

NO
GOING
BACK



ST. JOHN'S PRIDE FESTIVAL

SPONSORSHIP PROPOSAL

St. John's Pride Inc
PO Box 6141
St. John's Stn C, NL, A1C 5M5

HOSTED BY



NEWFOUNDLAND AND LABRADOR'S LARGEST PRIDE FESTIVAL





JOIN US IN PRIDE

On behalf of the St. John's Pride Board of Directors, we extend our heartfelt gratitude for your consideration in supporting our mission. Your commitment to inclusivity and community empowerment aligns with the values that drive our work every day. As we prepare for another incredible year of celebration, advocacy, and connection, we are excited about the opportunity to partner with organizations like yours that champion diversity and equality.

St. John's Pride is more than just a festival—it is a movement that fosters belonging, education, and meaningful dialogue within our community. By joining us as a sponsor, you will be directly contributing to events and initiatives that uplift 2SLGBTQIA+ voices, create safer spaces, and promote the shared values of respect and unity. Your support enables us to grow, expand our outreach, and build a future that reflects the strength of our collective efforts.

We believe in fostering long-term relationships with our partners, ensuring that our collaborations are meaningful and impactful. We are committed to working alongside you to create opportunities for engagement, visibility, and shared success. Together, we can make a lasting difference in the lives of so many within our vibrant community.

We welcome the opportunity to discuss how we can align our goals and create a partnership that benefits us all. Thank you for your dedication to inclusivity and for considering St. John's Pride as part of your commitment to social responsibility.

In solidarity and pride,
St. John's Pride Board of Directors

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ABOUT ST. JOHN'S PRIDE

St. John's Pride is the largest 2SLGBTQIA+ celebration in Newfoundland and Labrador, bringing together thousands of people each year to celebrate diversity, inclusion, and love.

Our festival is a vibrant display of the 2SLGBTQIA+ community's resilience, creativity, and solidarity. Through a series of events including parades, performances, educational workshops, and parties, St. John's Pride fosters a welcoming environment for people of all identities and backgrounds. We are committed to promoting equality, amplifying 2SLGBTQIA+ voices, and creating lasting change within our community. By partnering with St. John's Pride, you'll be aligning your brand with an event that stands for inclusivity, empowerment, and positive social impact.



128

Events



20+

Community
Groups



10,000+

Participants



ABOUT THE FESTIVAL

A dynamic mix of events and community space that supports and uplifts our diverse community.

Taking place annually in July, this multi-day festival brings together thousands of attendees for a dynamic mix of events.

Rooted in a history of advocacy and resilience, St. John's Pride has grown into a vibrant festival that honours both the struggles and triumphs of the 2SLGBTQIA+ community. Events are held throughout the city, from performance venues to

parks, bars, and community spaces, making the festival an immersive experience that welcomes all.

The festival is made possible through a combination of St. John's Pride-led events and collaborative programming with local businesses, artists, and organizations, ensuring a diverse and inclusive lineup. From high-energy drag shows to insightful panel discussions, every event

is designed to foster connection, celebration, and learning.

By sponsoring St. John's Pride, you're not just supporting a festival—you're investing in a movement that champions inclusivity, representation, and community growth. Join us in making this year's festival the most vibrant yet!

Twelve days of events cover a full spectrum of experiences. Join in on the fun and the power:

- DRAG SHOWS
- MUSIC WORKSHOPS
- SPORT CLINICS
- CRAFT BEER SOCIALS
- PANELS & SPEAKERS
- DANCES & DISCOS
- LIVE PERFORMANCES
- STAND UP COMEDY
- HISTORY & LEARNING
- BBQs and FAMILY FUN

DEMOGRAPHIC

Get to know our attendees and find the audience that's right for you.

St. John's Pride attracts a vibrant and diverse audience, making it the perfect opportunity for brands to connect with a wide range of individuals. Our attendees represent all age groups, with a strong presence from young adults (18-35) as well as growing engagement from families and older generations. Gender diversity is at the heart of our event, with attendees identifying across the full spectrum of male, female, non-binary, and gender-fluid identities. The festival is a welcoming space for all, regardless of gender, orientation, or background.

