



Partner  
with  
Pride 2021

**PRIDE**  
vancouver  
pride  
society

# 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, 60 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.**

# Decentralized Parade

On August 1 #ChooseYourPride



Vancouver Pride Society wants you to **FIND YOUR PRIDE** on August 1

## What does that mean?

- March with your household down your street
- Have a picnic with your bubble in a park, plant flags, bring balloons
- Decorate your car and drive around
- Have your work colleagues meet in a parking lot or park to create your own mini parade
- Make a happy pride video with your colleagues
- Dress up and check out the Pride Art Walk



**LOCATION:** Anywhere & everywhere!

The annual Pride Parade is a time and place where members of the LGBTQIA2S+ get to loudly and proudly take up space, unabashedly be exactly who we are and proclaim to the world that until all of us are safe to participate, we will keep marching.

Although we won't be able to be together for a second year in a row, Vancouver Pride Society wants you to **Choose YOUR Pride** on Sunday August 1.

VPS will provide a platform for community members and organizations to upload photos and videos to a gallery showcasing how they are choosing to celebrate Pride (with Covid safe plans, of course!).

Official Partners receive a 60" live stream or pre-produced message. We will work with you to create a captivating decentralized parade insert.

# Programming

## VAN PRIDE FEST

**LOCATION:** Jonathan Rogers Park in east Vancouver (Columbia & 7th Ave), will host our 3 day mini festival with 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. Social groups of 6 will register in advance for time slots.

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

**DAYS:** 3 Fri July 30 (Noon to 8pm) Sat July 31 (9am - 8pm) Sun - Aug 1 (9am - 8pm)

**HOURS:** 2hr Sessions. 3 on Fri + 4 on Sat/Sun



## 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 July 30 - Aug 1

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



# 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

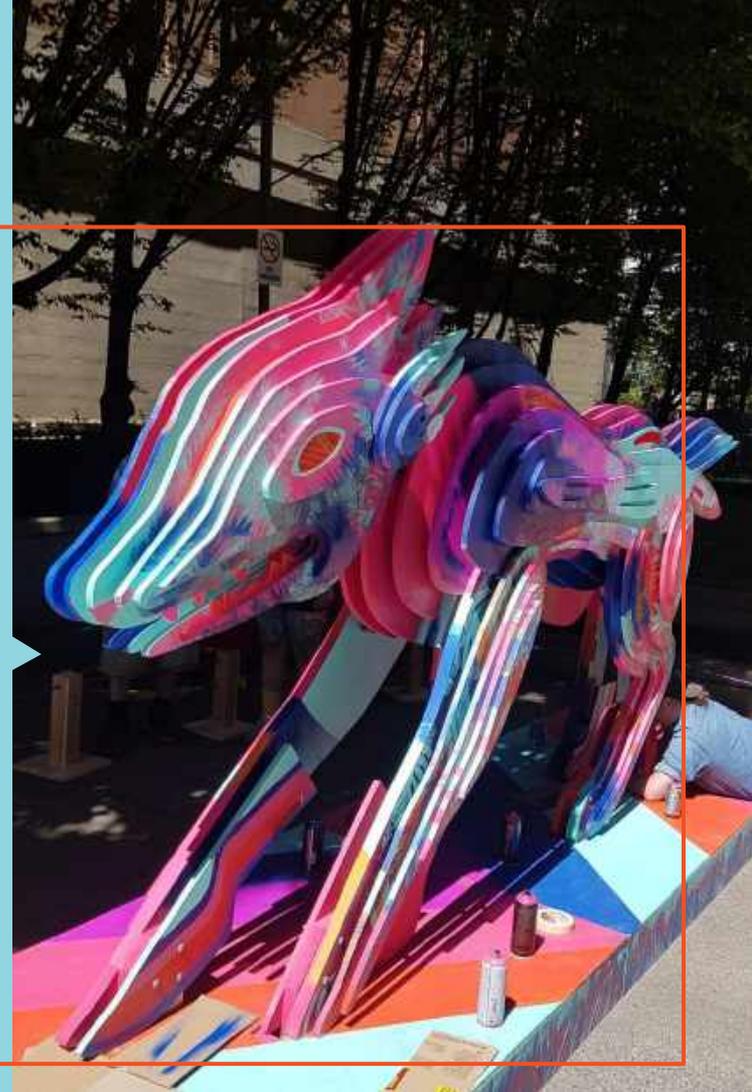


## PRIDE ART WALK

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 stepped into the realm of art and Augmented Reality with 3 locations in the West End during VMF's Winter Arts festival. These locations were very popular and based on your investment, there are opportunities to host AR installations this summer during Pride Art Walk

**LOCATION:** West End & Downtown



# Virtual programming

## 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.



## QUEER HISTORY PANEL

Ranking within the top 5 for live viewers, Queer History Panel tells the stories of local LGBTQ+ community members during different times in living memory. The exchanges are frank and insightful for viewers and panelists alike. Rainbow Partners receive exposure during the broadcast including multi partner banners. Depending on your investment, we can showcase you as event partner including speaker ID bar.



## GLOBAL QUEER TRANS BIPOC PANEL

During Pride week fans learn the ongoing challenges faced by the queer community, especially those who identify as Trans or people of color. With the help of our community partners, Vancouver Pride will host several live panel discussions. Rainbow Partners receive exposure during the broadcast including multi partner banners. Depending on your investment, we can showcase you as an event partner including 30" welcome message and speaker ID bar.

## WRITERS SHOWCASE

While this event is still in development, it showcases Vancouver's vibrant community of writers. Fans tune in for live readings from local writers and poets and the show wraps up with a live Q&A. Depending on your investment, we can showcase you as an event partner including a 30" welcome message and speaker ID bar.



# 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.

## Other Virtual Programming

Van Vogue Jam Kiki Ball

QTBIPOC Talent Show

Diversity and Inclusion Workshop Series

Weekly Variety Hour (July)



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



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

30 LIVE SHOWS  
9 STAFF



60 HOURS  
25 CREW



60 ARTISTS  
45 VOLUNTEERS

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\*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. For 2021 we are planning a print run of 7500 with multiple retail distribution points. Depending on your partnership level, you receive a free ad insert.

# 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 15" 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