



Stratford-Perth

PRIDE FESTIVAL

Sponsorship Package
2024



Introduction

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, and Perth County a place where no matter who you love or how you identify, you will be safe, valued, equal, and proud.

Stratford-Perth Pride is proud to be part of the national and international communities of 2SLGBTQIA+ organizations. Our membership includes that of The Enchanté Network, 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 LGBTQIA+ Indigenous Peoples.

Stratford-Perth Pride is an incorporated non-profit (OCN 1000116545).

Our Board

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.

<p>Éric Charbonneau (he/him) Board Member</p>	<p>Jessica Leney (she/her) Board Member</p>	<p>Meaghen Brideau (she/her) Treasurer</p>
<p>Melissa Marcelissen (she/they) President</p>	<p>Patty Brine (she/her) Secretary</p>	<p>Tong Zhou (he/him) Board Member</p>

In Alphabetical Order By First Name

2024 Pride Festival Sponsorship Package

Stratford-Perth Pride is thrilled to offer an amazing Pride Festival in Perth County for 2024.

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

Signature Events

- Stratford Pride Day – Sunday, June 2, 2024
 - Perth County Pride March
 - Stratford Pride in the Park (following the Pride March)



Community Events throughout the year:

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

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.

2024 Sponsorship Opportunities

The following list is our sponsorship opportunities for Stratford-Perth Pride Festival 2024. Any sponsorship funds that are not used during June 2024 will be used for other programs and events in 2024 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 are 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.

Level	Amount	Web Logo	Social Media	Poster Logo*	Event Signage*	Press Release*	Vendor Booth
Over The Rainbow	"Over The Rainbow" Sponsorship Opportunities are Listed on the Next Page						
Platinum	\$1000-1499	Extra Large	Featured Post	Large	Sponsor's Logo on Poster at event	Yes	10x10 Booth (optional)
Gold	\$500-999	Large	Featured Post	Medium	Sponsor's Logo on Poster at event		
Silver	\$250-499	Medium	Featured Post	Small			
Bronze	\$100-249	Small	Logo Included In Thanking Posts (Post-Event)	Written Name			
Copper	\$1-99	Written Name	Name Included In Thanking Posts (Post-Event)				

*For sponsorships received by May 1st, 2024



2024 "Over The Rainbow" Sponsorship Opportunities

Stratford-Perth Pride Festival, and our Pride March on June 2, 2024, have four 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	Web & Social Media	Event Signage*	Vendor Booth	Title Logo On Posters*	Press Release*	Speaking Engagement
Pride Stage Sponsor "The <u>Company Name</u> Pride Stage"	\$3,000	Extra Large Logo on Website Featured Social Media Posts	Yes Large Custom Made Signage	1 Free 10x10 Booth at Stratford Pride Event	Extra Large Logo	Yes	Yes Stratford Pride In The Park or Digital Video for Social Media
Pride March Sponsor "The <u>Company Name</u> Pride March"	\$3,000	Extra Large Logo on Website Featured Social Media Posts	Yes Large Custom Made Signage	1 Free 10x10 Booth at Stratford Pride Event	Extra Large Logo	Yes	Yes Stratford Pride March or Digital Video for Social Media
The Kids' Zone "The <u>Company Name</u> Kids' Zone"	\$2,500	Extra Large Logo on Website Featured Social Media Posts	Yes Medium Custom Made Signage	1 Free 10x10 Booth at Stratford Pride Event	Extra Large Logo	Yes	No
Ally Alley "Ally Alley Presented By <u>Company Name</u> "	\$1,500	Extra Large Logo on Website Featured Social Media Posts	Yes Medium Custom Made Signage	1 Free 10x10 Booth at Stratford Pride Event	Extra Large Logo	Yes	No


*For sponsorships received by May 1st, 2024

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.

At present, 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.

 **10,000+ Monthly**

 **10,000+ Monthly**

 **1,500+ Monthly**



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-Perth Pride Festival on June 2nd 2024, has 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

Perth County Pride March kicks off the Stratford-Perth Pride Festival on June 2nd 2024, beginning at the Tom Patterson Theatre and end in Upper Queen's Park where everyone is welcome to join the festivities. Bring your staff, coworkers, family and friends and march with Stratford-Perth Pride.

Next Steps

If you're interested in sponsoring, volunteering or being a vendor during Pride Month 2024, please contact the Pride Festival 2024 Planning Team at pride.stratfordperthpride@gmail.com.

2024 - Stratford-Perth Pride Festival 2024 Planning Team:

- Laurie Facey - Chair
- Sarah MacArthur - Volunteering
- Marijke de Looze - Vendor Participation
- A.J. Ashley - Sponsorships & Donations
- Adam Snook - Event Poster & Design

Thank you for taking the time to review the contents of this sponsorship package. We look forward to working with you in 2024!

 stratfordperthpride.com

 [@StratfordPerthPride](https://www.facebook.com/StratfordPerthPride)

 [@StratfordPerthPride](https://www.instagram.com/StratfordPerthPride)

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