While the majority of our attendees come from St. John's and surrounding areas, we also draw participants from across Newfoundland and Labrador, and even visitors from outside the province. This wide geographic reach allows sponsors to connect with a broad audience beyond the local community. Strategically happening in July, the St. John's Pride Festival capitalizes on larger tourist crowds, and complementary events, including the Folk Festival, George Street Festival, and the Canada Summer Games.

St. John's Pride is a celebration of the 2SLGBTQIA+ community and their allies, offering a mix of cultural, social, and educational events that appeal to individuals of all identities, interests, and backgrounds.



AGE

Young adults, families, older generations.

GENDER

A full spectrum of fluidity and identity.

REGION

Majority from St. John's, with visitors from around the province and beyond.

CONNECTIONS

Strategically aligned with NL Folk Festival, George Street Festival, and Canada Summer Games



PARTNER WITH PRIDE

Stand with our community by offering support and solidarity.

We appreciate the support we receive each year from organizations who look to align with our festival. Your support means we can provide safer spaces and programming for our community. It's important to us that your business, team, and brand are recognized for your contributions to our community.

TESTIMONIAL



The Postmaster Bakery

“ We found great value in partnering as a sponsor for Pride. Not only did we gain valuable brand recognition and reach, but we also were super happy to be supporting a cause that is near and dear to us. ”



The Government of Canada, Atlantic Lottery Corporation, and the City of St. John's have officially endorsed the 2025 St. John's Pride Festival with a combined amount of

\$51,000

CURRENT & PAST PARTNERS

Add your brand to a community of allies and supporters.

Our valued partners receive priority placement across all our platforms. We'll work with you to align your brand with the best festival opportunities.





MORE THAN A PARADE.

EVENT CALENDAR



The St. John's Pride Festival is a diverse offering of events for a variety of community members and groups. No two days are alike! Find your fit.

DAY 1 July 9

- CITY FLAG RAISING
- BEERS FOR QUEERS KICKOFF PARTY

DAY 2 July 10

- PRIDE TALKS PANEL #1
- OUT IN FAITH SERVICE

DAY 3 July 11

- PRIDE AFTER DARK

DAY 4 July 12

- DRAG ON WATER
- FAMILY PRIDE
- SCRUFFY SCUFF

DAY 5 July 13

- PROFESSIONAL DEVELOPMENT DRAG ARTIST WORKSHOP
- HISTORY WITH A DRAG QUEEN

DAY 6 July 14

- CHOSEN FAMILY DINNER
- PRIDE TALKS PANEL #2

DAY 7 July 15

- BEACH PARTY

DAY 8 July 16

- TBD

EVENT CALENDAR



DAY 9 July 17

- SONGWRITERS' CIRCLE
- NEW FUNNY COMEDY SHOW

DAY 10 July 18

- SPECTRUM CHOIR CONCERT
- DRAG ON GEORGE

DAY 11 July 19

- PRIDE FUN RUN
- OUT & ABOUT HIKE
- QUADRANGLE DRAG BINGO
- LIVING LIBRARY & BOOK SWAP

DAY 12 July 20

- ST. JOHN'S PRIDE PARADE
- PRIDE IN THE PARK

TESTIMONIAL

Genoa Design



“ We want our employees, candidates, and future team members to know that Genoa is a safe and welcoming space. Supporting St. John's Pride is one way we stand with the 2SLGBTQIA+ community - celebrating diversity, fostering belonging, and contributing to a community where everyone feels safe, supported, and empowered. ”



MORE THAN A PARADE.

DAY 12: PARADE DAY

A full day to finish off the festival. March in the parade, then relax in the park.

The St. John's Pride Parade and Pride in the Park offer our biggest and brightest events. On the final Sunday of the Festival, the whole community joins together to show their pride through the streets of Downtown St. John's. With something for everyone, these events are all ages and accessible. This is the time to showcase your brand and enjoy the sunshine!





OUR GRAND MARSHALS

Each year, St. John's Pride engages a community group or individual to lead us.

