



2026 SPONSORSHIP PACKAGE

LAND ACKNOWLEDGEMENT

We acknowledge that the Pride London Festival operates on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron.

We acknowledge all the treaties that are specific to this area: the Two Row Wampum Belt Treaty of the Haudenosaunee Confederacy/Silver Covenant Chain; the Beaver Hunting Grounds of the Haudenosaunee NANFAN Treaty of 1701; the McKee Treaty of 1790, the London Township Treaty of 1796, the Huron Tract Treaty of 1827, with the Anishinaabeg, and the Dish with One Spoon Covenant Wampum of the Anishnaabek and Haudenosaunee.

This land continues to be home to diverse Indigenous peoples (First Nations, Métis and Inuit) whom we recognize as contemporary stewards of the land and vital contributors to society. We hold all that is in the natural world in our highest esteem and give honor to the wonderment of all things within Creation. We bring our minds together as one to share good words, thoughts, feelings and sincerely send them out to each other and to all parts of creation. We are grateful for the natural gifts in our world, and we encourage everyone to be faithful to the natural laws of Creation.

The three Indigenous Nations that are neighbours to London are the Chippewas of the Thames First Nation; Oneida Nation of the Thames; and the Munsee-Delaware Nation who all continue to live as sovereign Nations with individual and unique languages, cultures and customs.

This Land Acknowledgement is a first step towards reconciliation. It is the work of all citizens to step towards decolonizing practices and bringing our awareness into action. We encourage everyone to be informed about the traditional lands, Treaties, history, and cultures of the Indigenous people local to their region.

Thank you to our
2025 sponsors!



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Dear Potential Partner,

Planning is well underway for Southwestern Ontario's most colourful event of the year; the 2026 Pride London Festival being held from July 10th – 19th.

Over 10 exciting days in July, Londoners and visitors to the city will experience unique events which highlight our 2SLGBTQIA+ community in London and Middlesex County, promoting unity, inclusion and awareness of sexual and gender diversity and expression.

The Pride London 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 partners.

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 in 2026! We look forward to speaking with you more about these opportunities and answering any questions you may have.





































Yours in Pride,

Robyn Hodgson
President
president@pridelondon.ca

Bianca Robitaille
Vice-President
vp@pridelondon.ca

SPONSORSHIP PACKAGES

Show your support and register to be a 2026 Pride London Festival Sponsor! The chart below outlines our general benefits structure for each level of sponsorship. However, we strive to offer flexible options and are willing to customize a package that meets our mutual needs.

	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporter \$1,000
Opportunity to be the presenting sponsor for a specific Pride week event	 Weekday				
Representative invited to speak at 2026 Pride London Festival event					
Vendor/Exhibitor space in Victoria Park <i>*see Page 6 for more information</i>	 Premier space	 Premier space	 Vendor space	 Vendor space OR parade reg.	
2026 Pride Parade registration fee <i>*see Page 7 for more information</i>	 Front 10 positions	 Front 30 positions	 Parade registration	 Vendor space OR parade reg.	
Name/logo in printed and digital Pride Guide	 Full Page	 1/2 Page	 1/4 Page	 1/6 Page	 Listing
Logo and link to website on pridelondon.ca					
Logo on electronic banner displayed in Victoria Park throughout festival					

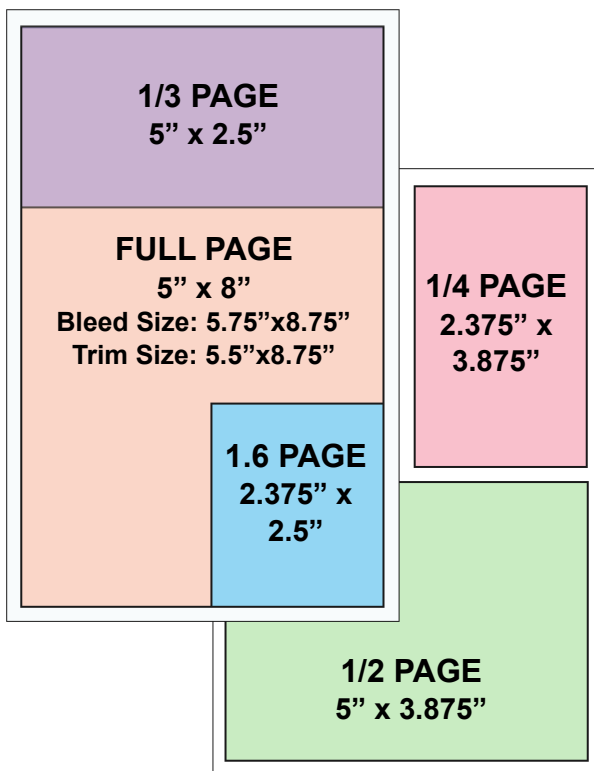
2026 PRIDE GUIDE

Get noticed and show your support in the 2026 Pride Guide!

