

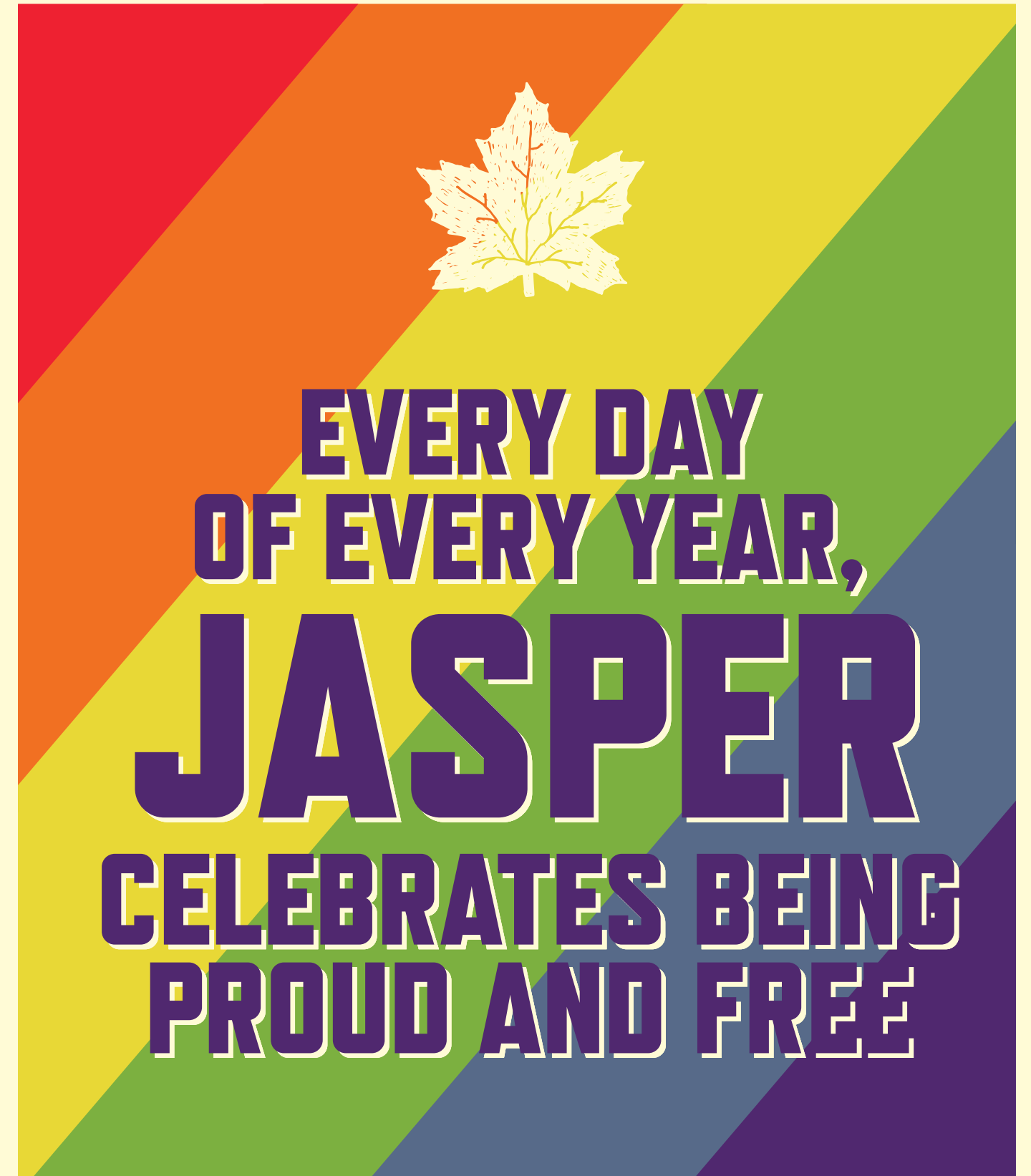
SPONSORSHIP LEVELS

***IMPORTANT:** Cash donations will count as double when designating the appropriate sponsorship level.

	CARIBOU	EAGLE	GRIZZLY BEAR	MOOSE	WOLF	COUGAR	MOUNTAIN GOAT	BIGHORN SHEEP	MARMOT	PIKA
VALUE	\$ TBN	\$TBN	\$10,000	\$7,500	\$5,000	\$2,000	\$1,000	\$500	\$250	\$100
ONLINE EXPOSURE										
Listing on sponsorship web page								✓	✓	✓
Listing on sponsorship web page + logo						✓	✓			
Listing on sponsorship web page + logo + hyperlink	✓	✓	✓	✓	✓					
Post on Facebook, Instagram, or Twitter	5x	4x	3x	2x	1x	1x	1x	1x	1x	
Logo placement on front page of website		✓	✓							
Title sponsor placement on front page of website	✓									
Certified partner of Jasper Pride (Minimum \$250 cash contribution)	✓	✓	\$250	\$250	\$250	\$250	\$250	\$250	\$250	
BRAND EXPOSURE										
JPFS official logo use for sponsor's purpose	✓	✓	✓	✓	✓	✓	✓	✓		
Company logo on screen during Pride Party	✓	✓	✓	✓	✓	✓				
Company logo on signature event posters	✓	largest	✓	✓	✓					
Company logo on festival posters	largest	✓	✓	✓						
Company logo on all paid print advertising	✓	✓	✓							
Company logo/name as part of festival logo	✓									
Company booth with sales opportunity in Pride House and selected events during festival	✓									
Company booth with sales opportunity at signature event		✓								
Logo on festival t-shirt	✓									
Title sponsor mention at all official speeches of co-chairs	✓									
FESTIVAL & EVENT BENEFITS										
Invitation to VIP reception	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary Pride Party passes	4	4	2	2	2	1	1			
Presentation material at Pride House	✓									
Presentation material at signature event		✓								
Jasper Pride Festival membership (non-voting)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
RECOGNITION IN PRIDE GUIDE										
Alphabetic listing on sponsor web page							✓	✓	✓	✓
Alphabetic listing on sponsor web page with logo	✓	✓	✓	✓	✓	✓				
1/4 page ad					✓					
1/2 page ad				✓						
Full page ad			✓							
Full page ad - inside back cover		✓								
