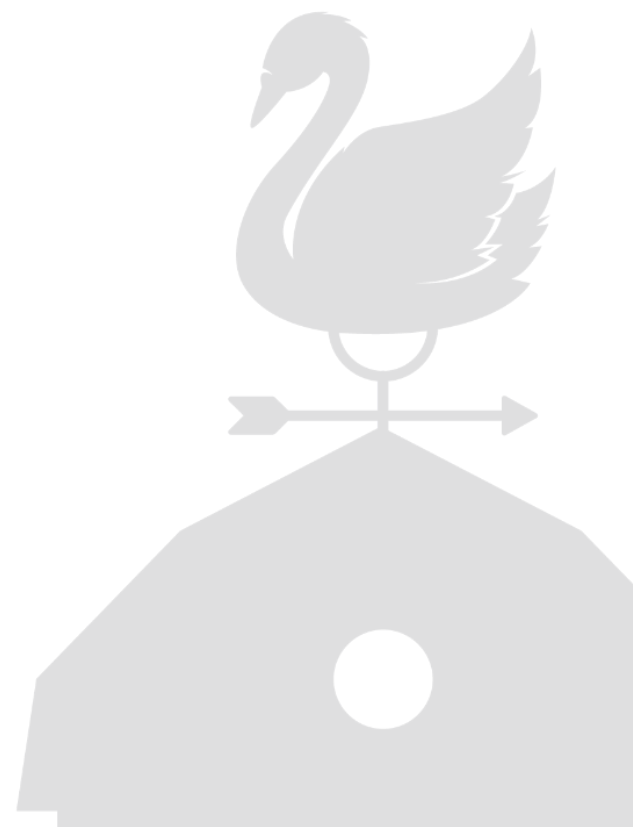


Stratford-Perth Pride

Sponsorship Package

Pride Month 2022



About Stratford-Perth Pride

Founded in 2017, Stratford-Perth Pride provides LGBTQ2S+ programming to make Perth County a more welcoming, accepting and inclusive community for gender and sexually diverse individuals. Our vision is to make Perth County a place where no matter who you love or how you identify, you will be safe, valued, equal and proud.

Over the years we've gone through several names including the 'LGBTQ+ Friends and Allies of Perth County' and 'Infinite Pride Stratford' and in June 2021 we launched our new name (Stratford-Perth Pride) with a new logo, brand and website. In Spring 2022, Stratford-Perth Pride is excited to announce that we are now an incorporated non-profit (OCN 1000116545).

Stratford-Perth Pride is proud to be part of the national and international communities of LGBTQ2S+ organizations. Our membership includes that of Fierté Canada Pride, The Enchanté Network, InterPride and RainbowConnect.ca.

Stratford-Perth Pride is privileged to provide events and programming on the traditional territory of the Anishinaabe, Haudenosaunee, and Ojibway Peoples - a territory covered by the Upper Canada Treaties.

As settlers on Indigenous land, we must remain mindful of the agreements that have been made – and broken – with Indigenous Peoples. Stratford-Perth Pride strives to respect this land and continuously works towards true reconciliation through peace and friendship with all who call it home – including Two-Spirit, Indigiqueer, and LGBTQ+ Indigenous Peoples.

Our Team

Stratford-Perth Pride is led by a dedicated team of a volunteer board of directors who use their skills, expertise and lived experience to achieve our mission, vision and values.

AJ Adams
(he/him)
President/Chair

Éric Charbonneau
(he/him)
Board Member

Jessica Leney
(she/her)
Board Member

Meaghen Brideau
(she/her)
Co-Treasurer

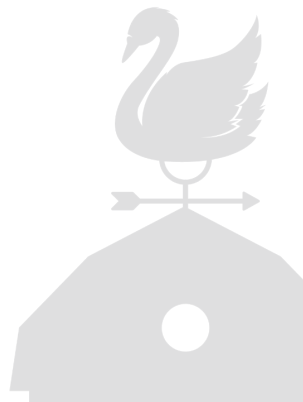
Melissa Marcelissen
(she/her)
Co-Treasurer

Patty Brine
(she/her)
Secretary

Robin Awcock
(she/her)
Board Member

Tong Zhou
(he/him)
Board Member

**We're always looking for more folks to join our board.
Learn more at stratfordperthpride.com/join-our-board**



Pride Month 2022

After a long hiatus due to the COVID-19 pandemic, Stratford-Perth Pride is thrilled to bring Pride Month programming back to Perth County for June 2022.

