

# SPONSORSHIP PACKAGES

Show your support & sign up to be 2019 Pride London Festival Sponsor!

The chart below outlines our general benefits structure for each level of sponsorship, however we strive to offer flexible options & are willing to customize a package that meets your needs & desires.

*In 2011, the International Gay & Lesbian Chamber of Commerce pegged the buying power of the LGBTTQ\* community in Canada at just over \$100 billion, which is 10% of the Canadian consumer market.* – VALUING THE GAY DOLLAR, BRENDAN STEVENS, IVY BUSINESS REVIEW, APRIL 2011



	<b>Platinum</b> \$10,000+	<b>Gold</b> \$5,000	<b>Silver</b> \$2,500	<b>Bronze</b> \$1,000	<b>Supporter</b> \$500	<b>Friend</b> \$100
Name/logo on all Pride London Festival press releases & in local advertising	✓	—	—	—	—	—
Representative invited to speak at a 2019 Pride London Festival event	✓	—	—	—	—	—
Opportunity to be the presenting sponsor for a specific Pride week event	✓	✓	—	—	—	—
Logo/banner displayed at the 2019 Pride London Festival Awards	✓	✓	—	—	—	—
Banner displayed at the outdoor festival in Victoria Park	✓	✓	✓	—	—	—
2019 Pride Parade registration fee <i>*See Page 7 for more information</i>	✓	✓	✓	—	—	—
2019 Pride Guide Ad <i>*See Page 5 for more information</i>	✓ Full Page	✓ 1/2 Page	✓ 1/4 Page	✓ 1/6 Page	—	—
Vendor space in Victoria Park <i>*See Page 6 for more information</i>	✓ 10x10 Space	✓ 10x10 Space	✓ Vendor Table	✓ Vendor Table	✓ 50% off Space	—
Logo (with link) on PrideLondon.ca	✓	✓	✓	✓	✓	✓ No Logo

We now offer online registration & payment for all areas of support at [www.PrideLondon.ca](http://www.PrideLondon.ca). If you would prefer to mail in your registration & payment, please complete the form below.

**BUSINESS NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/PROVINCE:** \_\_\_\_\_ **POSTAL CODE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE NUMBER:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

**INVOLVEMENT:** *(Please choose all that apply)*

☐ **SPONSORSHIP**

- ☐ Platinum ( \$10,000+)
- ☐ Gold (\$5,000)
- ☐ Silver (\$2,500)
- ☐ Bronze ( \$1,000)
- ☐ Supporter (\$500)
- ☐ Friend (\$100)
- ☐ Other \$ \_\_\_\_\_
- ☐ In-Kind Contribution: \_\_\_\_\_

☐ **EXHIBITOR**

- ☐ Food Vendor (\$500)  
*Insurance Provider & Number:* \_\_\_\_\_

- ☐ Exhibitor 15'x15' Space (\$400)
- ☐ Exhibitor in Large Tent (\$300)
- ☐ Non-Profit/Charitable (\$100)

**Description of Product/Service:** \_\_\_\_\_

**Hydro Needed?** Yes / No

☐ **PRIDE GUIDE**

- ☐ Back Cover (\$2,500)
- ☐ Inside Cover (\$2,000)
- ☐ Full Page (\$900)
- ☐ Half Page (\$500)
- ☐ Third Page (\$350)
- ☐ Quarter Page (\$250)
- ☐ Sixth Page (\$200)

☐ **PARADE ENTRY**

ENTRY TYPE	EARLY BIRD	REGULAR
Non-Profit/School/Faith Based	<input type="checkbox"/> \$30	<input type="checkbox"/> \$60
Small Business (<25 employees)	<input type="checkbox"/> \$75	<input type="checkbox"/> \$100
Union or Political Group	<input type="checkbox"/> \$125	<input type="checkbox"/> \$175
Large Business (>25 employees)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300

*\*Early Bird Rates expire on June 1st, 2019*

**TERMS & CONDITIONS**

**PRIDE GUIDE:** All advertisements must be paid in full prior to Wednesday, April 24th, 2019. All ad cancellations must be submitted in writing prior to the artwork deadline. The publisher reserves the right to charge up to 100% of the rate for any advertising space placed, but subsequently cancelled after the deadline date. The publisher assumes no liability for the content of advertised materials including copy, illustrations and/or photography. All materials and advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement.

**VENDORS:** All vendors & exhibitors must adhere to all City of London Vendor Policies & Procedures, as outlined in Section 16.0 of the 2018 Special Events Policies & Procedures Manual. The Undersigned acknowledges & agrees it is their responsibility to provide liability insurance & shall provide proof. Further the Undersigned voluntarily assumes all risks associated with the rental space, however caused or created, whether by or through the action/inaction, and/or negligence of all or any Pride London Festival, its Directors, Officers, Agents, Representatives & Volunteers. The Undersigned waives any right to claim against & saves harmless the Pride indemnities in respect of all claims, demands, losses & or damages of any nature or kind. Vendors may cancel their registration in Pride London Festival & receive a full refund minus a 20% administration fee up until July 1st, 2019. After that date no refunds or exchanges will be issued.

The Undersigned acknowledges & agrees they have read & understand this Contract, Waiver & Assumption of Risk & acknowledges the Undersigned has signed voluntarily & understands they are waiving all rights to sue Pride London Festival Inc.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

Please make all cheques payable to: Pride London Festival - 186 King Street, Unit 30 London, ON N6A 1C7