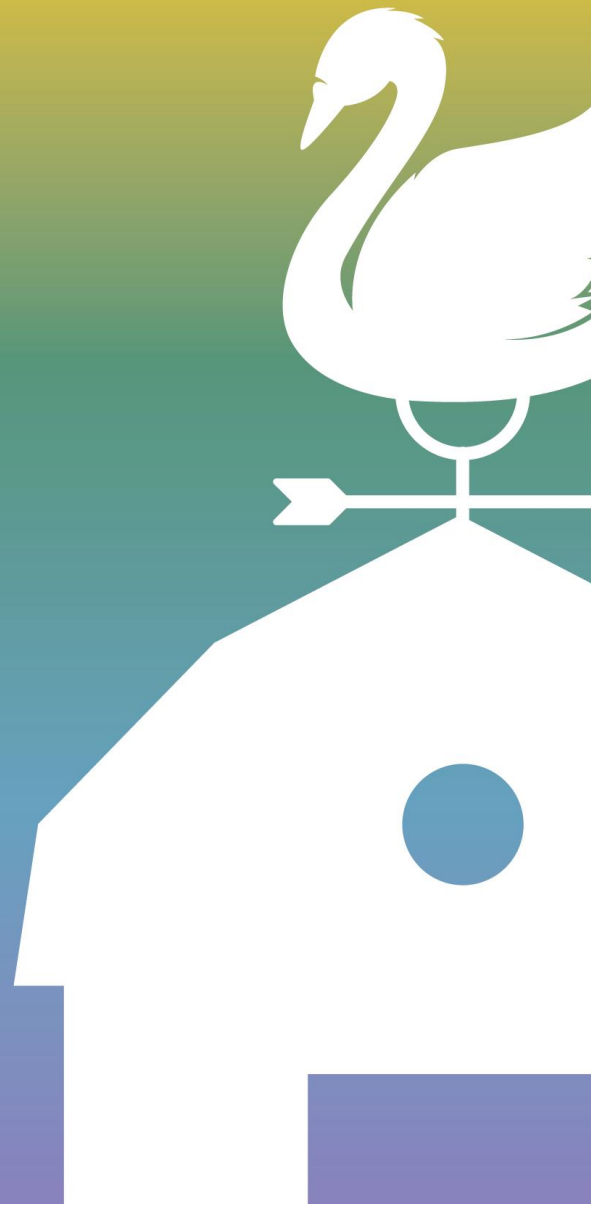


Stratford-Perth Pride

Sponsorship Package

Pride Month 2023



About Stratford-Perth Pride

Founded in 2017, Stratford-Perth Pride provides 2SLGBTQIA + programming to make Perth County a more welcoming, accepting and inclusive community for gender and sexually diverse individuals. Our vision is to make Stratford, St. Marys, 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 2SLGBTQIA+ 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 Treaty 29 territory, the traditional territory of the Haudenosaunee/Peoples of the Longhouse and the Anishinaabe.

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 LGBTQI+ 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

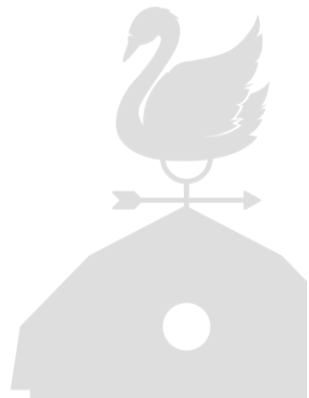
Melissa Marcelissen
(she/her)
Co-Treasurer

Patty Brine
(she/her)
Secretary

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 2023

Stratford-Perth Pride is thrilled to offer a bigger and better Pride Month in Perth County for 2023.

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):

Signature Events

- **Stratford Pride Day** – Sunday, June 4, 2023
 - Perth County Pride March (Parade)
 - Stratford Pride in the Park (following the march)
- **St. Marys Pride Day** - Sunday, June 11, 2023
Co-organized with [St. Marys Pride](#)
 - Drag Storytime

Community Events

- Pride Flag raisings
- Business Decorating Contest
- Trans/Gender-Diverse Clothing Swap and Drop-In Café
- Education Events and Workshops
- Vendor Market

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

The above events cost funds and as a volunteer organization your support is needed to ensure we're making every community in Perth County a welcoming and inclusive place for all 2SLGBTQIA+ individuals.

Sponsorship Opportunities

The following list (next pages) is our sponsorship opportunities for Pride Month 2023. Any sponsorship funds that are not used during June 2023 will be used for other programs and events in 2023 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 currently Stratford-Perth Pride is unable to issue charitable tax receipts. We hope to obtain registered charity status in the near future.



Title Sponsor Opportunities - for Stratford Pride in the Park

Stratford Pride in the Park – an event for Stratford Pride Day on June 4, 2023 – has three title sponsor opportunities for organizations who are able to provide an extra level contribution to Pride Month activities. Contact Stratford-Perth Pride to customize your sponsorship benefits if you are looking for other items in return for your support.

