



Dear Friends, Community Members, and Supporters,

Prince George Pride Society is excited to invite you to partner with us for PG's 2026 Pride Week; a multi-day celebration featuring a vibrant Pride Parade, drag performances, and a wide range of inclusive community events that uplift 2SLGBTQIA+ visibility, creativity, and joy in Prince George and throughout Northern BC.

For nearly 30 years, PG Pride has worked to showcase diversity, uplift marginalized voices, and create meaningful opportunities for connection, representation, and belonging. Through community events, advocacy, and outreach, we help ensure that Two-Spirit, queer, trans and intersex people in Northern BC feel seen, supported, and empowered.

Sponsorship is more than financial support, it's a statement of values. By partnering with PG Pride, your organization demonstrates leadership in equity, inclusion, and community well-being. Your support allows us to deliver accessible programming, amplify local voices, and host events that foster understanding, pride, and community for people of all ages and identities.

In return, we proudly recognize and promote our partners through event signage, digital promotion, social media, and on-site acknowledgements. We strive to create mutually beneficial partnerships that strengthen both our community and our sponsors' connection to it. In a close-knit community like ours, visible support plays an important role in where people choose to spend their dollars.

We would be honoured to explore how your organization can be part of Pride Week and our ongoing work. Thank you for considering support for the Prince George Pride Society and the 2SLGBTQIA+ community in Northern BC.

Please feel free to contact me with any questions you may have.

Mussi cho and warmest regards,

Heather Hillier
Board Secretary
PG Pride Society
info@pgpride.com
pgpride.com

Our Mission:

To celebrate Two Spirited, Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual/Agender, and any additional identity communities not otherwise listed (2SLGBTQIA+), and other supportive or affiliated groups, in and through culturally appropriate educational activities and festivities throughout the year.

To continuously promote the self-awareness, celebrate the achievements, the visibility, and the diversity of the above communities in partnership with all stakeholders and allies.

To advocate for, and defend, the human rights of our community.

PRIDE WEEK EVENTS

June 26th, 2026 - Flag Raising at City Hall

2026 Pride Drag Show

Our Pride Drag Show is a dazzling evening of performance and self-expression, showcasing talented drag artists in a vibrant celebration of creativity, diversity, and queer joy. We are honoured to showcase some of the north's best talent right here in Prince George!

Date: June 27th, 2026

Location: Prince George Civic Centre

Pride High Tea

Introduced in 2025, this year's (Enchanted Woodland) Tea offers a charming afternoon gathering where community members come together to sip, socialize, and celebrate queer identity in a fun and welcoming atmosphere!

Date: June 28th, 2026

Location: Ramada Plaza

Roller Skating Night

Pride Rollerskating Night has been a Pride Week staple in Prince George for many years!

Pride Roller Skating Night offers a vibrant evening of skating, music, and community connection for people of all ages to celebrate Pride in a fun and inclusive setting!

Date: June 30th, 2026

Location: Prince George Roll-A-Dome

Trivia Night

Pride Trivia Night brings the community together for a lively evening of friendly competition, laughter, and learning with questions celebrating pop culture, history, and 2SLGBTQIA+ knowledge, with prizes to be won!

Date: July 2nd, 2026

Location: BFF Bar & Grill

Movie Night

Pride Movie Night offers a relaxed and welcoming evening where community members can gather to enjoy a film that highlights 2SLGBTQIA+ stories, voices, and experiences.

We screen informative and thought-provoking documentaries relevant to the community, and hold discussion following the film. Details to be announced.

29th Annual PG Pride Parade

The Pride Parade is the centerpiece of Pride Week, bringing together community members, organizations, and allies in a vibrant public celebration of 2SLGBTQIA+ pride, visibility, and inclusion. This year, we are thrilled to be collaborating with NBC Queer Connections to lead the parade directly to their Pride Picnic!

Date: July 4th, 2026

Location: Downtown PG to Lheidli T'enneh Park

PARTNERS & SPONSORSHIP

Tiered Sponsorship Opportunities

PG Pride Society offers a range of tiered sponsorship levels designed to fit organizations of all sizes while maximizing impact and visibility. Each level provides meaningful recognition and engagement opportunities, from logo placement and on-site acknowledgements to digital promotion and community exposure throughout Pride Week.

Our tiers allow partners to align their support with what matters most to them – whether that’s championing inclusion, supporting local arts and culture, uplifting 2SLGBTQIA+ voices, or connecting directly with diverse audiences across Northern BC. Every contribution helps ensure Pride Week remains accessible, vibrant, and community-centered.

