We are preparing for the largest Pride Season Vancouver has ever seen as host city for Canada Pride 2024! With the support of our corporate sponsors, this is set to be an unforgettable celebration of the 2SLGBTQAI+ communities across the region and the country.

Vancouver Pride Society is elevating the entire experience with enhanced programming, more pop-up events and a Human Rights Conference. This is a unique opportunity for our sponsors to show national support and visibly demonstrate your commitment to uplifting 2SLGBTQAI+ communities.

Together, we can build creative campaigns that will have a meaningful and measurable impact experienced by thousands. With more than 20 festivals and affiliated events scheduled to take place during Pride month and our 10-day Pride week, we are excited to craft an exceptional experience for sponsors and event participants.

During Canada Pride 2024, the festival experience expands to encompass a diverse range of programming, including opening and closing ceremonies, a Human Rights Conference and online panel discussions, social media campaigns, partnered community events, city-wide activations, pop-up event venues, an engaging, interactive all-ages festival, lively block parties, all culminating with the biggest Pride Parade in Western Canada!
WHAT DOES IT MEAN TO ALIGN WITH PRIDE?

**INVEST**

Investing in Vancouver Pride Society means investing in the 2SLGBQTIA+ community.

VPS works with over 140 community partners, amplifying the impact of equity-focused work and human rights advocacy. Our community partners are committed to justice, equity, and advocacy for the 2SLGBQTIA+ community. Vancouver Pride has strong bonds with partners in industries including arts, health, sports, accessibility, and more, and reaches a diverse audience.

**EDUCATE**

At Vancouver Pride, we believe knowledge is not only powerful but fundamental.

Especially in ensuring safe and inclusive environments in all areas of life. We ensure resources, original content, story-telling, and history are free and accessible to those eager to learn and grow. Reciprocal learning workshops from VPS include The Learning Series, Queer History Panel, and for Canada Pride 2024, a Human Rights Conference.

**EMPOWER**

The Vancouver Pride Society Bursary Program supports QTBIPOC initiatives.

Providing funding to QTBIPOC artists and community organizations serving equity-deserving groups in the 2SLGBTQAI+ community. The aim is to empower and amplify underrepresented voices and promote equity.
Vancouver Pride Society recognizes the invaluable contribution of 2SLGBTQAI+ community organizations that work relentlessly to support members of our communities, to fight against the discrimination we face, and to advance our rights. VPS recognizes that many 2SLGBTQAI+ community groups remain underfunded and rely on passionate volunteers.

COMMUNITY & AFFILIATED EVENTS 2023

Afroqueer • Aging with Pride • Afterparty • Comedy Here Often? • Covenant House • Cmmngrnd • Drill Pride • Enby6 • Fitness is Such a Drag • Frontrunners Pride Run/Walk • Happyland • Jewish Queer Trans History Project • Level Up • Love Your Pride Youth BBQ • Normie Corp Afterparty • Posh Ball/VanVogue Jam • Queers&Beers • Theatre Under the Stars • The Haven • Trans March and Rally • Vancouver Black Library • Vancouver Dyke March & Festival • ViragoNation • Youth Pride (3 schools)

PRIDE BURSARY PROGRAM RECIPIENTS 2023

Art for Ace Week • Crystal Co • ENBY6 • GATEO • Jewish Queer Trans Vancouver • Lived Educate Transform Society (FKA Creating Accessible Neighbourhoods) • MangoSweet • Queer Tropical • School SOGI Clubs • Trans March and Rally • Vancouver March and Festival • Virago Nation Indigenous Arts Society
In 2023, Vancouver Pride had a total of **275,000** Attendees

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAST SIDE PRIDE</td>
<td>5000+</td>
</tr>
<tr>
<td>DAVIE STREET LOUNGE</td>
<td>3000+</td>
</tr>
<tr>
<td>PRIDEFEST SAT/SUN</td>
<td>70,000+</td>
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<tr>
<td>PRIDE PARADE</td>
<td>150,000+</td>
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</tbody>
</table>

