



Partner
with
Pride 2022

PRIDE
vancouver
pride
society

2022 partnership overview

To our 2021 corporate sponsors – THANK YOU for supporting our hybrid season. During the month of July, the Vancouver Pride Society produced a dynamic line up of 36 in-person and 26 virtual events.



Pride doesn't look the same for each community member, and we recognize that celebrating Pride means many things. With continued support from corporate sponsors, Vancouver Pride brings the region together to celebrate and educate while paying marginalized artists and performers for their work. Our experienced team is already working on a return to in-person events for 2022 and beyond! We look forward to hearing about your vision for Pride season. **Official Partners receive special access to event sites and we customize the program to meet your goals and objectives. Event schedule is subject to change.**

Programming



PARADE PARADE!!

The annual Pride Parade is where members of the 2SLGBTQAI+ community loudly take up space to unabashedly be exactly who they are and proclaim that until all of us are safe to participate, we continue to MARCH for Pride! Due to the pandemic, we have celebrated on-line and support from community and corporate sponsors has been amazing!

The VPS team is working with civic stakeholders to take over the streets and celebrate with everyone this summer. The largest parade in the city returns on **Sunday July 31 starting at 12 noon.**

LOCATION: Downtown & West End

Programming

PRIDE FEST

Once again we take over the iconic Sunset Beach Park and invite everyone to join us from 11am to 6pm. Our team is making changes to the site so we can accommodate more artisan and business vendors along with everyone's favorite FOOD trucks! Local and regional artists get their chance to shine on the Main stage and pop-up stage in the Family Fun Zone. 2SLGBTQAI+ DJ's keep everyone dancing all afternoon in the 19+ zone. Depending on your investment, sponsors can showcase their brand and engage with festival goers in the main vendor village.

LOCATION: West End - Sunset Beach (July 31)



PRIDE LOUNGES

VPS is consulting with civic stakeholders regarding our expansion plans for 2022 and beyond. In addition to our largest single day location at Sunset Beach Festival we are working to secure additional 19+ zones during Pride Month as follows:

- 1 day lounge @ Sunset Beach (July 31)
- 4 day lounge @ Bute Plaza (July 29 - Aug 1)
- 10 day lounge @ Granville Island (July 29 - Aug 1)
- 4 day lounge @ The Mews Bentall Ctr (July 28 - 31)

Serving & sampling opportunities are for official liquor partners



Programming

DRAG DELIVERIES

Every day during pride week we visit a new location to hand out FABulous swag and sponsor products. We are not doing the live Facebook stream this season which makes giving away prizes much easier. VPS will schedule our team to head out and engage with people on the street plus visit restaurants or pubs in the area. Our Drag host shows up and asks questions with patrons for a chance to win free product and prizes. It's always a ton of fun!!

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. Based upon securing funding, the West End and Downtown core host temporary art installations plus a permanent mural (in partnership with Vancouver Mural Festival), for two weeks in July.

This event is still in development and requires a curator to manage artists and civic stakeholders. With full funding from corporate sponsors, we can bring back this event while making it accessible to people who are blind or low vision through a guided audio tour by Vocal Eye.

LOCATION: West End & Downtown



Programming

Community Engagement

Throughout the year, Vancouver Pride joint ventures with various community partners and organizations to augment our season. Based on approval, corporate sponsors can engage and support grassroots organizations and event producers. Ask how we can showcase your brand or product during these dynamic events:

- **Hot Fruit Cool Waters:** THE signature QTBIPOC Pride event (July 23 or 24)
- **Ricecake:** Vancouver's Queer + Asian Dance Party celebrates our slaysian sisters and misters and everything in between (July 29)
- **Van Vogue Jam:** showcases the art of Vogue dance as competitors register in advance and perform for the judges in multiple categories for Vogue glory and prizes (July 30)
- **Afroqueer:** is Vancouver's only Black Pride party (July 31)
- **Level Up YVR:** is an extraordinary community hot spot filled with queer talent, abundant joy, connection and Black music (July 31)

DRAG STORY TIME

During Pride week fans have a chance to settle in for story time told by local drag performers. Several times each day a Drag host will read stories that include diversity and 2SLGBTQAI+ families. VPS is developing our schedule for East Side Pride (June 25) plus the Community Stage at Sunset Beach (July 31). Event Partner receives on-site branding and custom engagement feature plus the opportunity to provide staff volunteers to engage with festival goers.



Additional programming

THE LEARNING SERIES

We started this panel in 2021 as a way to encourage dialogue within the 2SLGBTQAI+ community. The event is still in development but VPS will host multiple live ZOOM workshops during the off season. With enough funding we can host 2 per month from Sept to November. Workshops cover a range of topics that are of interest to the queer community. Depending on your investment, we can showcase your company as an event partner including a live welcome greeting.



VANPRIDE CLASSROOM SERIES
July 19th-28th 2021

Vancouver Pride

ASL Interpreter

PRIDE BC Hydro's **PrideNetwork** UFCW **United Food & Commercial Workers**

VPS continues to develop our Pride 365 program model. Ask us about funding these off season events.

