



2020 SPONSORSHIP PACKAGE

PRIDE WINNIPEG

September 4 - 13, 2020



AT A GLANCE

PRIDE WINNIPEG is one of the largest Pride celebrations between Vancouver and Toronto, attracting locals as well as guests from all across the Canadian Prairies, North Western Ontario, and North-Central United States.

- 40,000+ attendees at the Pride Winnipeg Festival
- WHEN YOU SUPPORT US, WE SUPPORT YOU.
- 55% of GSRD consumers will choose to do business with companies that are committed to the diversity/equal treatment of the GSRD community. (Community Marketing Inc. & Harris Interactive)
- 78% of GSRD adults and their friends, family and relatives would switch to brands that are known to be GSRD-friendly. (Community Marketing Inc. & Harris Interactive)
- A diverse community ensures that no matter what your business, there is someone in the GSRD community who purchases your goods or supports your industry or trade, which means they in turn will support you and your business. Everyone wins!

HIGHLIGHTS...

FLAG RAISING



VIGIL



RALLY

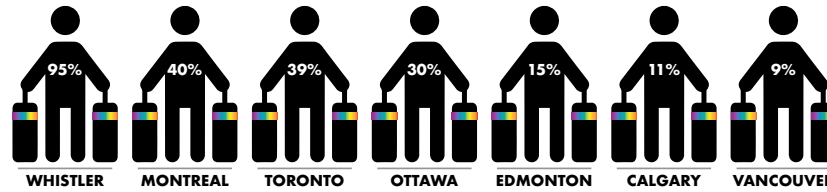


PARADE



FESTIVAL AT THE FORKS





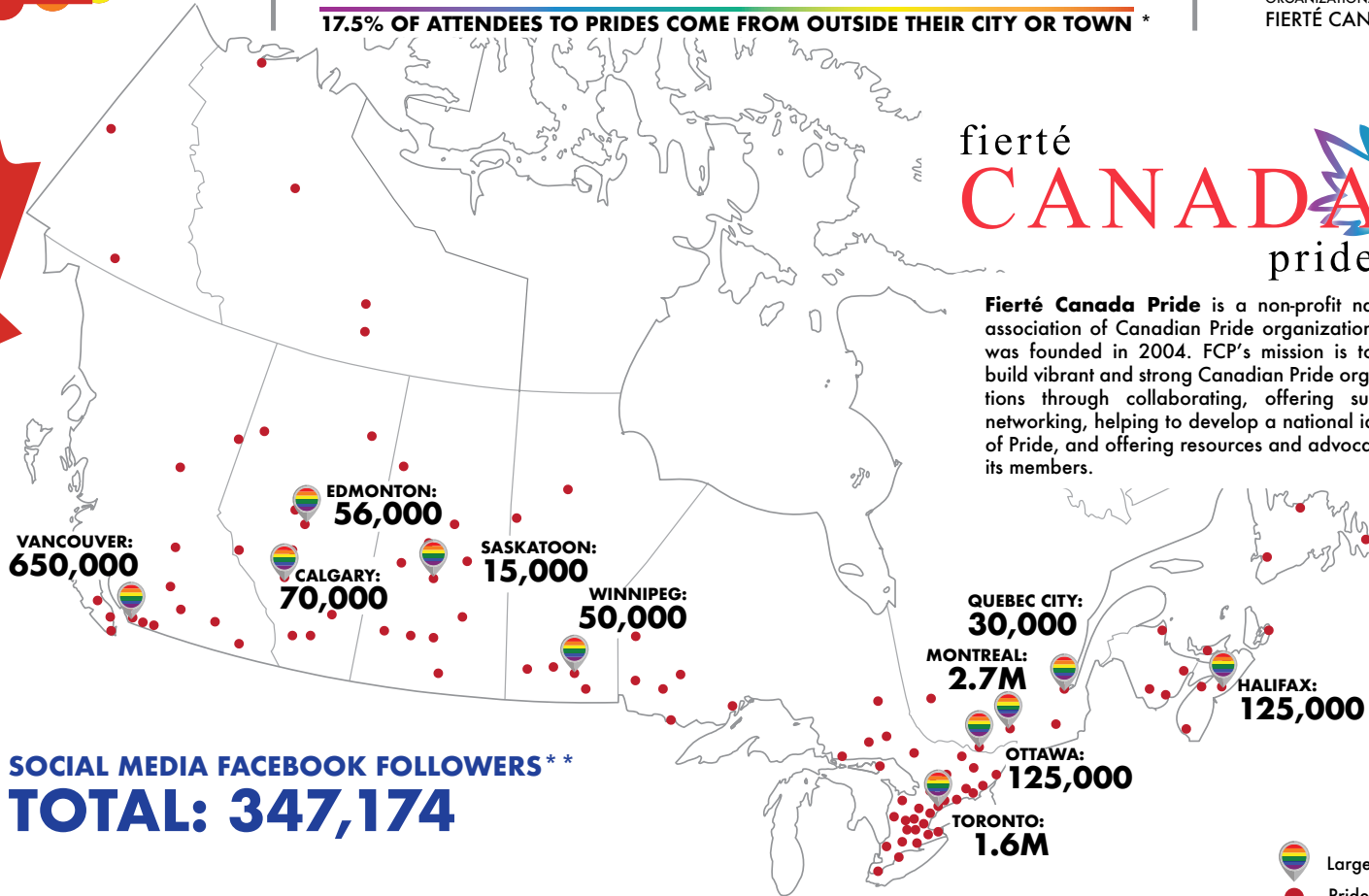
17.5% OF ATTENDEES TO PRIDES COME FROM OUTSIDE THEIR CITY OR TOWN *

70
ORGANIZATIONAL MEMBERS OF FIERTÉ CANADA PRIDE**

TOTAL # OF PRIDES
125

TOP 5 SOCIAL MEDIA FOLLOWING

MONTREAL	80,680
TORONTO	72,904
VANCOUVER	11,509
WINNIPEG	10,952
HALIFAX	10,297



Fierté Canada Pride is a non-profit national association of Canadian Pride organizations that was founded in 2004. FCP's mission is to help build vibrant and strong Canadian Pride organizations through collaborating, offering support, networking, helping to develop a national identity of Pride, and offering resources and advocacy for its members.

