

MAY 24 - JUNE 2

2024 SPONSORSHIP PACKAGE  
**PRIDE WINNIPEG**



# 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.

- WHEN YOU SUPPORT US, WE SUPPORT YOU.
- 90,000+ attendees at the Pride Winnipeg Festival
- 55% of 2SLGBTQIA+ consumers will choose to do business with companies that are committed to the diversity/equal treatment of the 2SLGBTQIA+ community. (Community Marketing Inc. & Harris Interactive)
- 78% of 2SLGBTQIA+ adults and their friends, family and relatives would switch to brands that are known to be 2SLGBTQIA+ friendly. (Community Marketing Inc. & Harris Interactive)
- A diverse community ensures that no matter what your business, there is someone in the 2SLGBTQIA+ 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

## PARADE



## FESTIVAL AT THE FORKS



## FLAG RAISING



## VIGIL



## RALLY





# OUR STATS

RESULTS FROM 2023

☼ OVER 90,000 ATTENDEES

☼ 87K WEBSITE SESSIONS

☼ 13.6K FACEBOOK LIKES

☼ 13K 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](http://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 APP 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 and they will be due by April.



## DIGITAL ADS

Spread awareness with a free advertising placement on [www.pridewinnipeg.com](http://www.pridewinnipeg.com) and on the official pride winnipeg mobile app - \$600 value



## COMMUNITY FEATURE

The Community Feature will consist of an article highlighting your company's/organization's involvement with the 2SLGBTQIA+ 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 2024 PRICING

Pride 2024 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 APP AD	FULL PAGE	BANNER AD LEVEL 1 BUMP	BANNER AD LEVEL 2 BUMP	BANNER AD LEVEL 3 BUMP	BANNER AD LEVEL 4 BUMP	
COMMUNITY FEATURE	•	•	•	•	•	
PARADE FLOAT	•	•	•	•		
EXHIBITION BOOTH	•	•	•			
DIGITAL ADS	•	•	•			
COST	\$17,000+	\$12,500+	\$7,500+	\$2,500+	\$1,000+	\$500+

# COMMUNITY STAGE & COMMUNITY ZONE

The Community Stage, introduced at the 2022 Festival, is now a permanent expansion to the Pride Winnipeg Festival lineup. Featuring local 2SQTBIPOC (Two-Spirit, Queer, Transgender, Black, Indigenous and People of Colour) performers and entertainment, the Community Stage serves to highlight our diverse spectrum of homegrown talent and culture.

Community Zone is an low to no-cost opportunity for non-profit organizations that serve the 2SLGBTQ+ community to exhibit the services and support they provide. By sponsoring the Community Zone, you directly support the infrastructure required to provide these organizations space to reach out to festival attendees. These groups include a wide range of health and social services, sports and recreation, arts and culture, and more

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+



# PRIDE APP AD SIZES





# CONTACT US

## SPONSORSHIP TEAM

[sponsorship@pridewinnipeg.com](mailto:sponsorship@pridewinnipeg.com)

[www.pridewinnipeg.com](http://www.pridewinnipeg.com)