



tri-Pride Community Association Sponsorship Guide 2017

*Be a part of one of Waterloo Region's vibrant,
exciting and culturally significant festivals*



What is tri-Pride?

tri-Pride is the Pride Festival in Waterloo Region (Cambridge, Kitchener, Waterloo and area), celebrating the lesbian, gay, bisexual, trans and queer (LGBTQ) community. We expect more than 9,000 will attend our weeklong festival of events from May 24 to June 4 in 2017, culminating in our live music festival on Saturday June 3 you won't want to miss!

Why Does It Matter?

The rainbow community is an important multicultural and economic asset in Waterloo Region. This is the one time a year this community gets together, celebrates as a whole, and sees itself reflected in the cultural mosaic of the broader community in which we live. It's also an important time for networking, new connections, creating new friendships and even new families.

Who is it for?

It's not just about the rainbow community. Like any multicultural festival, we invite everyone to take part, enjoy some of our unique cultural heritage, and celebrate with us at this one and only time of year. tri-Pride is for everyone!

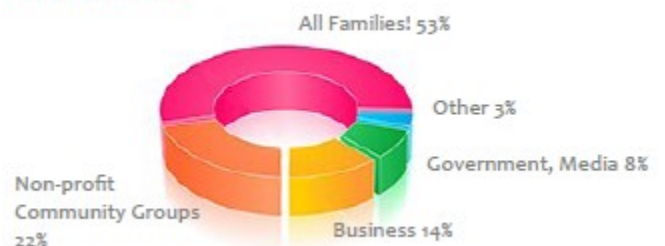
Our Commitment

Creating a family focused event for everyone

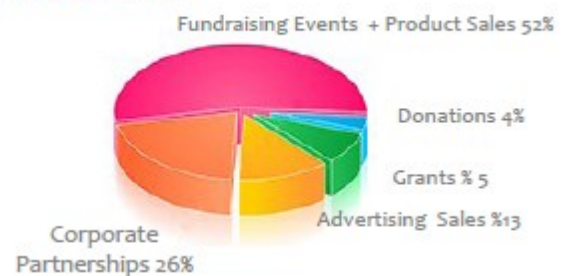
- Recognizing role models in our community and abroad
- Featuring the best in local, independent talent - as well as featuring professional talent
- Multiculturalism, inclusion, community and non-bias with respect to age, ethnicity, gender, and sexual orientation
- Conducting a professionally-run, high-quality festival
- Having a lot of fun!

tri-Pride is also the largest and most targeted audience of rainbow community in Waterloo Region. Through our annual media, promotional and festival event efforts, we reach an extended audience of LGBTQ persons, their friends, family and allies totaling more than 100,000 people!

Our Audience



How We're Funded



Partnership Opportunities 2017

Presenting Partner - \$5000+

- Presenting partner recognition of one (1) featured festival headliner performance
- Full page advertisement in the Pride Guide
- Logo inclusion and hyperlink on website
- Banner advertisement and hyperlink on festival website
- Logo inclusion on all festival partner posters/postcards, electronic signage, festival location, signage and advertising
- Logo, name, hyperlink inclusion on promotional email and social media communiqués
- Name recognition from podium at Pride Festival
- Optional Honorary Chair on the Festival Committee
- Opportunity to offer 'promotional items' at festival events (partner supplies items)
- Opportunity to speak on stage at festival, introduce Presented performer

Gold Pride Partner - \$2500-\$4999

- Recognition as a Gold Pride Partner
- Full page advertisement in the Pride Guide
- Logo inclusion and hyperlink on website
- Banner advertisement and hyperlink on festival website
- Logo inclusion on all festival partner posters/postcards, electronic signage, festival location signage and advertising
- Logo, name, hyperlink inclusion on promo emails
- Name recognition from podium at all festival events
- Opportunity to offer 'promotional items' at festival events (partner supplies items)
- Opportunity to speak on stage at festival, introduce a performer (excluding headliners)

Festival Stage Partner - \$2000

- Gold Level Benefits
- Provides the funding for the staging and equipment
- Recognition as Festival Partner

Family Picnic Partners - \$2000

- Gold Level Benefits
- Provides the funding for the Family Picnic on Sunday
- Recognition as Festival Partner

Silver Pride Partners - \$1000

- Recognition as Silver Partner
- Value of up to \$1000 in-kind services
- Half page advertisement in the Pride Guide
- Banner advertisement and hyperlink on festival website
- Logo inclusion and hyperlink on website
- Opportunity to offer 'promotional items' at festival events (partner supplies items)

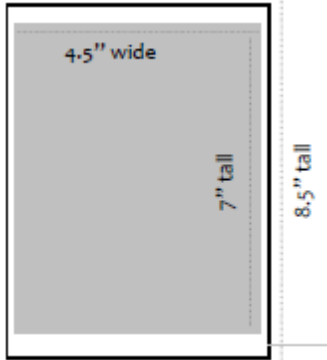
Additional Silver Pride Partnership Opportunities:

- Kids' Zone Partner
- Festival Promotional Partner
- tri-Pride Pageant Partner

In Kind Sponsorships of Any Kind are Welcome. All in kind donations will receive the companies logo and contact information within the Pride Guide 2017.

Pride Guide Sponsorship 2017

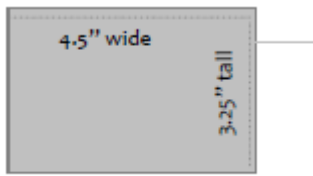
The Pride Guide offers comprehensive tri-Pride event listings as well as information on performers, sponsors, partners, advertisers, contributors and community groups. A must-have for the more than 9,000 visitors (and growing!) to tri-Pride events every year!



Full Page Ad

Full Colour
Non-Bleed
4.5" wide x 7" tall

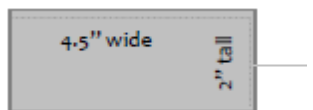
\$260



Half Page Ad

Full Colour
Non-Bleed
4.5" wide x 3.25" tall

\$160



Third Page Ad

Full Colour
Non-Bleed
4.5" wide x 2" tall

\$100



Your tri-Pride Contact:

Chris Misetich

Director of Sponsorships

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