- Larger attended events
- Pride Events
- * 2017 Statistics
- ** 2018 Statistics

6,500,000
CANADIANS ATTENDED PRIDE EVENTS*



OUR STATS

RESULTS FROM 2019

☀️ OVER 40,000 ATTENDEES

☀️ 73K WEBSITE SESSIONS

☀️ 11.8K FACEBOOK LIKES

☀️ 5.6K INSTAGRAM FOLLOWERS



PARTNERSHIP BENEFITS



SPONSOR LOUNGE PASSES

The Sponsor Lounge is our premier area at the Festival at the Forks and will be inside the Forks Hotel. Passes quantities depend on the sponsorship commitment and will be available for pickup at the festival.



LOGO ON PUBLICATIONS

Logo on publications includes: website (www.pridewinnipeg.com/sponsors), festival signage, "Thank You Sponsors Page" in Pride Guide and end-of-year reports.



PRIDE FLOAT

Joining in the Pride Parade is one of the best ways to celebrate and Show your Pride. By being in the parade you will be able to promote your organization as friendly and inclusive, all while joining the party!



EXHIBITION BOOTH

Free exhibitor booth consists of a 10x10 area at The Forks Festival. Booth includes tables, chair and tent. (Limited space)



PRIDE GUIDE ADS

DIAMOND: Full page \$1,350 value

PLATINUM: Half page ad. \$750 value

GOLD: Third page ad. \$500 value

SILVER: Quarter page ad. \$350 value

BRONZE: Sixth page ad. \$250 value

*advertising specs will be sent to you once sponsorship agreements are finalized.



DIGITAL ADS

Spread awareness with a free advertising placement on www.pridewinnipeg.com and on the official pride winnipeg mobile app.