We're planning on holding the following programming and events as part of our Pride Month offerings (not all details are confirmed and are subject to change):

- Stratford Pride March (Parade)
- Stratford Pride Concert (following the march)
- St. Marys Downtown Banner Ceremony
- St. Marys Pride Day
- Business Decorating Contest
- Queer on Screen Movie Night

Learn more about each event above and other community-run events at stratfordperthpride.ca/pridemonth

The above events cost funds and as a volunteer organization your support is needed to ensure we're making every community of Perth County a welcoming and inclusive place for all LGBTQ2S+ individuals.

Sponsorship Opportunities

The following list (next page) is our sponsorship opportunities for Pride Month 2022. Any sponsorship funds that are not used during June 2022 will be used for other programs and events in 2022 with the sponsor still receiving the allocated perks to their sponsorship. In-kind sponsorship benefits equate to the value of the services/product provided.

If you're interested in sponsoring an event and you are looking for recognition/perks outside of the below, let's chat to customize your partnership with Stratford-Perth Pride.

Please note that at this time Stratford-Perth Pride is unable to issue charitable tax receipts. We hope to obtain registered charity status in the future.



2022 Sponsorship Levels

Level	Amount	Website Placement	Social Media	Press Release	Poster(s)	Sponsor Events	Speaking Engagement
Title*	\$750+	Extra Large Logo with Website Link <i>(Jun 2022 - May 2023)</i>	Sponsor of the Week Posts** <i>(Jun 2022 - Dec 2022)</i>	Official press release & blog post	Extra Large Logo with specific logo placement	Signage, banners, etc at Pride events.	Sponsor to speak at title event OR online video shared to social media.
Platinum	\$500-\$749	Large Logo with Website Link <i>(Jun 2022 - May 2023)</i>	Sponsor of the Week Posts** <i>(Jun 2022 - Dec 2022)</i>	Official press release & blog post	Large Logo	Signage, banners, etc at Pride events.	
Gold	\$250 - \$499	Medium Logo with Website Link <i>(Jun 2022 - May 2023)</i>	Sponsor of the Week Posts** <i>(Jun 2022 - Sep 2022)</i>		Medium Logo	Signage, banners, etc at Pride events.	
Silver	\$100 - \$249	Small Logo with Website Link <i>(Jun 2022 - May 2023)</i>	Logo included in sponsorship thanking posts <i>(Jun 2022 - Jul 2022)</i>		Small Logo		
Bronze	\$1 - \$99	Written Name with Website Link <i>(Jun 2022 - May 2023)</i>	Written name included in sponsorship thanking posts <i>(Jun 2022 -Jul 2022)</i>		Written Name		

* Sponsor can choose to be the title sponsor for the event of their choice. Example: First come first serve.

**Individual posts on Stratford-Perth Pride's social media channels. Minimum of two posts during June and then monthly.

Promotion Reach of your Sponsorship

As of April 12, 2022 Stratford-Perth Pride can reach the following amount of people through our digital marketing.

Facebook	Twitter	Instagram	Website
626 Followers	180 Followers	910 Followers	1,000+ monthly views

Next Steps

If you're interested in sponsoring Pride Month 2022 please contact AJ Adams (he/him) president of Stratford-Perth Pride at stratfordperthpride@gmail.com or 519-572-0381 (cell phone).

Connect With Us!

Website: stratfordperthpride.com
Twitter: @StratPerthPride
Instagram: @StratfordPerthPride
Facebook: @StratfordPerthPride

Stratford-Perth Pride
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