**325 VOLUNTEERS**
Dedicating over 2400 hours in total this season.

**158 2SLGBQTAI+ Artists, Curators & Speakers**
93% QTBIPOC
96% Local & Canadian

**2024: PROJECTED ATTENDANCE**

- **Pride Festival Sat/Sun** - 125,000
- **Pride Parade** - 200,000
- **Canada Pride season** - 500,000+

*Pride Weekend also brought in an amount of $32+ Million in Direct Spending and 50,000+ Hotel Room nights*
**MARKETING HIGHLIGHTS - 2023**

**PRIDE SEASON (JUNE 1 TO AUG 15)**

- **Web Page Visits**: 251,000
- **Facebook Impressions**: 240,000
- **Twitter X Impressions**: 55,000
- **Instagram Impressions**: 735,000

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**Transit Shelter**

Official Pride week events are promoted through our transit shelter campaign. Sponsors who invest at Bronze or higher are included on this campaign as follows:

- **10 Poster Faces** - Metro Vancouver
- **20 Digital Faces** - Metro Vancouver
- **July 3 to Aug 7 2023: Total 36 days**
- **Average Daily Circulation**: 263,795
- **Total Campaign Circulation**: 6,975,865

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Vancouver Pride Magazine features exclusive content from VPS and showcases poetry, art and short stories by local 2SLGBTQAI+ creatives. The magazine format allows for larger ad inserts while maintaining strong editorial content, including a special section for the Human Rights conference. We distribute around **15,000 printed copies** to over 60 retail locations in the DT core and Commercial Drive, and the web version typically receives **5000+ impressions** in July/Aug. Sponsors receive a complimentary ad based on their investment.
Unite with us as we create a memorable and welcoming Pride for everyone!!

Access a world of benefits by sponsoring Vancouver Pride, including Enhanced Brand Awareness, Investing in the 2SLGBTQI+ Community, Parade Entry, Marketing to the 2SLGBTQAI+ Market, Vendor Placement, Corporate Social Responsibility, Sampling Opportunities, Fostering Positive Reputation, Social Media Campaigns, Showcasing Solidarity with Marginalized Groups, Volunteer Appreciation/Prizes, Education Opportunities, Networking & VIP Passes, and Employee Engagement.

2024 OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>$100,000 - $175,000</td>
</tr>
<tr>
<td>Gold Sponsorship</td>
<td>$80,000 - $90,000</td>
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<tr>
<td>Silver Sponsorship</td>
<td>$50,000 - $65,000</td>
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<tr>
<td>Bronze Sponsorship</td>
<td>$30,000 - $40,000</td>
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<tr>
<td>Rainbow Sponsorship</td>
<td>$8,000 - $18,000</td>
</tr>
<tr>
<td>Pride Patron</td>
<td>$1800 - $3800</td>
</tr>
</tbody>
</table>

Vancouver Pride is seeking sponsors aligned with our vision and values. Join us in crafting a tailored benefits package to authentically enhance your brand and meet your objectives. Contact our Sponsorships Team for details Partnerships@vancouverpride.ca
During Canada Pride 2024, the festival experience expands to encompass a diverse range of programming, including opening and closing ceremonies, a Human Rights Conference and panel discussions. We continue to consult with community stakeholders to develop the social dialogue for the two-day conference. Plans are being finalized with our host hotel/venue. And there are limited opportunities for sponsors during this event but here are some details on the Canada Pride HR Conference Tier One (Patron) and Tier Two (Advocate) plans, as well as the respective Event feature upgrades available for each tier at this event.

## CONFERENCE FEATURE UPGRADES

### TIER ONE UPGRADES
- Event sponsor - Human Rights panel LIVE (Sched TBA Aug 1 & 2)
- Speaker opportunity or delegate welcome (Sched TBA Aug 1 or 2)
- Event sponsor - Queer History Panel
- Event sponsor - Learning Series Panel
- Delegate kit sponsor (Presenting + 1 additional sponsor)

### TIER TWO UPGRADES
- Coffee Break sponsor Human Rights panel (Aug 1 or 2)
- Lunch Break sponsor Human Rights panel (Aug 1 or 2)
- Canada Pride Lounge sponsor and/or liquor sampling (Aug 1 or 2)
- Conference ad: 5’ silent ad or animated logo played between breaks
- Really Gay Walking Tour (Forbidden Tours - groups of 25 @ $29 p/p = $725+/-)

