



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, and trans 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.

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: 10 AM

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

High Tea

Introduced in 2025, Pride High Tea offers a charming afternoon gathering where community members come together to enjoy tea, treats, and conversation while celebrating connection and community pride.

It's a chance to sip, socialize, and celebrate queer identity in a fun and welcoming atmosphere.

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.

This popular event brings teams of friends together to drink, collaborate, and if they're lucky, win prizes!

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.

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

CUSTOM SPONSORSHIP

MEDIA SPONSOR

Investment:
\$2,500

Only 1 spot
available

PG Pride Society welcomes Media Sponsors to help amplify Pride Week across Prince George and Northern BC. Media Sponsors support the promotion and storytelling of Pride by providing advertising space, editorial coverage, broadcast support, or digital exposure that ensures our events reach diverse audiences.

In return, Media Sponsors receive prominent recognition across Pride Week marketing materials, digital platforms, social media, and on-site signage, along with acknowledgement as an official Media Partner of Pride Week.

Media sponsorship creates a powerful exchange: your platform elevates community voices, and your brand is aligned with one of Northern BC's most visible and celebrated cultural events.

Benefits include:

- prominent logo placement on our Pride Week appreciation banner**
- recognition on all Pride Week promotional material as official media sponsor
- Up to 8 event tickets for contesting
- 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.