By choosing a sponsorship level, your organization becomes an active partner in creating safe, celebratory spaces for the 2SLGBTQIA+ community while strengthening your brand’s connection to one of Prince George’s most engaged and passionate audiences.



Event & Custom Sponsorship Opportunities

In addition to tiered sponsorship levels, PG Pride Society offers event-specific and customized sponsorship opportunities that allow partners to directly support the parts of Pride Week that matter most to them. From headline events to entertainment, community programming, and in-kind support, these options provide meaningful alignment between your brand and the experiences you help bring to life.

These sponsorships offer enhanced visibility, deeper engagement, and a tangible connection to the moments that make Pride Week unforgettable for our community.

TIERED PRIDE WEEK SPONSORSHIP

PG Pride Society's sponsorship tiers are designed to offer flexible entry points for organizations of all sizes while providing meaningful visibility, engagement, and community impact throughout Pride Week. Each level directly supports accessible programming, local artists, youth and family events, and safe, celebratory spaces for the 2SLGBTQIA+ community in Northern BC.

Investment at every level helps ensure Pride Week remains inclusive, vibrant, and community-powered.

Note: Select sponsorship levels include a one-year membership to the Prince George Pride Society.

Membership gives you a direct voice in shaping Pride in our community. As a member, you can appoint a representative for your organization, vote on key decisions, and be eligible to join the Board or committees; helping guide the future of Pride in Prince George. You'll also enjoy exclusive perks like discounted event tickets and early access opportunities, all while playing a meaningful role in building inclusive, vibrant celebrations for everyone.

PRESENTING SPONSOR

Investment:

\$5,000

Limited spots
available

Our highest level of partnership offers premier recognition and leadership positioning across Pride Week. Presenting Partners receive top-tier logo placement, naming opportunities for major events, priority promotion across digital and print marketing, and on-site recognition throughout the week.

Best suited for organizations seeking maximum visibility and impact in support of 2SLGBTQIA+ inclusion.

Benefits include:

- top-tier logo placement on all signage
- on-site recognition throughout the week at all events
- priority promotion across digital and print marketing
- recognition in all radio advertisement
- 4 tickets to the Pride Drag Show
- complimentary float registration in the parade
- complimentary one-year membership to the Prince George Pride Society

TIERED PRIDE WEEK SPONSORSHIP

PLATINUM SPONSOR

Investment:

\$2,500 -
\$4,999

Platinum Sponsors receive high-profile branding across Pride Week marketing materials, stage signage, social media features, and verbal acknowledgements at key events. This level connects your brand with Pride's most attended moments and diverse audiences.

Ideal for partners looking for strong presence and community leadership recognition.

Benefits include:

- prominent logo placement on our Pride Week appreciation banner**
- 4 tickets to the Pride Drag Show
- complimentary float registration in the parade
- complimentary one-year membership to the Prince George Pride Society

GOLD SPONSOR

Investment:

\$1,000 -
\$2,499

Gold Sponsors enjoy prominent logo placement, digital promotion, and on-site recognition at select events. Your support helps power entertainment, programming, and accessibility while giving your organization valuable visibility throughout Pride Week.

Great for organizations wanting meaningful exposure with targeted engagement.

Benefits include:

- mid-level logo placement on our Pride Week appreciation banner**
- 2 tickets to the Pride Drag Show
- complimentary vehicle and walking group registration in the parade
- complimentary one-year membership to the Prince George Pride Society

TIERED PRIDE WEEK SPONSORSHIP

SILVER SPONSOR

Investment:

\$500 -
\$999

Silver Sponsors receive logo placement on marketing materials, social media acknowledgements, and on-site recognition. This level provides strong community presence while supporting the delivery of inclusive Pride programming.

Perfect for local businesses wanting to support Pride and connect with engaged audiences.

Benefits include:

- Logo placement on our Pride Week appreciation banner**
- 1 ticket to the Pride Drag Show
- complimentary walking group registration in the parade

BRONZE SPONSOR

Investment:

\$250 -
\$499

Bronze Sponsors are recognized online and on-site during Pride Week and help ensure Pride remains accessible to all. This entry-level tier allows partners to show their support while gaining community goodwill and visibility.

Ideal for small businesses and first-time sponsors.

Benefits include:

- Logo placement on our Pride Week appreciation banner**
- complimentary walking group registration in the parade

**Pride Week appreciation banner is posted on social media, used in a social media ad campaign lasting no less than one week, and posted to our website for one year.

TIERED PRIDE WEEK SPONSORSHIP

IN-KIND SPONSOR

Investment:

In-kind contributions are welcomed and valued based on fair market value. Benefits are matched to the equivalent cash sponsorship tier whenever possible, ensuring in-kind partners receive comparable recognition and visibility.

