



# **2025 INFORMATION PACKAGE**

Thank you to our sponsors!

Ontario Trillium Foundation



Fondation Trillium de l'Ontario



London CANADA



Regional HIV/AIDS Connection

London is On!

MUSIC \* ARTS \* CULTURE

#LDNENT



WESTERN FAIR district

be entertained





**Dear Potential Partner,**

Planning is well underway for Southwestern Ontario's most colourful event of the year, the 2025 Pride London Festival being held from July 10th – 20<sup>th</sup>.

Over 10 exciting days in July, Londoners and visitors to the city will experience unique events that highlight our LGBT2Q+ communities in London, & promote unity, inclusion & awareness of sexual and gender diversity and expression.

The Pride London Festival volunteer Board of Directors and committee members work throughout the year to put together these events. We cannot operate without significant support from our sponsors, advertisers and community partner.

By supporting Pride London Festival, you will be assisting in promoting human rights development in our local community and helping to foster more inclusive communities across Canada.

Thank you for your interest in partnering with Pride London Festival this year. We look forward to speaking with you more about these opportunities & answer any questions you might have.

Yours in Pride,

**Robyn Danielle**  
President  
president@pridelondon.ca

**Frederick Hood**  
Vice-President  
vp@pridelondon.ca

# SPONSORSHIP PACKAGES

Show your support & sign up to be 2025 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 2023 Pride London Festival event	✓	—	—	—	—	—
Opportunity to be the presenting sponsor for a specific Pride week event	✓	✓	—	—	—	—
Logo/banner displayed at the 2023 Pride London Festival Awards	✓	✓	—	—	—	—
Banner displayed at the outdoor festival in Victoria Park	✓	✓	✓	—	—	—
2023 Pride Parade registration fee <i>*See Page 7 for more information</i>	✓	✓	✓	—	—	—
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

# 2023 PRIDE GUIDE

Get noticed & show your support in the **2025 Pride Guide!**

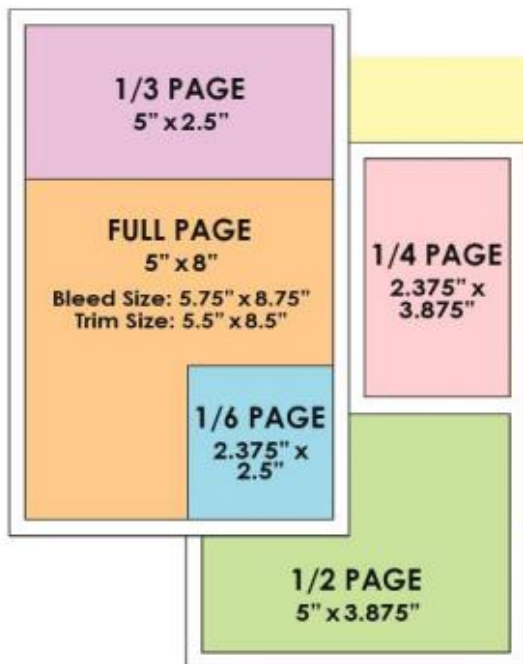
The Pride Guide is Pride London Festival's official event program & includes a full listing of Pride events, community resources & parade information.

The guide offers businesses a chance to advertise directly to the growing LGBT communities, as well as their friends, family & allies. Not only is it a great marketing opportunity, but also a chance to let Londoners know that you support the positive social change that Pride stands for.

***Studies have shown that 30% of the LGBTTQ\* market's purchasing decisions are influenced by advertising, over 50% are influenced by a company's employment practices and active promotion of LGBTTQ\*-friendly policies.***

- VALUING THE GAY DOLLAR, BRENDAN STEVENS, IVY BUSINESS REVIEW, APRIL 2011

More than 1,500 copies of the guide will be printed, distributed, & will be available online all year round at:  
**Pridelondon.ca/PrideGuide**



## 2023 RATES

Back Cover:	\$2,500
Inside Covers:	\$2,000
Full Page:	\$900
Half Page:	\$500
Third Page:	\$350
Quarter Page:	\$250
Sixth Page:	\$200

Artwork Deadline:  
**Friday, May 5th, 2025**

Accepted File Format (MAC/ PC):  
**Adobe Acrobat (PDF)**  
**300 DPI - Full Colour**

Ad Creation & Graphic Services:  
**\$25 per hour**

Send all logos & artwork to:  
**info@pridelondon.ca**



# OUTDOOR FESTIVAL EXHIBITOR INFORMATION

Be part of the 9th outdoor festival at Victoria Park in the heart of downtown London!

The 3-day festival will run Friday, July 18<sup>th</sup> to Sunday, July 20<sup>th</sup>, and will feature entertainment, a beer/wine garden, food vendors, and exhibitor tent.

