



**YEAR
30**

TRI-PRIDE 2026

**SUMMERFEST
SPONSORSHIP
GUIDE**



tri-Pride

Cambridge • Kitchener • Waterloo



Dear Valued Community Members, Allies, and Partner Organizations,

I hope this letter finds you well. My name is Lucas Chegahno, I am the Chair of the Board at tri-Pride Community Association. tri-Pride is a dynamic and passionate community pride organization based in the Cambridge, Kitchener, Waterloo area. We are reaching out to invite you to join us as a valued sponsor for our upcoming tri-Pride Annual Summer Festival event happening on Saturday June 6th, 2026 at Willow River Park (officially known as Victoria Park).

At tri-Pride, we are dedicated to fostering an inclusive environment where all members of our community can come together to celebrate diversity and promote equity. The tri-Pride Summer Festival is one of our most anticipated events, serving as a platform for sharing stories, building connections, and showcasing the rich tapestry of identities that make up our vibrant community.

We truly believe that your support would greatly contribute to the success of the Summer Festival and our ongoing efforts to promote diversity and equity in our community. Your partnership will be recognized not only during the event but also throughout our extensive social media presence and promotional materials.

If you're interested in joining us as a sponsor, please let us know which sponsorship level you are considering or if you have any questions. Your generosity will make a meaningful difference and help us continue making positive change in our community.

Thank you for your time and consideration. We look forward to the opportunity to collaborate and celebrate together.

Warm regards,

Lucas Chegahno (He | Him)
Chair, Board of Directors
519-378-6555
president@tri-pride.ca





tri-Pride Festival 2026 Sponsorship Package
email: sponsorship@tri-Pride.ca
web: www.tri-Pride.ca

What is tri-Pride?

Our organization is a Pride-based, incorporated grassroots community organization serving 2SLGBTQIA+ communities in the Waterloo Region. For 30 years, we have been volunteer-driven, volunteer-led, volunteer-imagined, and volunteer-mobilized. From its inception, our organization has been shaped by the people most impacted by marginalization, exclusion, and erasure.

Over three decades, we have built and sustained spaces of Queer joy, connection, resistance, and storytelling, responding organically to community needs rather than through rigid or institutional program models. Our work has fostered belonging, visibility, and collective care for queer and trans people in a region where affirming spaces have often been limited or precarious.

Our Mission

We aim to create inclusive and accessible events for the 2SLGBTQIA+ community in the Kitchener-Waterloo and Cambridge region. We support our community in the pursuit of equity, representation, and celebration of the resilience of the Queer and Trans community. We are committed to standing with, empowering, and centralizing Black, Indigenous, People of Global Majority (BIPGM), and all equity-deserving populations within our diverse community.

Our Vision

We envision a Waterloo region where 2SLGBTQIA+ people – while embracing all their intersectional identities – are celebrated, represented, and empowered to thrive as an integral part of our diverse community tapestry.





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What does tri-Pride value?

Inclusivity

We aim to create welcoming and accessible spaces where everyone in the 2SLGBTQIA+ community and their intersecting identities feel valued and respected.

Equity

We are committed to fairness and justice – and to uplifting the voices of equity-deserving populations including Black, Indigenous, and People of Global Majority (BIPGM).

Empowerment

We celebrate the resilience, strength, and achievements of the Queer and Trans community, fostering confidence and agency in all individuals.

Anti-Oppression

An "anti-oppressive framework" (AOP) is a way of understanding and challenging systems of oppression, such as racism, sexism, homophobia, and classism, to promote social justice and equality. It involves recognizing and dismantling discriminatory practices and power imbalances that affect certain groups in society. Essentially, AOP seeks to create a more just and equitable world by addressing the root causes of oppression.

Restorative Justice

Restorative justice is a framework for addressing harm, conflict, or wrongdoing by focusing on healing, accountability, and community involvement rather than punishment.

Partnership

As a grassroots, volunteer-driven organization, partnership is not just an approach for us, it's part of who we are. We sincerely believe that those directly affected by our work should have a seat at the table and that the table can be as large as folks around it want it to be.



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THE LIGHT IS COMING: 30 Years of Pride, Power, and Possibility

This year marks the 30th anniversary of tri-Pride; a milestone rooted in resilience, advocacy, and community care across Kitchener, Waterloo, and Cambridge. Our 2026 theme, THE LIGHT IS COMING, emerges in response to a time that has been marked by grief, uncertainty, and renewed challenges for 2SLGBTQ+ communities both locally and globally.

Across the Tri-Cities, queer and trans people continue to navigate rising hostility, inequities in access to safe spaces, and the ongoing impacts of isolation and marginalization. Yet, even in these moments, our community has never stopped shining.

THE LIGHT IS COMING is both a declaration and a promise. It honors the generations of queer individuals who have illuminated truth, challenged injustice, and created spaces of belonging where none existed before. It recognizes the light we carry within us; the courage to be visible, the power of collective care, and the unwavering commitment to building a more inclusive future.

As we celebrate three decades of Pride, we invite our sponsors to stand with us not only in celebration, but in purpose. Your support helps us amplify voices that too often go unheard, sustain vital community programming, and ensure that Pride remains a beacon of hope, safety, and joy for all across Kitchener, Waterloo, and Cambridge.