## PATRON
**$30,000**
- Conference pkg: 20 delegate passes
- Hotel pkg: Access to host hotel accommodation discount
- Conference ad: 10 sec message played or animated logo after break.
- Event signage - multi partner: logo on pop up banner stands
- Delegate kit: Gift item or coupon insert (250 - 400 items)
- Event feature upgrade from Tier 1 event list - mutually agreed upon

## ADVOCATE
**$8000-$18,000**
- Conference pkg: 6-10 delegate passes
- Hotel pkg: Access to host hotel accommodation discount
- Social channels: TBA based on event feature
- Pride Mag Conference insert: logo on patron page + logo on event page (based on your investment) 20% discount on any ad size
- Event signage - multi partner: logo on pop up banner stands
- Delegate kit: Gift item or coupon insert (250 - 400 items)
- Event feature upgrade from Tier 1 event list - mutually agreed upon
**PLATINUM**

$100,000-$175,000

- **Parade & Festival**: 1 entry with E/V, 200 marchers and preferred placement. 10x30 activation + event signage (2 days). Option to upgrade based on your event plan.
- **Sampling Opportunities**: at your booth and/or with a roaming team during the 2-day Pride Festival (Option for liquor or cannabis sampling in 19+ area based on approval/permit).
- **Web**: Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio. Blog story (Pre-season JUNE based on approval), + LeaderBoard web ad (728x90 px high)
- **Print Presence**: Half-page ad in Pride Mag + Sponsor page logo. Logo bar in the transit shelter campaign.
- **Newsletter & Poster Recognition**: Logo footer + feature story on approval. Logo footer on event posters and cards.
- **Exclusivity & VIP Access**: Exclusive rights in your brand category and 10 VIP tickets (PrideFest SAT+SUN - Parade Viewing - Pride Pass - Granville Island Lounge)
- **Social Media Campaign**: Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/ announcements across channels.
- **Upgrade from the Tier 1 list, subject to mutual agreement.**

**GOLD**

$80,000-$90,000

- **Parade & Festival**: 1 entry with E/V, 150 marchers. 10x20 activation + event signage (2 days). Option to upgrade based on your event plan.
- **Sampling Opportunities**: at your booth and/or with a roaming team during 2-day Pride Festival (Option for liquor or cannabis sampling in 19+ area based on approval/permit).
- **Web**: Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio. Blog story based on approval + LeaderBoard web ad (728x90 px high)
- **Print Presence**: Half-page ad in Pride Mag + Sponsor page logo. Logo bar in transit shelter campaign.
- **Newsletter & Poster Recognition**: Logo footer + feature story on approval. Logo footer on event posters and cards.
- **VIP Access**: 8 VIP tickets (PrideFest SAT+SUN - Parade Viewing - Pride Pass - Granville Island Lounge)
- **Social Media Campaign**: Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/ announcements across channels.
- **Upgrade from Tier 1 list, subject to mutual agreement.**
**PARTNERSHIPS AT A GLANCE**

### SILVER

- **$50,000-$65,000**
- **Parade & Festival**: 1 entry with E/V +100 marchers. 10x10 activation + event signage (2 days). OPTION to upgrade to a larger footprint based on your event plan.
- **Sampling Opportunities**: at your booth and/or with a roaming sampling team during the 2-day Pride Festival.
- **Web**: Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio + LeaderBoard web ad (728x90 px high)
- **Print Presence**: Quarter-page ad in Pride Mag + Sponsor page logo. Logo bar in transit shelter campaign.
- **Volunteer appreciation**: 50-100 mutually agreed-on gift items
- **VIP Access**: 6 VIP tickets (PrideFest SAT - Parade Viewing - Pride Pass - Granville Island Lounge)
- **Social Media Campaign**: Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/announcements across channels.
- **Upgrade from the Tier 2 list, subject to mutual agreement.**