## DATES & TIMES

<b>Friday, July 18<sup>th</sup></b>	<b>6:00pm - 11:00pm</b>
<b>Saturday, July 19<sup>th</sup></b>	<b>11:00am - 9:00pm</b>
<b>Sunday, July 20<sup>th</sup></b>	<b>11:00am - 9:00 pm</b>

There are two options for exhibitors:

### COMMUNITY TENT

Exhibitor space located under a large community tent. Includes one 8 foot table, two chairs & the option to have a hydro hookup.

### INDIVIDUAL SPACE

Exhibitor space (approx. 15' x 15') located along path in Victoria Park. Includes one 8 foot table, two chairs & the option to have a hydro hookup. Vendor must provide own tent.

### SETUP INFORMATION

Setup will take place on Friday, July 18<sup>th</sup> from 9am - 2:00pm. All cars & trucks MUST be out of the park no later than 2:30pm & may not be in the park at any time while the festival is open. This is for the security of everyone & is in accordance with the City of London By laws.

### PARKING INFORMATION

Parking passes are not available this year.

### GARBAGE & RECYCLING

All vendors are responsible for the removal of any garbage & recycling they bring into the park.

### TEARDOWN INFORMATION

Teardown for the festival will begin on Sunday at 9:00pm. Vendors may not bring vehicles into the park until after 9:00pm & the festival is closed. This is an issue of public safety.

**FOR VENDOR INFORMATION:** [vendors@pridelondon.ca](mailto:vendors@pridelondon.ca)



## EXHIBITOR RATES

Food Vendor:	\$500
Exhibitor:	\$400 (15' x 15' space) \$300 (in large tent)
Non-Profit/Charitable Organization:	\$100 (in large tent)



# 31<sup>st</sup> ANNUAL LONDON PRIDE PARADE

Show your Pride at London's most colourful event of the year on **Sunday, July 20, 2025**

Whether you're a small business, large organization or simply an individual wanting to show your support, all are welcome! You don't need a huge float (although they are welcome); you just need lots of colour and positive spirit!

## PARADE FORMATION

**08:00 am - 11:00am | TBD\***

The Pride Parade formation will take place in the Western Fair District parking lot. All participants are asked to meet just inside the Rectory Street entrance, where you will be given additional information about where to assemble your float/group. All personal vehicles will be asked to park at the Western Fair Farmers' Market at the corner of Dundas St. & Ontario St. to allow room for the parade formation.

## PARADE ROUTE

**12:00pm Start Time**

The parade route to be announced. Stay tuned to the pride website for further details. The annual closing speeches and entertainment will continue at Victoria Park.

## ROGERS TV BROADCAST OF PARADE

**Date TBA**

For the 14th year, Rogers TV London, Cable 13 will broadcast the entire Pride London Festival Parade. All parade entries must sign a release form. For more information, visit [Rogerstv.com](http://Rogerstv.com).

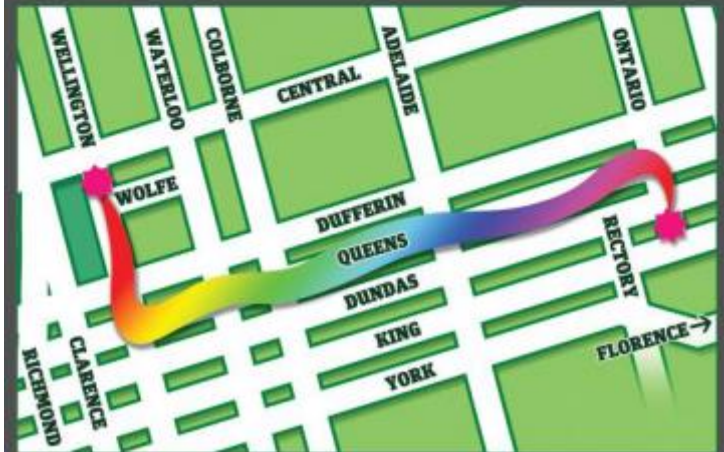
[info@pridelondon.ca](mailto:info@pridelondon.ca)



## 2025 PARADE FEES

### ENTRY TYPE

Non-Profit, School & Faith Based Organization	\$100
Small Business (25 or less paid employees)	\$150
Union or Political Group	\$175
Large Business (26 or more paid employees)	\$400



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	REGULAR
Non-Profit/School/Faith Based	<input type="checkbox"/> \$100
Small Business (<25 employees)	<input type="checkbox"/> \$150
Union or Political Group	<input type="checkbox"/> \$175
Large Business (>25 employees)	<input type="checkbox"/> \$400

*PRIDE GUIDE: All advertisements must be paid in full prior to Friday, May 6th, 2025. 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 2023 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, 2025. 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 - 201-602 Queens Avenue, London, ON N6B1Y8