Together, we are not just waiting for the light. We are the light, and it is coming.

Join us in honoring the last 30 years, and shaping the next.



Sponsorship Opportunities

The following table lists the benefits and value of monetary contributions or in-kind contributions of goods or services for each of the sponsorship levels.

Level	Perks	Cost
Title (only one sponsorship accepted)	<ul style="list-style-type: none"> • Social media and website shout out • Speaking opportunity at event • Waived vendor fees for Pride 2026 • Meet and Greet with headliners • Full page spread in 2026 Pride Guide *** 	\$ 10,000 +
Platinum	<ul style="list-style-type: none"> • Social media and website shout out • Speaking opportunity at event • Waived vendor fees for Pride 2026 • Meet and Greet with headliners • Half page spread in 2026 Pride Guide *** 	\$ 6,000 - \$ 9,999
Gold	<ul style="list-style-type: none"> • Partnership designation of funds *** • Social media and website shout out • Waived vendor fees for Pride 2026 • Half page spread in 2026 Pride Guide *** 	\$ 2,500 - \$ 5,999
Silver	<ul style="list-style-type: none"> • Partnership designation of funds *** • Social media and website shout out • Waived vendor fees for Pride 2026 • Quarter page spread in 2026 Pride Guide 	\$ 1,000 - \$ 2,499
Bronze	<ul style="list-style-type: none"> • Partnership designation of funds *** • Social media and website shout out • Mention in 2026 Pride Guide *** 	Up-to \$ 999
Fundraising Partnerships	<ul style="list-style-type: none"> • Partnership designation of funds *** • Social media and website shout out • Mention in 2026 Pride Guide *** 	Monetary donation campaign (through collection or proceed %)

*** See following page for more details on the Pride Guide and Partnership Designations.

Partnership Designations

Sponsorship levels can be classified towards general festival contribution or towards a designated activity. Specific opportunities to designate include:

- Festival Stage
- Performer needs and support - support your local talent through supporting performer costs
- Volunteer needs and support
- Safety and security
- Media and communications
- Kids Zone
- Outside of festival activities (administration and maintenance)

**** Title and Platinum sponsorships are classified as general .*

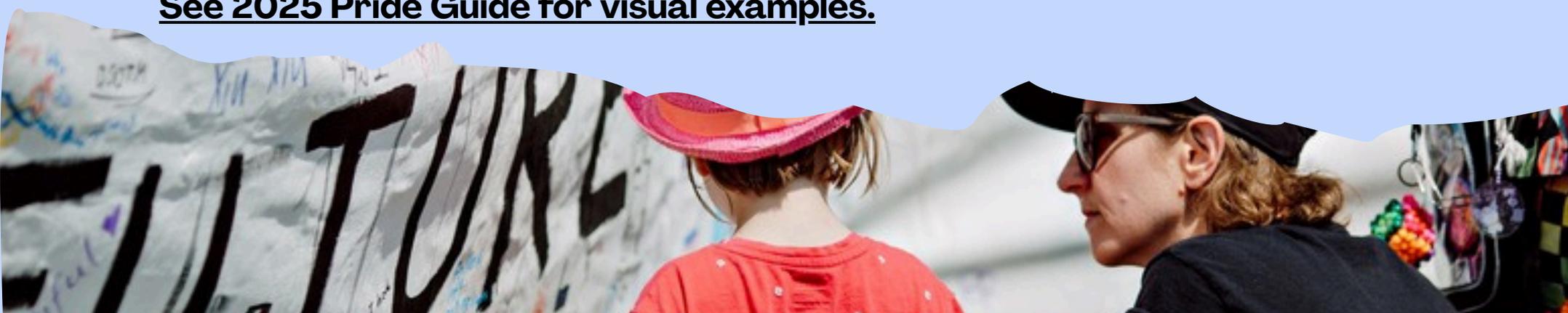
About the Pride Guide

A community-centred digital guide to tri-City Pride events this June, affirming services & organizations and all things SUMMERFEST; including information on performers, partners, community groups and day-of schedule! The pride guide is distributed through social media and tri-Pride website prior to the event and page sizing is based on platform.

Advertisement details:

- Community shout-out: Logo, business name, description of services and links/handles.
- Partner and Sponsor advertisements can include similar details as community shout-out or include a provided digital advertisement/display.

See 2025 Pride Guide for visual examples.





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How to become a Sponsor!

Use the form link below to submit an expression of interest for sponsorship. Use the sponsorship@tri-pride.ca email for general contact. A member of tri-Pride will reach out for further conversation and steps.

Information required for application:

- Name of Sponsorship Unit (Individual, group or organization/business)
- Name of direct contact name and pronouns.
- Contact email.
- Desired Sponsorship Level.
- Partnership Designation, if applicable.

Thank you for considering sponsorship with tri-Pride. Your contributions and commitments directly support our ability to create spaces for Queer joy, belonging, and safety across Kitchener, Waterloo & Cambridge, Ontario.

[Take me to the Sponsorship Form](#)

06.06.2026

THE LIGHT IS COMING

WILLOW RIVER PARK, KITCHENER