Varies

**Pride Week appreciation banner is posted on social media, used in a social media ad campaign lasting no less than one week, and posted to our website for one year.

EVENT SPONSORSHIP

SPONSOR AN EVENT

Investment:

\$1,000

One per
event

Pride Week is powered by a diverse lineup of events — from the Pride Parade and drag shows to family activities, workshops, markets, and nightlife programming. By sponsoring a specific event, your organization directly supports the experiences that bring our community together while gaining targeted, meaningful visibility.

Event Sponsors receive recognition tied directly to the activity they support, including branding on promotional materials, on-site signage, verbal acknowledgements, and digital promotion connected to that event. This creates a clear, authentic connection between your brand and the moment you help make possible.

Whether you want to champion entertainment, youth programming, accessibility services, cultural showcases, or community gatherings, event sponsorship allows your organization to align with Pride Week in a focused and impactful way.

Benefits include:

- prominent logo placement on our Pride Week appreciation banner**
- recognition via announcement at the event sponsored
- logo placement on all the relevant event signage and social media
- 2 tickets to the event you sponsor
- complimentary vehicle and walking group registration in the parade
- complimentary one-year membership to the Prince George Pride Society

**Pride Week appreciation banner is posted on social media, used in a social media ad campaign lasting no less than one week, and posted to our website for one year.

EVENT SPONSORSHIP

SPONSOR THE PARADE

Investment:

\$1,500

Only 3 spots
available

The Pride Parade is the heart of Pride Week in Prince George — a joyful, high-impact celebration of visibility, community, and belonging that brings thousands together in the streets to show support for the 2SLGBTQIA+ community.

By becoming a Pride Parade Sponsor, your organization helps bring this signature event to life while aligning your brand with one of the most anticipated and widely shared moments of the week. Parade Sponsors receive prominent recognition through parade route signage, promotional materials, digital marketing, social media features, and verbal acknowledgements during the event.

Your support ensures the Parade remains accessible, safe, and vibrant, covering essential elements such as permits, staging, accessibility services, performers, safety teams, and logistics.

Sponsoring the Parade places your organization at the front of Pride's most visible celebration — where community, colour, and connection take centre stage.

Benefits include:

- complimentary float registration, and a reserved spot toward the front of the procession
- prominent logo placement on our Pride Week appreciation banner**
- recognition on all parade related event posters and social media
- complimentary one-year membership to the Prince George Pride Society

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CUSTOM SPONSORSHIP

TICKET SPONSOR (ACCESS & SUBSIDY PARTNER)

Investment:

Varies

PG Pride Society is committed to keeping Pride Week accessible for everyone. As a Ticket Sponsor, your organization helps subsidize ticketed events so that cost is never a barrier for community members who want to participate.

Ticket Sponsors directly support free and reduced-cost access for youth, seniors, low-income participants, and community members facing financial barriers. Your contribution helps us offer community tickets, pay-what-you-can options, and complimentary access to key Pride Week events.

Ticket Sponsors receive recognition across ticketing platforms, promotional materials, digital marketing, and on-site signage, with prominence scaled to the value of their contribution. All Ticket Sponsors will also be acknowledged as an Access Partner for Pride Week.

By sponsoring tickets, your organization invests in inclusion, equity, and real community impact — ensuring Pride is welcoming, accessible, and truly for everyone.

CUSTOM SPONSORSHIP

Pride Allies

Pride Allies are community members and businesses who stand with Prince George Pride Society in championing visibility, access, and belonging. Allies receive recognition across digital platforms and materials while directly supporting grassroots programming and safe, inclusive spaces for 2SLGBTQIA+ people in Northern BC.

Donations are welcomed and appreciated year-round. As a non-profit society, every dollar raised goes toward fulfilling our mission to elevate, celebrate, validate, and represent the local 2SLGBTQIA+ community. Your support helps us grow our impact; and the more we raise, the more programming, advocacy, and celebration we can bring to our community.

Give on Behalf of your Business/Organization

Donate on behalf of your company, nonprofit, or group and demonstrate your commitment to equity, inclusion, and community connection with PG Pride Society.

Personal Donations

Individuals are invited to contribute directly to PG Pride Society and help fund accessible events, advocacy, and community connection throughout the year.

Give in Someone's Name

Make a donation in honour of a friend, loved one, or community member and celebrate their impact while supporting PG Pride's work in Northern BC.

Donations can be made via PayPal:

<https://www.paypal.com/ncp/payment/9EMSV95SKMPAQ>

Pride Allies



Please ensure that you fill in the required note advising us on who's name to use in our social media/website recognition.

“When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.”

- Audre Lorde