Opportunity	Amount	Featured Social Media Posts*	Event Signage	Free Vendor Booth	Title Logo Placement on Posters	Press Release	Speaking Engagement
Pride Stage “The <Company Name> Pride Stage”	\$2,000	Yes	Yes – Large Custom-Made Signage	1 Free 10x10 booth at Stratford <u>and</u> St. Marys Event	Extra Large Logo	Yes	Yes – speaking at choice of <i>Stratford Pride in the Park</i> or <i>St. Marys Pride Day</i> OR digital video for social media
The Kids’ Zone “The <Company Name> Kids’ Zone”	\$1,500	Yes	Yes – Medium Custom-Made Signage	1 Free 10x10 booth at Stratford <u>or</u> St. Marys Event	Extra Large Logo	Yes	No
Ally Alley “Ally Alley presented by <Company Name>” (Non-profit vendors area)	\$1,500	Yes	Yes – Medium Custom-Made Signage	1 Free 10x10 booth at Stratford <u>or</u> St. Marys Event	Extra Large Logo	Yes	No

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

2023 Sponsorship Levels

Level	Amount	Website Logo	Social Media	Posters & Print Materials	Event Signage	Press Release	Vendor Booth	Speaking Engagement
Platinum	\$750-\$999	<u>Extra Large</u> Logo with Link <i>(June 2023 - May 2024)</i>	Featured Sponsor Posts <i>(Jun 2022 - Dec 2023)</i>	<u>Extra Large</u> Logo with specific logo placement	Display of sponsor's banners + logo included in sponsor event banner(s)	Official press release & blog post	1 Free 10x10 booth at Stratford or St. Marys Event	
Gold	\$500-\$749	<u>Large</u> Logo with Link <i>(June 2023 - May 2024)</i>	Featured Sponsor Posts <i>(Jun 2023 - Dec 2022)</i>	<u>Large</u> Logo	Large logo included in sponsor event banner(s)	Official press release & blog post		
Silver	\$250 - \$499	<u>Medium</u> Logo with Link <i>(June 2023 - May 2024)</i>	Featured Sponsor Posts <i>(Jun 2022 - Sep 2022)</i>	<u>Medium</u> Logo	Medium logo included in sponsor event banner(s)			
Bronze	\$100 - \$249	<u>Small</u> Logo with Link <i>(June 2023 - May 2024)</i>	Logo included in sponsorship thanking posts <i>(Jun 2023 - Jul 2023)</i>	<u>Small</u> Logo				
Copper	\$1 - \$99	<u>Written Name</u> with Link <i>(June 2023 - May 2024)</i>	Written name included in sponsorship thanking posts <i>(Jun 2023 - Jul 2023)</i>	<u>Written</u> Name				

Additional at-even sponsor recognition for all levels will occur. Sponsors will be made aware of any use of their logo(s) and/or name(s).

Stratford-Perth Pride is happy to discuss customizing your sponsorship experience and would love to discuss multi-year commitments of sponsorship if that's more in-line with your organization's community support efforts.

Who Will You Reach with Your Sponsorship

Stratford-Perth Pride has a large and engaged following both on- and offline. Stratford-Perth Pride’s team will work to the best of their ability to ensure your generosity is seen by all. Stratford-Perth Pride is a growing organization with direct connections in Perth County’s arts & culture, social services, education, healthcare, business and tourism communities – to name a few. Your support of Stratford-Perth Pride will not only reach 2SLGBTQIA+ people in Perth County but the entire population.

As of March 2023, Stratford-Perth Pride can reach the following amount of people through our digital marketing efforts. It’s important to note that between May and July our digital marketing reach significantly increases.

Facebook	Twitter	Instagram	Website
10,000+ monthly reach	6,000+ impressions monthly	10,000+ monthly impressions	2,000+ monthly views

Other Ways to Get Involved

Volunteer with us

Stratford-Perth Pride’s events and programming is only possible thanks to the hard work of volunteers. Consider having a company volunteer outing by helping with the various tasks required to hold our events.

Be a Vendor

Stratford Pride in the Park (June 4) and St. Marys Pride Day (June 11) both have vendor opportunities for a small fee or free for community organizations and non-profits. This is a great way to reach Perth County’s 2SLGBTQIA+ population. Go to stratfordperthpride.com/pridemonth to learn about being a vendor.

March with Us

Stratford Pride Day (June 4) will begin with the Perth County Pride March which will begin at the Tom Patterson Theatre and end in Upper Queen’s Park for Stratford Pride in the Park. Bring your staff, coworkers, family and friends and march with Stratford-Perth Pride.

Next Steps

If you're interested in sponsoring Pride Month 2023, 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

C/O United Way Perth-Huron

32 Erie Street, Stratford, ON

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