Full page ad - outside back cover	✓									

ADDITIONAL ADS IN PRIDE GUIDE

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE	FULL PAGE - INSIDE COVER
\$150	\$300	\$600	\$1000	\$1500



2018 SPONSORSHIP PACKAGE

CONTACT JORDAN TUCKER FOR SPONSORSHIP OPPORTUNITIES | CONTACT@JASPERPRIDE.CA



JASPER PRIDE FESTIVAL

SPONSORSHIP PACKAGE | April 19-22, 2018



WHO WE ARE

The Jasper Pride Festival Society (JPFS) is very proud to host the ninth annual Pride Festival in Jasper National Park. Nestled in the world famous Canadian Rockies and UNESCO World Heritage Site, our non-profit festival welcomes all LGBTQA2+ visitors and members of the community to participate in an exciting four day, winter-inspired extravaganza!

In 2017, the Jasper Pride Festival played host to over 25 events of which many were sold out. Over the course of nine years, the festival has grown from just a few dozen to nearly 1,000 participants making it the third largest pride celebration in Alberta just behind Edmonton and Calgary. This would not have been possible without the generosity of our 80 local, regional and national sponsors who participated in last year's festival.

In addition to active participants, our festival reaches and engages an LGBTQA2+ audience of several thousand through strategic marketing, social media and word of mouth. Geographically, our core visitation comes from Edmonton, Calgary, Prince George, Grande Prairie, Grande Cache, Fort McMurray, Saskatchewan, Vancouver, and Toronto. We have also enjoyed many visitors who've come in from around the world. We are thrilled to say our visitors are indeed loyal. Our 2017 post-survey says 88% of guests enjoyed the festival and 82% said they will return for 2018.

LGBTQA2+ TRAVEL MARKET FACTS (SOURCE: TRAVEL GAY CANADA)

Canadian LGBTQA2+ travellers spend \$8.5 billion/yr on travel. 49% [\$4.2 billion/yr] is spent travelling within Canada. LGBTQA2+ invests nearly twice as much on travel than others. LGBTQA2+ travellers go on 5 trips/yr on average. LGBTQA2+ travellers are loyal and will return if experience was good.



