



SASKATOON PRIDE FESTIVAL

SPONSORSHIP PROPOSAL





MISSION STATEMENT + VISION



Diversity is
being invited to
the party.
Inclusion is
being asked to
dance.

The Saskatoon Pride Festival is an invitation for everyone in the community - especially two-spirit, queer, lesbian, gay, transgender, bisexual, non-binary, and gender or sexual diverse people, and their families, regardless of gender expression or identity - to set onto the dance floor without fear or discrimination.

Saskatoon Pride is working to make Saskatoon an inclusive, safe, equitable place that recognizes values, celebrates, and supports queer lives and families, friends and allies. We embrace 2SLGBTQ+ people of all races, cultures, ages, sizes, and abilities. We believe everyone has the right to dance at the party.

Saskatoon Pride continues to evolve and grow. We have the potential to contribute to the economy of our region even more than we have. We are working to contribute even more to the economy of our region by expanding our tourism development and promotion, by forging partnerships with organizations that share our vision, and by fostering community support of businesses and services that are welcoming and demonstrate support for diversity and inclusion year round.

When we dance together, our world becomes more beautiful and just.





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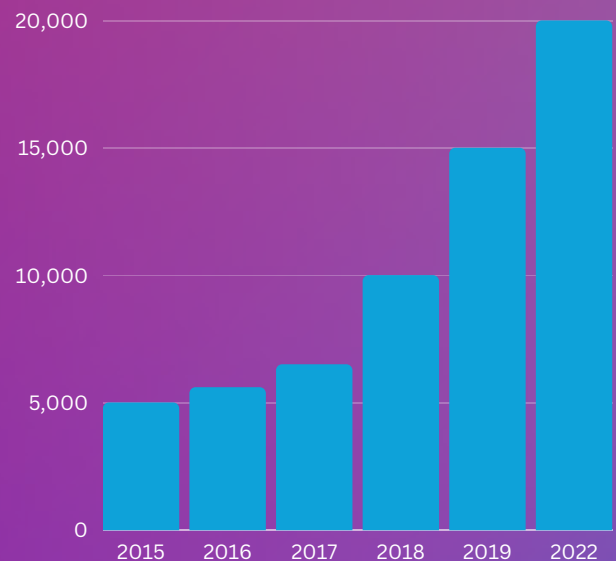
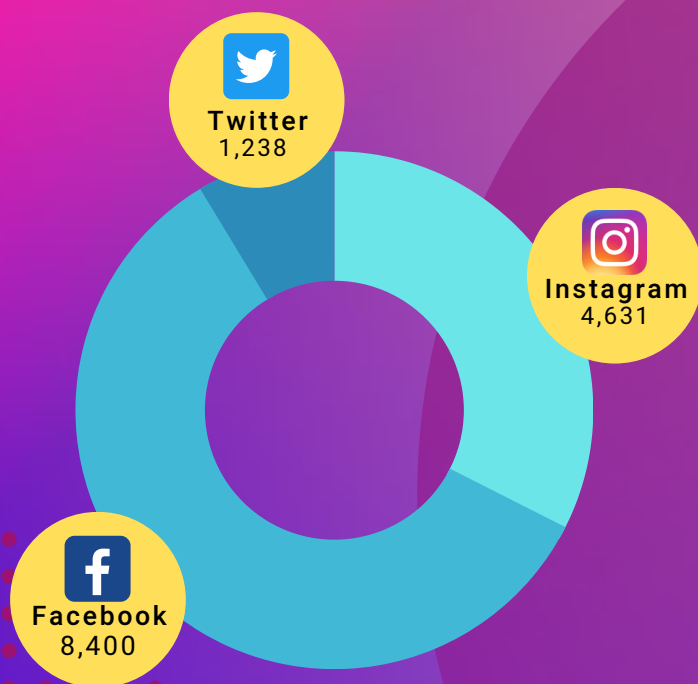
- CO-CHAIR CONTACT INFORMATION
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PRIDE FAQ'S

2022 saw an estimated 20,000+ participants in the Saskatoon Pride events, including the Saskatoon Pride Parade, Pride in the Park and Pride Market, including other events throughout the one-week Pride festival. It is the largest Pride festival in the province, and the 10th largest in the country. For the last four years, the Saskatoon Pride Parade has also been voted "Best Parade" in the city, by Planet S Mag readers.

We invite you to become a Saskatoon Pride Festival Partner.



PRIDE FESTIVAL ATTENDANCE

INVOLVEMENT

Your organization can partner with Saskatoon Pride in a number of ways! As an event sponsor, or by creating a unique cash/in-kind donation tailored to your organization's needs and business goals. We welcome new support and fresh faces to help make the Saskatoon Pride Festival the most inclusive and accessible celebration of Pride in Canada.

These partnership packages can be custom tailored to your business goals and offer you an opportunity to shine!

IMPACT

HOW CAN YOUR ORGANIZATION IMPACT THE 2SLGBTQ+ COMMUNITY?

We understand and recognize the efforts it takes to support an event, or a festival. It takes people power, financial support, and a whole lot of community support to create meaningful programs for people to attend.

By supporting our initiatives, your business/organization will emerge as a more inclusive and diverse establishment within the community.

Now, let's collaborate!

RAINBOW IDEAS

DRAG SHOWS	\$2,000
FAMILY FRIENDLY PRIDE EVENTS	\$1,500
PRIDE IN THE PARK ENTERTAINMENT	\$10,000
SPARK YOUR PRIDE	\$3,000
SPONSOR A PARADE FLOAT	\$500

SPONSORSHIP LEVELS



LEVEL	VALUE (CASH/IN-KIND/VOLUNTEERISM)
GOLD	\$7,500 +
SILVER	\$4,000 - \$7,500
BRONZE	\$1,000 - \$4,000
FRIEND OF PRIDE	UP TO \$1,000

Volunteering is equal to \$11.00/hour per person

ENTITLEMENTS	GOLD	SILVER	BRONZE	FRIENDS OF PRIDE
Volunteer Activation	✓			
Corporate logo on volunteer merchandise	✓			
Corporate banner on all SDN events	✓	✓		
Logo placement on select SDN event posters	✓	✓		
Vendor entry at Community Fair/Parade *	✓	✓	✓	
Social media recognition	✓	✓	✓	
Use of SPF logo and Fantastic Futures Pride Festival logo	✓	✓	✓	✓
Logo and link on SDN website sponsor page	✓	✓	✓	✓

Parade Entry Fee: \$100 per organization, \$25 for non-profits. Market Vendor Fee: \$100 for businesses / food trucks, \$50 for small artisans



THANK YOU

For all your support in the past and your continued support in making each Pride year the best year yet.

#SaskatoonPride

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