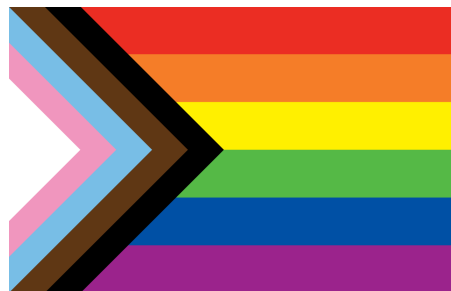




**Ottawa's west-end Pride Festival**

**SPONSORSHIP**

**PACKAGE**



**West Side Pride Board of Directors**

Phone: 613-795-3373 | Email: [marion@westsidepride.ca](mailto:marion@westsidepride.ca)

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



**Dear Sponsor,**

The organizers of West Side Pride are excited to announce that preparations are underway for the Stittsville and surrounding areas' third-annual West Side Pride Festival scheduled **11am-4pm on July 19th, 2025.**

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

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.**

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

We will also continue to host year-round events aimed at stimulating community awareness and involvement.

Because events during West Side Pride are free and open to the public, your generous contribution supports costs associated with securities, insurance, audio/visual rentals and other administrative expenses as needed (e.g., website services).

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.***

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

Sincerely,  
**Marion Steele**  
*Director*

**Directors:**

**Secretary** – *Victoria B.*

**Treasurer** – *Christina C.*

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

**Fundraising** – *Victoria B.*

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

**Merchandising** – *Pam S.*

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

**Vendors & Sponsors** – *Marion S.*

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## What is West Side Pride?

West Side Pride is a local “Pride” organization serving the Western Ottawa communities of Stittsville, Kanata and Richmond and the outlying communities of the Ottawa Valley such as Kinburn, Dunrobin, Carp, Arnprior, Pakenham and Renfrew. In addition to organizing an annual Pride Festival and educational and community events, West Side Pride’s Board of Directors operates with one overarching mission: a world where all LGBTQ+ individuals thrive – living authentically, safely and equitably within their communities. All funds raised for West Side Pride, a not-for-profit organization, go toward programming that supports this mission.

## Points of Interest

West Side Pride has active social media accounts on Instagram, TikTok, BlueSky and Facebook. Since its establishment in June 2023, West Side Pride’s social media following has grown exponentially:

- ❖ West Side Pride’s TikTok account has received between 800-1905 views on individual video posts
- ❖ Instagram is nearing 500 followers and has an average of 1774 views every 60 days
- ❖ West Side Pride Facebook page has 500 likes.

In addition, our posts across social media platforms range from 500 to 1000 views, 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!”*
- West Side Pride social media accounts are trending in a consistent upward growth pattern.
- West Side Pride’s social media accounts are reaching and receiving engagement from non-followers as well as followers.

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## Sponsorship Levels\*

	Bronze	Silver	Gold
<b>Sponsorship Value</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$1500</b>
<i>Logo/Name and Link on Website</i>	✓	✓	✓
<i>Banner on the Festival Site</i>	✓	✓	✓
<i>Free Booth at the Festival Site</i>	✓	✓	✓
<i>Special Thank You on Instagram</i>	✓	✓	✓
<i>Logo/Name Featured during Fundraisers</i>		✓	✓
<i>Opportunity to Speak from the Main Stage</i>			✓

**\*Sponsorship Levels can be cash or a mix of cash and in-kind that includes needed festival items or items for auction and raffle prizes**

### **LOCAL SUPPORTER PROGRAM \$200 - \$400**

This is 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.

### 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 can email their high resolution logos in EPS format to [westsidepridewsp@gmail.com](mailto: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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