### BRONZE

- **$30,000-$40,000**
- **Parade & Festival**: 50 marchers. 10x10 booth + event signage (Sun, or upgrade to 2 days Sat/Sun)
- **Sampling Opportunities**: at your booth and/or with a roaming team during 2-day Pride Festival
- **Web**: Homepage Logo bar + Sponsor page Logo w/ hyperlink & corporate bio.
- **Print Presence**: Quarter-page ad in Pride Mag + Sponsor page logo. Logo bar in transit shelter campaign.
- **Volunteer appreciation**: 50-100 mutually agreed-on gift items
- **VIP Access**: 4 VIP tickets (PrideFest SAT - Parade Viewing - Pride Pass)
- **Social Media Campaign**: Client-supplied content 1 pre-season post (June) + 1 core-season post (July/Aug), based on mutual agreement + VPS Event Season content: logo & text recognition on multiple season posts/announcements across channels.
- **Upgrade from Tier 2 list, subject to mutual agreement.**
PARTNERSHIPS
AT A GLANCE

TIER ONE UPGRADES
- Community Stage co-naming rights (Sat & Sun Aug 3 - 4)
- Accessibility sponsor: Parade & Festival (Sun Aug 4)
- Lounge naming rights: Davie Street (July 26 - 28 + Aug 2 - 4)
- Lounge name rights: Granville Island (Aug 2 - 4)
- Liquor sampling rights: GOLD+ ONLY PrideFest based on mutually agreed upon activation plan (Sat & Sun Aug 3 - 4)
- Event sponsor - Community affiliate event (TBA)
- Block Party @ Birdhouse
- Sampling rights at vendor booth or roaming sampling team (2 days x PrideFest NON alcoholic)
- Social Campaign: additional posts promoting your event feature

LED screen Advertising @ PrideFest:
- 10 sec ad spot no sound (incl w/ Platinum - Upgrade option w/ Gold)
- Animated logo/graphic (incl w/ Platinum/Gold)
- Logo flash (Included Platinum/Gold)

TIER TWO UPGRADES
- Parade water stations w/ branded tents & ambassadors
- Parade cheering station w/ emcee & ambassadors
- Parade: grand marshal vehicle showcase: 3 branded vehicles + drivers
- Product-Sampling rights: 1 day at Pride Gateway
- PrideFest: Quiet Craft Pavilion x 2 days (branded marquis tent)
- Event Feature: Pride Deliveries @ multiple TransLink/ West Coast stations
- Event Feature: Queer History Panel or Learning Series (TBA live + virtual)
- Vendor Booth - 1 extra event: East Side Pride or Block Party
- PrideFest Zone sponsor: sober zone - wellness zone or accessibility zone
- Social Campaign: additional posts promoting event feature

LED screen Advertising @ PrideFest:
- 10-sec ad spot (upgrade option Bronze/Silver) + logo flash (included Bronze/Silver).

RAINBOW
$8,000-$18,000
- Pride Parade: 25 marchers
- Web: Homepage Logo bar + sponsor page Logo w/ hyperlink & corp bio
- Social channels: TBA based on event feature
- Pride Magazine: logo on sponsor page + 20% discount on any ad size
- VIP tickets: 2 (Parade Viewing - PrideFest SAT - Pride Pass)
- Event feature upgrade from Tier 2 list - mutually agreed upon

PATRON
$1,800-$6,500
- Volunteer appreciation: Gift card or prize donation
- Web: Sponsor/Patron page Logo & corp bio - Blog Post
- Social channels: TBA
- Pride Magazine: Logo on Sponsor/Patron Page + 20% discount on any ad insert
- VIP tickets: 2-4 (Events + Parade Viewing, PrideFest Sat, Pride Pass, Granville Island Lounge)
- Event feature upgrade from Tier 2 list - mutually agreed upon

CAUSE CAMPAIGN
- Blog post - multiple businesses
- Newsletter post - multiple businesses
- Pride Mag - Cause campaign page
- 20% off on pride mag ad insert
- Donation payment before Aug 31
- CUT OFF MAY 15
East Side Pride @ Grandview Park
Saturday June 22: family-focused and all-ages one-day festival with live entertainment, food trucks and local vendors - highlighting local talent and goods. Limited sampling & vendor opportunities.