QUEER HISTORY PANEL

One of our more popular virtual programs, Queer History Panel tells the stories of local 2SLGBTQAI+ community members during different times in living memory. The exchanges are frank and insightful for viewers and panelists alike. Partners receive exposure during the broadcast including multi sponsor digital banners. As an event partner, your firm will be included on the speaker ID bar and given the exclusive opportunity to open the event with a brief welcome message.



Pride ⁱⁿ numbers: 2021

62 SHOWS/EVENTS
11 STAFF



95 PROGRAM HOURS
8 CREW



118 ARTISTS
100 VOLUNTEERS



*Based on Analytics for June 15-August 3, 2021

Pride ⁱⁿ numbers: 2019

LIVE SEASON

500,000

In-Person Attendance

Pride Premiere
Davie Village Promenade
Pride Parade • Sunset Beach Festival



232,822

Pride Month
Impressions



147,700

Pride Month
Impressions

Pride in numbers: 2021



TRANSIT SHELTER ADS

Official Partners from Bronze to Presenting are included in a 4 to 5 week shelter ad campaign which ran as follows in 2021:

- 10 Faces in Metro Vancouver – 28 days
- Average Daily Circulation: 241,480
- Total Campaign Circulation: 5,759,975



PRIDE MAGAZINE

With exclusive content our Vancouver Pride Magazine provides a platform for local 2SLGBTQAI+ writers to showcase their poetry and short stories. Switching to a magazine format provides more space for ad inserts from sponsors while maintaining strong editorial content. This is a non-exclusive medium with ad-sales managed by Glacier Media. We are returning to traditional distribution channels with appx 15,000 printed copies available at over 60 retail locations in the DT core and Commercial Drive. The web version usually receives over 20,000 impressions in July. **Depending on your investment level, sponsors receive a free ad insert.**

Fundraising campaigns

PRIDE Bursary Fund

Vancouver Pride Society supports multiple 2SLGBTQAI+ organizations throughout the year. We also joint venture with community partners who provide valuable programming during our event season. In 2021 VPS provided Pride Bursaries ranging from \$500 - \$2500 to several NPO's including:

- AfroQueer
- Aging with Pride
- Burnaby Pride
- Clean Sober & Proud - Last Door Recovery
- Creating Accessible Neighborhoods
- Greater Vancouver Native Cultural Soc
- Salam Canada
- Trans Day of Remembrance "Vancouver"
- QMUNITY
- Zoombafoolish

We invite your business to support our bursary fund with a cause campaign. Let's discuss your idea and how to mutually promote the fundraising initiative.

PRIDE Youth Scholarships

Pride Youth Scholarships recognizes individuals for their leadership in the 2SLGBTQAI+ community. Each year the LOUD Foundation and Vancouver Pride awarded scholarships of \$2500 each to three outstanding individuals. Since 2014, the VPS has partnered with Vancouver Frontrunners to host the annual Pride Run & Walk to raise funds for the scholarship. The LOUD Foundation issues tax receipts for donations to Pride Youth Scholarships. Talk to us about your ideas to fundraise within your business so we can promote your campaign!



Partnerships at a glance

PLATINUM (\$75,000)

- **Pride Parade:** One float + 100 marchers
- **Pride Fest:** 1 day with 10 x 30 booth + signage
- **Event Feature:** 4 day onsite booth at Davie Village Promenade + signage
- **Event Feature:** Drag Deliveries
- **Web:** Logo w/ hyperlink & corp bio
- **Web:** Logo w/ hyperlink & bio, digital ads/various sizes June 15-Dec 31
- **Web:** 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 (TBA)
- **Event stages:** Multi partner signage
- **Exclusivity:** in your brand category
- **VIP tickets:** 10

GOLD (\$55,000)

- **Pride Parade:** One float + 50 marchers
- **Pride Fest:** 1 day with 10 x 20 booth + signage
- **Event Feature:** 2 day onsite booth OR 4 day roaming team at Davie Village Promenade + signage
- **Event Feature:** Drag Deliveries
- **Web:** Logo w/ hyperlink & corp bio
- **Web:** Logo w/ hyperlink & bio, digital ads/various sizes June 15-Dec 31
- **Web:** 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 (TBA)
- **Event stages:** Multi partner signage
- **Exclusivity:** in your brand category
- **VIP tickets:** 8

SILVER (\$40,000)

- **Pride Parade:** One float + 25 marchers
- **Pride Fest:** 1 day with 10 x 10 booth + signage
- **Event Feature:** 2 day roaming vendor at Davie Village Promenade + signage
- **Event Feature:** Drag Deliveries
- **Web:** Logo w/ hyperlink & corp bio
- **Web:** Logo w/ hyperlink & bio, digital ads/various sizes June 15-Sept 30
- **Web:** 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 (TBA)
- **Event stages:** Multi partner signage
- **VIP tickets:** 6

BRONZE (\$25,000)

- **Pride Parade:** One float
- **Pride Fest:** 1 day with roaming brand team + signage
- **Event Feature:** Drag Deliveries
- **Web:** Logo w/ hyperlink & corp bio
- **Web:** Logo w/ hyperlink & bio, digital ads/various sizes June 15-Sept 30
- **Web:** 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 (TBA)
- **Event stages:** Multi partner signage
- **VIP tickets:** 4