

PRIDE IS
HERE



2024

SPONSORSHIP
AND INFORMATION PACKAGE



LAND ACKNOWLEDGMENT



We respectfully acknowledge the land on which we gather as the ancestral homelands of the Beothuk, whose culture has been lost forever and can never be recovered. We also acknowledge the island of Ktaqmkuk (Newfoundland) as the unceded, traditional territory of the Beothuk and the Mi'kmaq. And we acknowledge Labrador as the traditional and ancestral homelands of the Innu of Nitassinan, the Inuit of Nunatsiavut, and the Inuit of NunatuKavut. We recognize all First Peoples who were here before us, those who live with us now, and the seven generations to come. As First Peoples have done since time immemorial, we strive to be responsible stewards of the land and to respect the cultures, ceremonies, and traditions of all who call it home. As we open our hearts and minds to the past, we commit ourselves to working in a spirit of truth and reconciliation to make a better future for all.

JOIN THE CELEBRATION!



We invite you to join the excitement of the 2024 St. John's Pride Festival.

Pride is here! It's time to take to the streets, step up to the microphone, and show the world that Pride is Here in St. John's, Newfoundland and Labrador.

Show your support for the 2SLGBTQIA+ community and St. John's Pride by being part of the largest Pride Festival that Newfoundland and Labrador has to offer.

The 2024 St. John's Pride Festival will tell the stories of our community from yesterday, celebrate today, and look to the future. Pride is here in St. John's, just as it's always been.



Our festival will feature a wide range of events for all ages to enjoy. From electrifying dance parties, lively markets, and our marquee Pride Parade and Pride in the Park celebrations - there's something for everyone! Don't forget about our beach night tradition that goes back to the 1970s!

The St. John's Pride Festival brings communities together in solidarity and celebration.

Thousands of people gather to march in our annual Pride Parade to stand together as a community. This year, we invite you to contribute to the next chapter of this remarkable journey.



Eddy



Scott



Danielle



Co-Chairs

St. John's Pride Inc.

FESTIVAL OPPORTUNITIES



Our community notices and appreciates those who step up when help is needed. Your support will be highly valued and proudly shared. By aligning with St. John's Pride, you align yourself with an organization that prioritises the needs of the 2SLGBTQIA+ community, creates safer spaces, and emphasises diversity and inclusion.


OPPORTUNITIES TO PARTNER WITH EVENTS


Many of our events provide opportunities for partners to get involved, including showcasing their brand at an event, receiving verbal recognition, and even speaking at the event.


IN-KIND SUPPORT

We need various supplies yearly to host our festival, from food and drinks to gifts for artists and event equipment. We're open to discussing how our partners can support these initiatives.

SUPPORT US AND THE COMMUNITY SUPPORTS YOU!

 55% of 2SLGBTQIA+ consumers will choose to do business with companies that are committed to the diversity/equal treatment of the 2SLGBTQIA+ community.

 70% of 2SLGBTQIA+ adults stated they would pay a premium for a product from a company that supports the 2SLGBTQIA+ community.

 78% of 2SLGBTQIA+ adults and their friends, family, and relatives would switch to brands that are known to be 2SLGBTQIA+ friendly.

2024 ST. JOHN'S PRIDE SPONSORSHIP LEVELS



PLATINUM SPONSOR - \$15,000+

The loudest and proudest sponsorship package of them all! There is only one presenting sponsor for the festival, and this year it could be you. As a presenting sponsor, you will receive media coverage and speaking opportunities, along with extensive brand visibility on the official St. John's Pride website (www.stjpride.ca) and through various advertising channels, which may include radio, print, social media, and festival locations.

GOLD SPONSOR \$5,000 - \$14,999

This vibrant package provides exclusive sponsorship opportunities for your brand to support a signature event like Pride in the Park. As a gold sponsor, you may receive advertising through print media, social media platforms, online channels, and signage at festival entrances. Your brand will directly reach our dedicated membership, volunteers, and partners.

SILVER SPONSOR \$2,500 - \$4,999

Your brand will be prominently featured on all print advertisements and promotional materials at St. John's Pride Festival events. In addition, you will enjoy direct exposure to our membership, volunteers, and community partners.

RAINBOW SPONSOR \$1,000 - \$2,499

Your brand will be showcased through print and online channels at all St. John's Pride's signature events. It will also be prominently featured on official promotional materials distributed in St. John's.

IN KIND SPONSOR < \$1,000

St. John's Pride is eager to collaborate with organizations in different ways! In-kind agreements, exchanging products or services for sponsorship benefits, are tailored case by case. Get in touch if you're keen to contribute, and we're open to discussing details. We also welcome hybrid donations, combining monetary and in-kind support.

2024 ST. JOHN'S PRIDE SPONSORSHIP LEVELS



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2024 ST. JOHN'S PRIDE SPONSORSHIP LEVELS

	RAINBOW 1K-2.5K	SILVER 2.5K-5K	GOLD 5K-15K	PLATNIUM 15K+
EVENT SPEAKING OPPORTUNITIES				X
DEDICATED ADVERTISING ACROSS ALL OUR PLATFORMS				X
DEDICATED PRESS RELEASE ANNOUNCING SPONSORSHIP				X
EVENT HOSTING OPPORTUNITIES				X
EXCLUSIVE BRANDING OPPORTUNITIES			X	X
PRIDE IN THE PARK EVENT OPPORTUNITIES		X	X	X
PRINT ADVERTISING		X	X	X
LOGO PROMOTION	X	X	X	X
SOCIAL MEDIA VISIBILITY	X	X	X	X
PRIDE PARADE PLACEMENT	X	X	X	X
INVITATION TO PRIVATE NETWORKING EVENTS	X	X	X	X
OFFICIAL PRIDE 2024 FESTIVAL SPONSOR	X	X	X	X