



EDMONTON
PRIDE FESTIVAL
AUGUST 22-24 2025

Partnership Opportunities



Mission

To support members of the Edmonton LGBTQ2S+ community to be their authentic selves; to be respected, accepted, understood, and acknowledged.

Vision

Freedom from harassment, discrimination, hate, and bullying for all members of the LGBTQ2S+ community no matter how one chooses to love, live, or identify.

Goal

To produce the largest and most exciting Pride festival in Alberta's HER-story.



Values

Advocacy – to always advocate for inclusion and equity for members of the LGBTQ2S+ community

Celebration – to celebrate the LGBTQ2S+ community for their uniqueness, diversity, and strength

Education – to educate the LGBTQ2S+ community and the public on transphobia and racism within the movement and society

Acceptance – to acknowledge, respect and accept members of the LGBTQ2S+ community for who they are

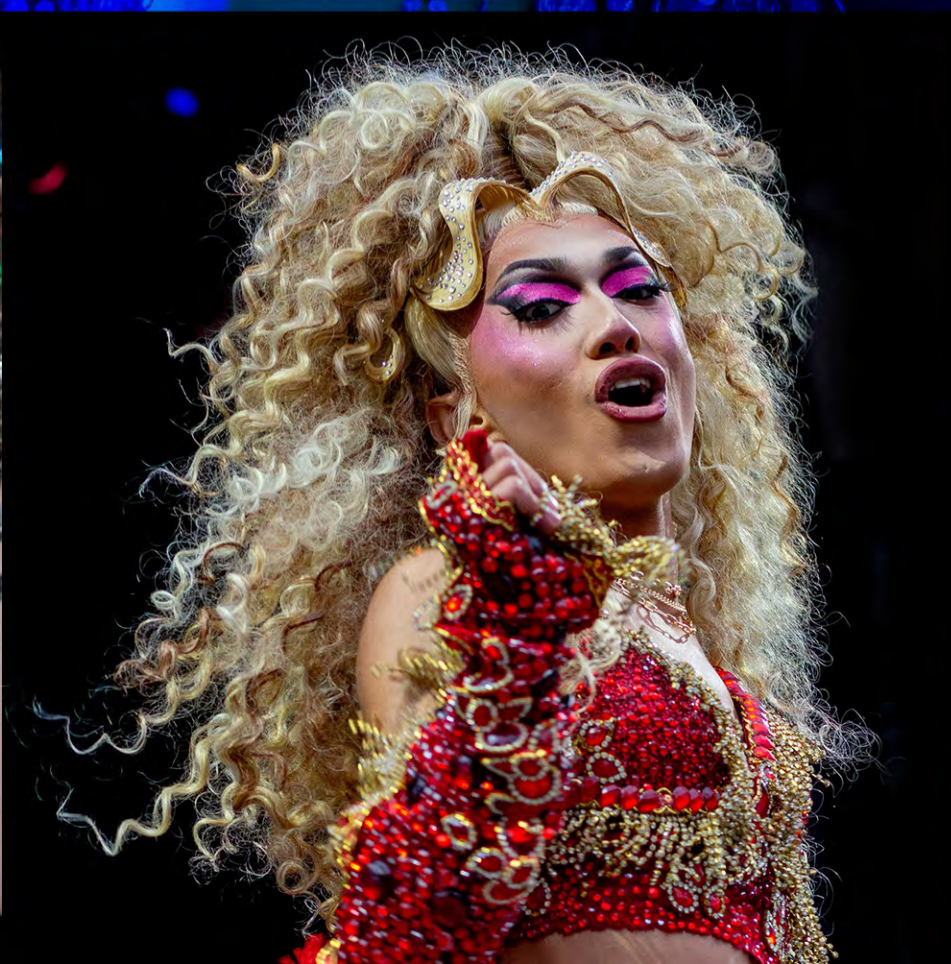
Inclusion – to be a community that does not exclude based on age, sexual orientation, gender, religious affiliation, culture, ethnicity, or race



The Main Stage

The Edmonton Pride Festival hosts over 50 local LGBTQ2S+ performers as well as international Pride acts. The main stage features music, speeches, announcements, and entertainers.

Minority performers, including people of colour, indigenous, trans and two-spirit individuals, will be welcomed, supported, and celebrated during the festival.



The Rainbow Road

A rainbow road is set up within Churchill Square that functions as a market for more than 30 LGBTQ2S+ organizations that provide support services and advocacy to the community.

These types of organizations have had a difficult time promoting their services and reaching the LGBTQ2S+ community since the start of the Covid pandemic.

Edmonton PrideFest Association is making it a priority to connect the LGBTQ2S+ community with essential and critical support services that have suffered from a lack of visibility since March 2020.



Why does Edmonton Pride Festival need your support?

The Edmonton Pride Festivals ability to produce an annual pride celebration is 100% dependent on the generous support of our volunteers and sponsoring businesses.

The magic of Pride is only possible because of amazing supporters like you!

Attendance
50,000+



Sponsor Benefits

Festival Presenter

\$65,000

Parade Presenter

\$60,000

Rainbow Road

\$20,000

Beverage Sponsor

\$20,000

Hotel Sponsor

\$20,000

Parade Breakfast

\$20,000

Platinum Sponsor

\$15,000

Gold Sponsor

\$10,000

Silver Sponsor

\$5,000

Bronze Sponsor

\$2,500



Festival branded as "Your company name" presents the Edmonton Pride Festival



Opportunity to brand Stage & Beer Gardens



Opportunity to brand an element of the festival



Logo placement on volunteer tshirts



Mention in all Edmonton Pride press releases



Logo placement on all print materials



Speaking opportunity at Edmonton Pride Festival



Exhibit booth space Y2K and 2 Spirit Pow Wow (10'x10' space)



VIP passes to beer gardens

20

16

10

10

10

10

8

6

4

4

Recognition on Edmonton Pride Festival's social media



Exhibit booth space Pride @ Churchill Square (10'x10' space)



Logo displayed on large LED event video screens



Use of official Edmonton Pride Festival logo





2024 Media Exposure

1200

TRADITIONAL
MEDIA HITS

The Edmonton Pride Festival has been featured in



Digital & Social Media Analytics

@EdmontonPrideFest

@EdmontonPrideFest

11K

FACEBOOK

3.6K

INSTAGRAM

1.6K

TIKTOK

1M

REACH

5M

IMPRESSIONS

Website Statistics

EdmontonPrideFest.com

350K

PAGE VIEWS

60K

USERS



EDMONTON PRIDE FESTIVAL

To confirm your participation please visit
EdmontonPrideFest.com/Sponsor

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