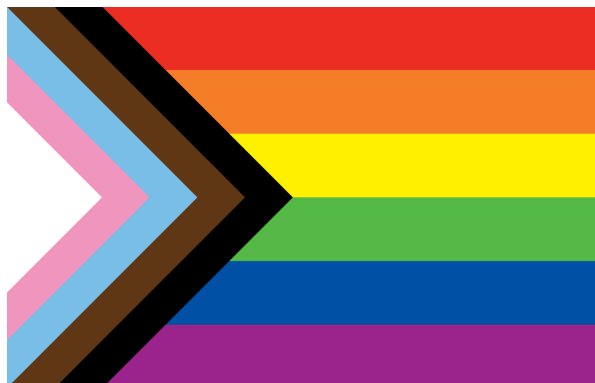




# SPONSORSHIP PACKAGE





## Directors:

**Secretary** – *Victoria B.*

**Treasurer** – *Christina C.*

**Fundraising** – *Victoria B.*

**Public Relations/Social Media** – *Pam S.*

**Site/Logistics** - *Kevin H.*

**Merchandising** – *Pam S.*

**Stage and Sound** - *Mia P.*

**Vendors & Sponsors** – *Marion S.*

## Dear Sponsor,

The organizers of West Side Pride are excited to announce that preparations are already underway for the Stittsville and surrounding areas' second-annual West Side Pride Festival scheduled for **July 27th 2024**.

Since 1969, Pride celebrations have been a time **to recognize the impacts** that lesbian, gay, bisexual, transgender, queer plus (LGBTQIA2S+) people have **on the world's history at the local, national, and international level**.

Today, Pride celebrations can last an entire week and commonly include parades, picnics, parties, workshops, and concerts that are open to everyone, regardless of sexual orientation or identity, **attracting millions of participants around the world**.

In 2024, West Side Pride will feature a free afternoon filled with professional stage entertainment, a community information fair, a fun-filled children's area, and artisans and vendors including food and drink.

We will also be hosting year-round events aimed at stimulating community awareness and involvement.

As a board, we are actively seeking local businesses, organizations, and individuals who want **to help make this annual event a community success** and as such, I hope that you will consider becoming a sponsor.

As a leader in the Stittsville and surrounding areas, your support ensures that the west end of Ottawa has a vibrant Pride celebration – ***one that promotes diversity, inclusion, and acceptance.***

Sincerely,  
**Marion Steele**  
*Director*

**West Side Pride Board of Directors**

Phone: 613-795-3373 | Email: [westsidepridewsp@gmail.com](mailto:westsidepridewsp@gmail.com)

Website: [www.westsidepride.ca](http://www.westsidepride.ca) | Facebook: [www.facebook.com/westsidepridewsp](https://www.facebook.com/westsidepridewsp)




## Points of Interest

West Side Pride is active on Facebook, Instagram, Tik Tok and Twitter. Since its establishment in June 2023, the West Side Pride Facebook page has garnered **more than 500 likes**.

In addition, our posts receive **approximately 500 likes, comments, and shares each month**. Below are some noteworthy points of interest.

- ❖ When asked to describe how important it is for businesses and local organizations to support West Side Pride, community members responded with: **9/10**.
- ❖ When asked how many people they would bring to West Side Pride events, 56 community members said **they'd bring 4 friends, family members, neighbours and/or co-workers**.
- ❖ One community member wrote: ***"I think it's absolutely amazing to see this growth!"***
- ❖ TikTok: West Side Pride's Tik Tok channel targets a highly engaged audience looking for local LGBTQ+ content and is a fantastic social platform when it comes to recommending content to a user.
- ❖ YouTube: Our videos are easily shareable and can be posted across our other social media linking back to YouTube and gaining more subscribers.

.  [West Side Pride 2023 | Stittsville's First-ever Pride Event | Celebra...](#)

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## Sponsorship Levels

	Bronze	Silver	Gold	Platinum
<b>Sponsorship Value</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2000</b>	<b>\$4000</b>
<i>Logo/Name and Link on Website</i>	✓	✓	✓	✓
<i>Banner on the Festival Site</i>	✓	✓	✓	✓
<i>Logo/Name Featured during Fundraisers</i>	✓	✓	✓	✓
<i>Special Thank You on Instagram</i>	✓	✓	✓	✓
<i>Logo/Name on Print Advertising</i>	✓	✓	✓	✓
<i>Free Booth at the Festival Site</i>		✓	✓	✓
<i>Recognition as a Special-Event Host</i>			✓	✓
<i>Opportunity to Speak from the Main Stage</i>				✓

**\*Sponsorship Levels can be cash or a mix of cash and in-kind which may include items for auction and raffle prizes**

### **LOCAL SUPPORTER PROGRAM \$100 - \$400**

**We are excited to launch our new Local Supporter Program, an opportunity for small local businesses or organizations to be part of West Side Pride and promote our remarkable LGBTQ2S+ community for a modest contribution.**

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### IN-KIND SPONSORSHIP

West Side Pride welcomes the opportunity to partner with you in whatever capacity works best. In-kind agreements (necessary products or services in exchange for sponsorship benefits) will be negotiated on a case by case basis.

### LOGOS

Sponsors who receive logo placement on promotional materials and paid press can email their high resolution logos in EPS format to westsidepridewsp@gmail.com once their partnership has been confirmed.

### COMMUNITY FAIR BOOTH

Sponsors whose benefits include a community fair booth need to complete and submit the application by the deadline. A reminder will be sent to the sponsor as the deadline approaches.

### SPONSORSHIP POLICY

Sponsorship with West Side Pride prevents the sponsor from sponsoring any competing for-profit event to the West Side Pride festival event.

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