At St. John's Pride, the Grand Marshal is more than just the leader of our parade—they are a powerful symbol of advocacy, awareness, and community responsibility. Each year, we choose a Grand Marshal who represents an urgent issue facing our 2SLGBTQIA+ community, ensuring their cause is given the prominence and platform it deserves throughout the festival. Through speaking engagements, public representation, and community collaboration, the Grand Marshal helps shine a light on the challenges we must confront together.

In the face of rising hate and coordinated smear campaigns against trans and non-binary individuals, St. John's Pride has selected Trans Support NL as this year's Grand Marshal. With their leadership, we will elevate the voices of trans, gender-diverse, non-binary, and gender-fluid individuals, ensuring they are seen, heard, and supported. St. John's Pride is committed to working alongside Trans Support NL to bring visibility to the fight for trans rights, challenge harmful narratives, and rally our community in solidarity, advocacy, and action.

This is not just a celebration—it's a movement. Together, we stand against hate and fight for a future where every identity is respected and protected.



BENEFITS FOR BRANDS

RAINBOW SPONSOR

\$10,000+

The most prestigious sponsorship opportunity available! As the presenting sponsor of the festival, you will be the focal point of media coverage, including speaking opportunities, and gain extensive brand visibility across the official St. John's Pride website (www.stjpride.ca). Your brand will also be promoted through various advertising channels, including radio, print, social media, and on-site at festival locations.

Event Activation

- Speaking and hosting opportunities
- Exclusive branding or naming opportunities

Marketing Collaterals

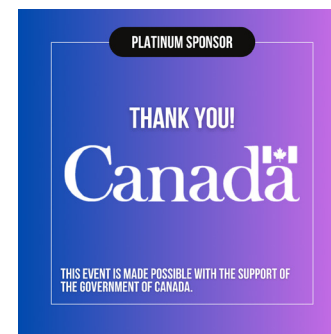
- Dedicated print advertising
- Priority placement on sponsor flyer and banner

Online Media

- Dedicated social media posting
- Priority website placement

Earned Media

- Dedicated press release announcement



Join in the Fun!

Rainbow Sponsorship include complementary parade registration and four complementary to Pride After Dark.



GOLD SPONSOR

\$5,000-\$9,999



This vibrant sponsorship package offers exclusive opportunities to support a signature event, like Pride in the Park. As a Gold Sponsor, your brand will receive exposure through print media, social media platforms, online channels, and festival signage. You will engage directly with our dedicated membership, volunteers, and community partners. Your team will be allocated four complimentary tickets to our signature arts showcase Pride After Dark.

Event Activation

Online Media

- Exclusive branding opportunities
- Pride in the Park placement

- Dedicated social media posting
- Website placement

Marketing Collaterals

Earned Media

- Print advertising

- Radio & TV Interviews

- Sponsor flyer and banner placement

- Event media hits



Join in the Fun!

Gold Sponsorship includes complimentary parade registration and four complimentary tickets to Pride After Dark.

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. Additionally, you will receive direct exposure to our membership, volunteers, and community partners. Your team will be allocated two complimentary tickets to our signature arts showcase Pride After Dark.

Join in the Fun!

Silver Sponsorship include complementary parade registration and two complimentary tickets to Pride After Dark.



BRONZE

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 highlighted on official promotional materials distributed throughout St. John's. Your team will be allocated two complimentary tickets to our signature arts showcase Pride After Dark.

Join in the Fun!

Bronze Sponsorship include complementary parade registration and two complimentary tickets to Pride After Dark.



SIGNATURE SPONSORSHIPS

ACCESSIBILITY CHAMPION

ASL INTERPRETATION - \$15,000

Make the festival accessible to all! Your sponsorship ensures sign language interpretation for key events, allowing everyone to fully participate. Enjoy exclusive recognition on accessibility signage and promotional materials. This sponsorship level comes with all the benefits and recognition of a Rainbow Level sponsorship.

SAFETY AND SECURITY PARTNER

PRIVATE SECURITY SUPPORT - \$15,000

Protect the fun! Your sponsorship ensures festival goers feel safe while enjoying every moment. Your brand will be highlighted on security team uniforms and safety signage. This sponsorship level comes with all the benefits and recognition of a Rainbow Level sponsorship.