JASPER PRIDE FESTIVAL

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JASPER PRIDE: PROUD AND FREE

To expand on the LGBTQA2+ visitation, Tourism Jasper is working on new campaigns to promote Jasper as a year round, inclusive destination. Every day of every year, Jasper celebrates being Proud & Free. Jasper Pride is so much more than a festival. It's a feeling. An atmosphere. A shared understanding that everyone is welcome exactly as they are.

The Pride Party is our signature theme night which will be held in the Jasper Activity Centre, Jasper's largest venue. As we have experienced a sold-out event the last two years, we look forward to increasing capacity up to 1,000 guests on April 21, 2018. This year's theme will be announced in December.

We will continue to work with high quality entertainment during the four days that represents a celebration of LGBTQA2+ communities. Festival artists will be Jasper locals, Albertans and some will visit us from across Canada as well. Guests will enjoy skiing and snowboarding at Marmot Basin along with new activities that are available in April including a lift on the Jasper Sky Tram, motorcycle & wildlife tours, guided hiking and biking!

Our friends at Jasper's Gay-Straight-Alliance will be participating and there will be Family Pride gatherings for everyone to enjoy. Throughout the festival we will host a Pride House, an LGBTQA2+ friendly hub where guests can connect and socialize, enjoy a cup of coffee, receive town and festival information and purchase event tickets and merchandise.

Our goal is to continue to add investors in this long-term sustainable festival. Jasper Pride has the potential to open doors to exclusive, high-quality events and entertainment that may otherwise not be experienced. Sponsorship is instrumental in moulding the vision for 2018. It will allow the JPFS to continue showcasing Jasper as a champion of inclusiveness and diversity. Jasper is a proven leader in LGBTQA2+ acceptance throughout Alberta and across Canada.

JASPER PRIDE VISITOR FACTS (SOURCE: JASPER PRIDE POST-EVENT SURVEY)

Economic impact in Jasper for 2016 Pride Festival was \$300,000. 32% of participants spent up to \$1000 during their stay. 50% of participants spend between \$100-\$200/night on accommodations. 37% of participants stayed at least 3 nights in Jasper.

WHO'S TALKING ABOUT US?

Jasper Pride Festival Society's traditional and social media reach will grant you exposure far beyond Jasper. We lean into many LGBTQA2+ communities throughout Alberta, across Canada and into international markets.

Our media partners include mainstream outlets: CTV, 104.9 Virgin Radio and 100.3 The Bear FM, as well as alternative LGBTQA2+ specific publications. Recent travel media articles include:

- Top 13 Best Gay Ski Week's Worldwide (Couple of Men, Amsterdam)
- Gay Friendly Hotel: Fairmont Jasper Park Lodge (Couple of Men, Amsterdam)
- Gay Friendly Food: Coco's Café (Couple of Men, Amsterdam)
- Ice Pride: Maligne Canyon Ice Walk (Couple of Men, Amsterdam)
- Jasper Pride Festival: Our Highlights and Photos with Rainbow Ski Parade 2017 (Couple of Men, Amsterdam)
- Jasper Pride 2017 (Gay Calgary Magazine, Calgary)
- Jasper Pride prepares for fun-filled weekend (Homoculture, Vancouver)

Future publications as we near 2018 Festival by Barb Snelgrove:

- Huffington Post (target audience LGBTQA2+)
- Blogger: @megamouthmedia / LGBTQA2+ Social Media with a targeted LGBTQA2+ audience of approximately 100,000 followers, including international LGBTQA2+ media outlets, tourism, individuals, etc.
- Roundhouse Radio 98.3 (Vancouver): Guest Host and Promotions Director
- Reporter: Outtv (National) / Outlooktv (Vancouver local)

OUR PARTNERS

Strategic partnerships with key LGBTQA2+ and tourism organizations have offered our Jasper Pride Festival Society local, national and international reach.

- TOURISM JASPER
- TRAVEL GAY CANADA
- INTERNATIONAL GAY AND LESBIAN TOURISM ASSOCIATION
- EDMONTON PRIDE FESTIVAL SOCIETY
- FRUIT LOOP
- CALGARY PRIDE
- FAIRY TALES PRESENTATION SOCIETY
- OUTJASPER