(launching in August 2020) \$600 value



COMMUNITY FEATURE

The Community Feature will consist of an article highlighting your company's/organization's involvement with the GSRD community. This article will be highlighted on our website and on our social media channels.

CUSTOM PARTNERSHIPS

You have an idea? Looking for customized brand activation? Let's be creative together!
Contact us to develop a marketing plan that will get results and achieve your goals.



IN-KIND DONATIONS

All in-kind product and service donations will be valued at 100% cash value.



VOLUNTEER HOURS

Support us by providing volunteers! We will value every hour of volunteer service at a \$20 cash value.



MEDIA SPONSORS

To be classified as a media sponsor a minimum offering of \$10,000 in either cash or in-kind (or combination) must be provided. All media sponsors will receive ten Sponsor Lounge passes, logo on publications, a full page ad in the Pride Guide, a community feature a free entry in the Pride Parade, free website banner ad.

PRIDE 2020 PRICING

Pride 2020 includes all the same great features and programming as last year, including the official Pride Winnipeg events: the flag raising, vigil, rally, parade and festival at the Forks.

BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
SPONSOR LOUNGE PASSES	12	10	8	6	4	2
LOGO ON PUBLICATIONS	•	•	•	•	•	•
PRIDE GUIDE AD	full page	1/2 page	1/3 page	1/4 page	1/6 page	
COMMUNITY FEATURE	•	•	•	•	•	
PARADE FLOAT	•	•	•	•		
EXHIBITION BOOTH	•	•	•			
DIGITAL ADS	•	•	•			
COST	\$17,000+	\$12,500+	\$7,500+	\$2,500+	\$1,000+	\$500+

CANADA VILLAGE PRICING

Canada Village is a new feature for 2020 Fierté Canada Pride! It features it's own set of programming, entertainment and a seperate area from the regular Pride Winnipeg features.

BENEFITS	DIAMOND	GOLD	SILVER	BRONZE
SPONSOR LOUNGE PASSES	10	8	6	4
LOGO ON PUBLICATIONS	•	•	•	•
COMMUNITY FEATURE	•	•	•	
DIGITAL ADS	•	•		
EXHIBITION BOOTH	•			
COST	\$10,000+	5,000+	\$2,500+	\$1,000+

HUMAN RIGHTS CONFERENCE PRICING

As part of the 2020 Canada Pride we are excited to bring a two and a half day conference to Winnipeg. As part of the conference, attendees will attend a variety of workshops and activities to connect and learn about human rights across the globe.

BENEFITS	PRESENTING PARTNER	GOLD	SILVER	BRONZE
LOGO ON CONFERENCE GUIDE COVER	•			
SPEAKING OPPORTUNITY AT WELCOME RECEPTION	•			
PRESENTING SPONSOR OF A CONFERENCE MEAL	•			
LOGO ON ALL CONFERENCE MATERIALS	•	•		
LOGO ON DIGITAL EVENT BANNERS	•	•		
OPPORTUNITY TO HOST A WORKSHOP	•	•		
COMMUNITY FEATURE	•	•		
BANNER PLACEMENT AT CONFERENCE VENUE	•	•	•	
URL LISTING ON CONFERENCE WEBPAGE	•	•	•	
PROMOTION TABLE AT CONFERENCE VENUE	•	•	•	
OPPORTUNITY TO PLACE PROMOTION ITEMS IN DELEGATE BAGS	•	•	•	
PRESENTING SPONSOR OF COFFEE BREAK	•	•		
CONFERENCE GUIDE AD	PREMIUM	FULL PAGE	FULL PAGE	HALF PAGE
LOGO IN CONFERENCE GUIDE	•	•	•	•
MATERIALS SHARED AT PARTNERS TABLE	•	•	•	•
FREE CONFERENCE REGISTRATION	2	1		
FREE ACCESS TO CONFERENCE BUSINESS FUNCTIONS	4	3	2	1
COST	\$10,000+	\$7,500+	\$5,000+	\$2,500+



CONTACT US

SPONSORSHIP TEAM

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www.pridewinnipeg.com