

EDMONTON  
**PRIDE** FESTIVAL  
AUGUST 22-24 2024

**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



EDMONTON  
**PRIDE** FESTIVAL

**2024  
SIGNATURE  
FREE EVENTS**

BEAVER HILLS  
**2 SPIRIT  
POWWOW**  
@ CHURCHILL SQUARE

AUG **22** 2024

**Y2K**  
@ CHURCHILL SQUARE

AUG **23** 2024

**PRIDE**  
@ CHURCHILL SQUARE

AUG **24** 2024





# 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**  
35,000+



# Sponsor Benefits

**Festival Presenter**

**\$60,000**

**Title Y2K**

**\$25,000**

**Rainbow Road**

**\$20,000**

**Beverage Sponsor**

**\$20,000**

**Hotel Sponsor**

**\$20,000**

**Angel Sponsor**

**\$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







# 2023 Media Exposure

800

TRADITIONAL  
MEDIA HITS

The Edmonton Pride Festival has been featured in



## Digital & Social Media Analytics

@EdmontonPrideFest

@EdmontonPrideFest

11K

FACEBOOK

2K

INSTAGRAM

1.6K

TIKTOK

825K

REACH

5M

IMPRESSIONS

## Website Statistics

EdmontonPrideFest.com

250K

PAGE VIEWS

53K

USERS





# EDMONTON PRIDE FESTIVAL

To confirm your participation please visit  
[EdmontonPrideFest.com/Sponsor](https://EdmontonPrideFest.com/Sponsor)

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