Davie Street Lounge (Davie & Bute Street)
Friday to Sunday (July 26 - 28 + Aug 2 - 4); programming in collaboration with marginalized, often overlooked, pillars of the community. Based on approval, corporate sponsors can showcase their brand while supporting community producers. Naming rights are available with a Silver or higher investment.

Pride Gateway @ Jim Deva Plaza (Davie & Bute Street)
Friday to Sunday (July 26 - 28 + Aug 2 - 4); this West End hub is a great place to engage with residents with pop-up performances and community booths throughout the day. Best for roaming brand ambassadors, small activations, or hosting art installations.

Pride Deliveries @ TBA (Skytrain Stn YT - DT + Westend)
Monday to Friday July 26 - 31; our street team brings Pride trivia to a different location each day. It’s a fun way to engage with crowds and everyone wins a prize from our sponsors.

Granville Island Lounge @ Ocean Arts
Friday - Sunday Aug 2 to 4: VPS hosts 3 nights of upbeat programming. Based on approval, corporate sponsors can showcase their brand and/or have title rights for this venue. Sampling rights are limited at this venue.
2024 EVENT
SEASON OVERVIEW

**Posh Ball @ TBA**
Vancouver’s biggest annual Kiki Vogue Ball welcomes International Ballroom legends. Showcasing local vogue talent and rivalries from the region in various categories competing for cash and Grand Prizes, as well as a thrilling afterparty.

**Terry Wallace Memorial Breakfast @ Davie & Bute**
Saturday Aug 3, the annual Pride Breakfast by Donation in memory of Terry Wallace, who funded the Pride Parade through Castle’s Pub 50/50 and pull-tab machines. This event is best for roaming brand ambassadors or small activations.

**Pride Parade @ West End to Yaletown**
Sunday Aug 4, the largest parade in western Canada takes over Vancouver in celebration of Canada Pride along with community groups nationwide. Nearly 200 entries will march through West End, Downtown, and Yaletown. Local and global drag performers will host stations along the route. Only EV vehicles, motorcycles, and scooters are permitted for the parade as part of our green initiative. **Water Stations & Accessibility**: viewing & service zones are at multiple locations along the route. **Branding opportunities** are available for sponsors who invest at Rainbow and above.

**Pride Festival @ Concord Pacific**
Saturday & Sunday Aug 3 & 4, Pride Fest brings the city together for the weekend at Concord Pacific Park! We’ve expanded our site to host almost 200 vendors, including a new Queer Craft Pavilion and two 19+ zones with bar service; there’s plenty of space + 2 nearby Skytrain stations and bicycle valet. Our two stages will host international and Canadian talent, including Drag race stars.
Thursday Aug 1 Evening the Opening Ceremonies and kick off a week of special programming for Canada Pride. The evening starts by honoring Host Nations and the celebration continues with live entertainment featuring local community performers & DJs.

**Block Party @ Birdhouse**

Our celebration takes over the street as we host a Block Party in Collaboration with Eastside Studios/Birdhouse. This daytime party includes food trucks, live entertainment and community vendors. Street closures in front of Birdhouse makes this the ultimate outdoor party location!

**Canada Pride - Closing Ceremonies @ Granville Island**

Sunday Aug 4, the evening starts by honoring Host Nations, and the celebration continues with live entertainment featuring local community performers & DJs. Vancouver Pride continues to develop this event with community stakeholders and Granville Island merchants.

**Queer History Panel - Canada Pride @ TBA**

Annual Time-Capsule and oral history project with 5 speakers who bring their unique perspective of Vancouver’s Queer culture. Highlighting community members and their work in advocacy, as well as telling stories of intersections that have gone overlooked.

**Learning Series - Canada Pride @ TBA**

The Learning Series is a multidisciplinary initiative that strives to uplift, inspire, and reconnect individuals of the 2SLGBTQIA+ Community. It’s an in-depth look at stories from equity-deserving groups that will showcase their Queer lived experience through video content, online and in person discussion. VPS looks to provide support, highlight resources, and establish lasting change within our communities through this series.