FESTIVAL HOME SPONSOR

VENUE RENTAL - \$12,000

Give the festival a home! Your support covers beautiful, welcoming venues where the community gathers. Enjoy branding on venue entrance signage and in festival maps. This sponsorship level comes with all the benefits and recognition of a Rainbow Level sponsorship.

PEACE OF MIND PARTNER

INSURANCE COVERAGE - \$6,000

Make the festival worry-free! Your support covers essential insurance, ensuring a smooth and compliant event. Gain recognition in safety-related festival materials. This sponsorship level comes with all the benefits and recognition of a Gold Level sponsorship.



EVENT SPONSOR

The St. John's Pride Festival spans 12 days and includes a variety of events for different audiences. Make your mark on the community with an event-specific sponsorship. These events will be presented by your company with specific recognition. This option allows you to focus your support on events that align with your organization.

DRAG ON GEORGE

One of our premier events, highly attended, and with maximum exposure. Drag performers share the stage on George Street and perform for the crown in front of thousands. Capture downtown summer crowds with priority signage and placement. *Sponsorship investment: \$10,000*

DRAG ON WATER

Family fun at the Pedestrian Mall! Capture the attention of our community, outside the nightlife scene. Free and accessible, our community showcase brings the fire and fun to the crowds on Water Street, in front of families, friends, and tourists alike! *Sponsorship investment: \$7,000*

SINGER SONGWRITER CIRCLE

An intimate gathering of music, stories, and connection! Talented artists come together to share their songs in a relaxed, acoustic setting. This one-of-a-kind experience, creates a warm and engaging atmosphere for music lovers of all ages. Bring your brand to a place where art and community thrive. *Sponsorship investment: \$2,750*

LIVING LIBRARY AND BOOK SWAP

Engaging conversations and shared stories! Attendees "check out" a human book, engage in meaningful discussions, and exchange books to keep the spirit of knowledge alive. With a welcoming and inclusive atmosphere, this event invites readers, thinkers, and storytellers of all backgrounds. *Sponsorship investment: \$1,500*

TIERED

SPONSORSHIPS PERKS

Perks	Rainbow	Gold	Silver	Bronze
Event Speaking Opportunities	●			
Dedicated Advertising Across Platforms	●			
Event Hosting Opportunities	●			
Exclusive Branding Opportunities	●			
Pride in the Park Event Opportunities	●	●		
Print Advertising	●	●	●	
Logo Promotion	●	●	●	●
Social Media Visibility	●	●	●	●
Pride Parade Placement	●	●	●	●
Invitation to Private Networking Event	●	●	●	●
Official Pride 2025 Festival Sponsor	●	●	●	●



OUR COMMITMENTS

The work continues. There is no going back.

At St. John's Pride, we believe that Pride is inherently political and rooted in solidarity. As part of our ongoing commitment to justice and equity, we are proud signatories of the Queers for Palestine Declaration Pledge. We recognize that liberation is interconnected, and we strive to use our platform to support global struggles against oppression.

In 2024, we partnered with Palestine Action YYT to co-create a set of values-based commitments in support of their cause and continued community work. This partnership reflects our shared dedication to justice, anti-colonialism, and grassroots organizing. St. John's Pride continues to uphold and prioritize these commitments as part of our sponsorship and organizational framework.

We encourage all prospective sponsors to review these commitments to ensure they align with your values and sponsorship goals. For more information about the Boycott, Divestment, and Sanctions (BDS) movement and its objectives, please visit bdsmovement.net.

Together, we can build a Pride that is not only celebratory but also grounded in meaningful, transformative solidarity.



PROTEST

against systems, legislation, bigotry, and politics that oppress people and communities.

PROTECT

the most vulnerable and the marginalized of our communities.

PARTY

in a celebration of love, sex, freedom, joy, kink, progress, truth, and authenticity.



CONTACT US

We look forward to discussing how we can partner for this year's festival. We appreciate your consideration of our organization. Reach out any time with questions or for more information.

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