down and join in the fun. Our production team displays questions from online viewers plus info about where to find the Drag host and which partner prizes were up for grabs!

**LOCATION:** West End-Downtown & Commercial Drive



## PRIDE ART WALK

The Pride Art Walk enables people to engage in a self-guided art tour, safely and with their closest family or friends. Multiple locations across the West End and downtown core will host temporary art installations and permanent mural art (in partnership with Vancouver Mural Festival), from July 19th to August 8th

In February 2021, Vancouver Pride is dipping its toes into the Augmented Reality world with 3 locations in the West End during VMF's Winter Arts festival. There are opportunities to host AR installations in the summer during Pride Art Walk based on your investment.

**LOCATION:** West End & Downtown



# Virtual programming

## DRAG STORY TIME

During Pride week fans settled in for story time with local queen Mina Mercury. Three times during Pride week, Mina will read stories that include diversity, families and LGBTQ+ children. Official Partners are featured at the beginning of each show with a full-screen partner slide.

## TIME OUT

Now more than ever, Vancouverites are looking for new ways to socialize with friends. In 2021 we will continue this series as we interview fun people and visit local businesses in the downtown and west end. Depending on your investment level, VPS will work with you to feature your product or business.



# Virtual programming

## DRAG UP!

Our third most popular online show will return as part of our virtual lineup. Tuck Entertainment showcases 90 minutes of dazzling performances from local and international drag performers. Depending on your investment, event partners will be featured throughout with performer ID graphics and a 15" spot.



## QUEER HISTORY PANEL

Ranking within the top 5 for live viewers, Queer History Panel tells the stories of local LGBTQ2+ community members during different times in living memory. The exchanges are frank and insightful for viewers and panelists alike. Based on your investment, Official Partners receive exposure during the broadcast including speaker ID bar & multi partner banner.





# Pride <sup>in</sup> numbers: 2019



# Pride <sup>in</sup> numbers: 2020

50 LIVE SHOWS  
9 STAFF



60 HOURS  
25 CREW



60 ARTISTS  
45 VOLUNTEERS

---



\*Based on Analytics for July 5 - Aug 9, 2020

# Pride in numbers: 2020



## TRANSIT SHELTER ADS

Official Partners from Bronze to Presenting are included in a 4 to 5 week shelter ad run which ran as follows in 2020:

- 10 Faces – Metro Vancouver – 42 days
- Average Daily Circulation: 219,000
- Total Campaign Circulation: 6,140,880



## T-SHIRTS

Official Partners are featured on the back.

## PRIDE MAGAZINE

With exclusive content our Vancouver Pride Magazine provides a platform for local LGBTQ2+ writers to showcase their poetry and short stories. Switching to a magazine format allowed us to provide bigger ad inserts for partners while maintaining a strong editorial content.

In 2020 we printed a reduced run of 5,000 copies distributed by mail to anyone who registered via webform. The digital version received almost 24,000 impressions. We are evaluating options for this season. Depending on your partnership level, you receive a free ad insert.



# Feature events— Pride Week (TBD)



## SYMPHONIC PRIDE

We teamed up with the Vancouver Symphony Orchestra to create an enchanting evening filmed at The Cultch. This one hour variety show included local performers accompanied by the renowned VSO as they recognized queer composers through the ages. Official Partners are recognized at the beginning of the program including a 15' spot and multi partner screens. This show received the second highest live audience during Pride week. Depending on health regulations, this may become an in person event.

## PUBLIC DISCO

For the past 4 years, Vancouver Pride has partnered with Public Disco to create immersive dance parties during pride week. In the summer of 2020, Public Disco produced Public Disco in the Sky (pictured to left) with world renowned DJs casting from the top of a skyscraper as the sun was setting in downtown Vancouver. For our 2021 pride season, there is an opportunity to produce a truly unique 50 person or less in-person event that is also digitally broadcasted from an unexpected location.



# Partnerships at a glance

## PLATINUM (\$60,000)

- **Pride Fest:** 3 day onsite feature + signage
- **Decentralized Parade:** One entry + live stream of your marching team
- **Event Feature:** TWO events & TWO 30" commercials
- **Web/App:** Logo w/ hyperlink & corp bio
- **Web/App:** Logo w/ hyperlink & bio, digital ads/various sizes June 15-Dec 31
- **Web/App:** Blog story based on approval
- **Pride Magazine:** Half page ad + logo on partner page
- **Transit shelter campaign:** Logo
- **Social channels:** 11 posts
- **Newsletter:** Logo footer + feature story based on approval
- **Event poster & event cards:** Logo footer
- **FB event listing graphic:** Logo
- **Volunteer Tshirts:** Logo
- **Event stages:** Multi partner signage

## GOLD (\$40,000)

- **Pride Fest:** 2 day onsite feature + signage
- **Decentralized Parade:** One entry + live stream of your marching team
- **Event Feature:** ONE event & ONE 15" commercial at one virtual event
- **Web/App:** Logo w/ hyperlink & corp bio
- **Web/App:** Logo w/ hyperlink & bio, digital ads/various sizes June 15-Dec 31
- **Web/App:** Blog story based on approval
- **Pride Magazine:** Half page ad + logo on partner page
- **Transit shelter campaign:** Logo
- **Social channels:** 8 posts
- **Newsletter:** Logo footer + feature story based on approval
- **Event poster & event cards:** Logo footer
- **FB event listing graphic:** Logo
- **Volunteer Tshirts:** Logo
- **Event stages:** Multi partner signage

## SILVER (\$30,000)

- **Pride Fest:** 1 day onsite feature + signage
- **Decentralized Parade:** One entry + live stream of your marching team
- **Event Feature:** Drag Deliveries + TimeOUT
- **Web/App:** Logo w/ hyperlink & corp bio
- **Web/App:** Logo w/ hyperlink & bio, digital ads/various sizes Jun 15-Sept 30
- **Web/App:** Blog story based on approval
- **Pride Magazine:** Quarter page ad + logo on partner page
- **Transit shelter campaign:** Logo
- **Social channels:** 5 posts
- **Newsletter:** Logo footer + feature story based on approval
- **Event poster & event cards:** Logo footer
- **FB event listing graphic:** Logo
- **Volunteer Tshirts:** Logo
- **Event stages:** Multi partner signage

## BRONZE (\$20,000)

- **Decentralized Parade:** One entry + LIVE stream of your marching team
- **Event Feature:** Drag Deliveries
- **Web/App:** Logo w/ hyperlink & corp bio
- **Web/App:** Logo w/ hyperlink & bio, digital ads/various sizes Jun 15-Sept 30
- **Web/App:** Feature story based on approval
- **Pride Magazine:** Quarter page ad + logo on partner page
- **Transit shelter campaign:** Logo
- **Social channels:** 3 posts
- **Newsletter:** Logo footer + feature story based on approval
- **Event poster & event cards:** Logo footer
- **FB event listing graphic:** Logo
- **Volunteer Tshirts:** Logo
- **Event stages:** Multi partner signage