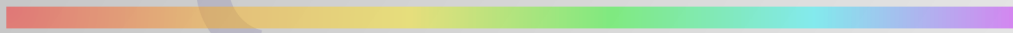




2023 PARTNERSHIP & INFORMATION PACKAGE



SCAN ME

LAND ACKNOWLEDGMENT

We respectfully acknowledge the land on which we gather as the ancestral homelands of the Beothuk [bee-oth-uck], whose culture has been lost forever and can never be recovered. We also acknowledge the island of Ktaqmkuk [uk-dah-hum-gook] (Newfoundland) as the unceded, traditional territory of the Beothuk and the Mi'kmaq [mee-gum-maq]. And we acknowledge Labrador as the traditional and ancestral homelands of the Innu [in-new] of Nitassinan [ne-tass-eh-nen], the Inuit [in-new-eet] of Nunatsiavut [nu-nut-si-a-voot], and the Inuit of NunatuKavut [nu-nah-tuhk-ah-vut]. 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.



2023 PARTNERSHIP & INFORMATION PACKAGE

JOIN THE CELEBRATION!

ST. JOHN'S PRIDE WELCOMES YOU TO BE A PART OF THIS YEAR'S FESTIVAL.

It's time to celebrate—and we want you to be there! 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.

Our festival is all about celebrating and supporting the 2SLGBTQIA+ community in St. John's, as well as welcoming people from all across our province and throughout Canada. We have a wide range of events for everyone to enjoy, such as exciting dance parties, engaging film screenings, lively markets, and our marquee Pride Parade. We also have a special beach night tradition that has been happening since the 1970s. The St. John's Pride Festival brings communities together in solidarity and fun!

St. John's holds a special place in Canadian history as one of the first cities to open a gay bar. In 1974, the legendary "Friends" welcomed its first patrons, following the Hotel Newfoundland Bar, which had garnered a reputation as "one of Canada's great gay hangouts from 1968 to 1974."

Back in the 1800s, the flamboyant professor Charles Henry Danielle opened the Octagon Castle, a lavish resort on Quidi Vidi Lake. Known as an "eccentric" of the time, Danielle's legacy passed on to Frederick Brazill, his "long-time ward and assistant," as reported by the St. John's Telegram, after his funeral procession drew thousands of people along Water Street.

Our history in Newfoundland and Labrador is rich and enduring, and we invite you to contribute to the next chapter of this remarkable journey.

Every year, thousands of people gather to march in our annual Pride Parade to stand together as a community. Together, members of the 2SLGBTQIA+ community, their loved ones, allies, and supporters embrace this opportunity to proudly display their Pride to the world.

Eddy St. Coeur
Co-Chair, External
St. John's Pride Inc.



**PARTNER WITH
ST. JOHN'S PRIDE FESTIVAL
SUNDAY, JULY 9 - SUNDAY, JULY 23, 2023
AND HELP CREATE A SAFER, MORE INCLUSIVE COMMUNITY**

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 prioritizes the needs of the 2SLGBTQIA+ community, creates safer spaces, and emphasizes 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

St. John's Pride relies on a wide range of supplies each year to make our festival happen. This includes food and beverages, artist gifts, and event infrastructure. We welcome the opportunity to explore the ways our partners can contribute to these efforts.

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.**



2023 ST. JOHN'S PRIDE SPONSORSHIP LEVELS

	RAINBOW 1K-2.5K	SILVER 2.5K-5K	GOLD 5K-15K	PLATNIUM 15K+
EVENT SPEAKING OPPORTUNITIES				●
DEDICATED ADVERTISING ACROSS ALL OUR PLATFORMS				●
DEDICATED PRESS RELEASE ANNOUNCING SPONSORSHIP				●
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 EVENTS	●	●	●	●
OFFICIAL PRIDE 2023 FESTIVAL SPONSOR	●	●	●	●

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.stjohnspride.co) 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 welcomes the opportunity to partner with organizations in various capacities! In-kind agreements, where products or services are exchanged for sponsorship benefits, are negotiated on a case-by-case basis. If you are interested in contributing, please reach out to us to discuss the specifics. We also gladly accept hybrid donations, combining both monetary and in-kind donations.