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

The guide offers businesses a chance to advertise directly to the growing 2SLGBTQIA+ community, as well as their friends, families and allies. Not only is this a great marketing opportunity, but it is also a chance to let Londoners and County residents alike know that you support the positive social change that Pride stands for!

More than 1,200 copies of the guide will be printed, distributed, and will be available online all year round at pridelondon.ca/guide.



2026 RATES

Back Cover	\$2500
Inside Covers	\$2000
Full Page	\$1000
Half Page	\$600
Third Page	\$450
Quarter Page	\$325
Sixth Page	\$250

Artwork Deadline:

May 31, 2026

Accepted File Format:

PDF

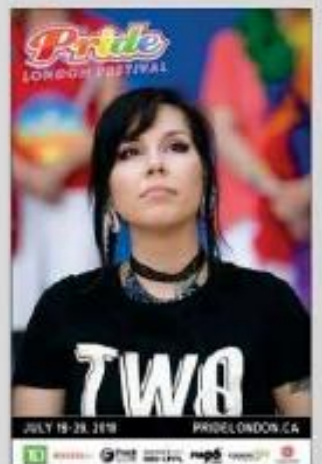
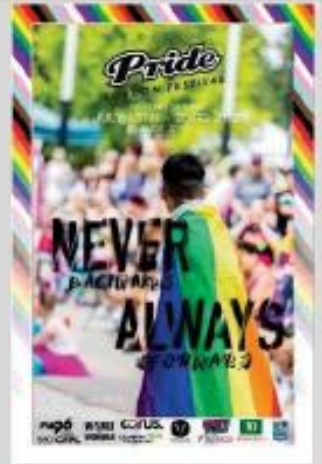
300DPI – Full Colour

Ad Creation & Graphic Services:

\$25 per hour (if available)

Send all logos and artwork to:

prideguide@pridelondon.ca



OUTDOOR FESTIVAL EXHIBITOR INFORMATION

Be part of the outdoor festival at Victoria Park in the heart of downtown London! The 3-day festival will run from Friday, July 17th to Sunday, July 19th and will feature entertainment, a beer garden, food vendors, and exhibitor tents.

DATES & TIMES

Friday, July 17 th	5:00pm – 10:00pm
Saturday, July 18 th	11:00am – 10:00pm
Sunday, July 19 th	10:00am – 6:00pm

EXHIBITOR SPACE

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

***If you are a small, 2SLGBTQIA+ business (sole proprietorship) and find none of the options fit, please contact us to discuss a more flexible option.*

SETUP INFORMATION

Setup will take place on Friday, July 17th between 12:00pm – 4:00pm. All cars and trucks MUST be out of the park no later than 4:30pm and may not be in the park at any time while the festival is open. This is for the security of everyone and 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 and recycling that they bring into the park.

TEARDOWN INFORMATION

Teardown for the festival will begin on Sunday, July 19th at 6:00pm. Vendors may not bring vehicles into the park until after 6:00pm when the festival has closed. This is an issue of public safety.

VENDOR REGISTRATION

Please visit pridelondon.ca/parade to register as a vendor. For more information, contact vendor@pridelondon.ca.

2026 EXHIBITOR RATES

Food Vendor	\$550
<i>fully serviced, electrical connection</i>	
Vendor - Serviced	\$400
<i>15'x15', electrical connection, provide own tent</i>	
Vendor - Unserviced	\$300
<i>15'x15', provide own tent</i>	
NFP Serviced Space	\$150
<i>15'x15', electrical connection, provide own tent</i>	
NFP Unserviced Space	\$100
<i>15'x15', provide own tent</i>	
Tent Rental	\$113
<i>Optional add-on for those without a tent</i>	

**NFP = Not for Profit*



30th ANNUAL LONDON PRIDE PARADE

Presented by Canada Life



Show your Pride at London's most colourful event of the year on **Sunday, July 19th, 2026.**

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 INFORMATION

8:00am – 11:00am | Western Fair District

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. and Ontario St. to allow room for the parade formation.

PARADE ROUTE

12:00pm Start Time

The parade route will be announced. Stay tuned to the pride website and social media channels for further details.

Tentative route only – parade route may change

The annual closing speeches and entertainment will continue at Victoria Park.

ROGERS TV BROADCAST OF PARADE

For the 17th year, Rogers TV London, Cable 13 will broadcast the entire Pride London Parade. All parade entries must sign a release form. For more information, visit Rogerstv.com.

REGISTRATION

Please visit pridelondon.ca/parade to register for the parade.

For more information, contact parade@pridelondon.ca.

2026 PARADE FEES

ENTRY TYPE:

Large Business \$500
(25+ employees)

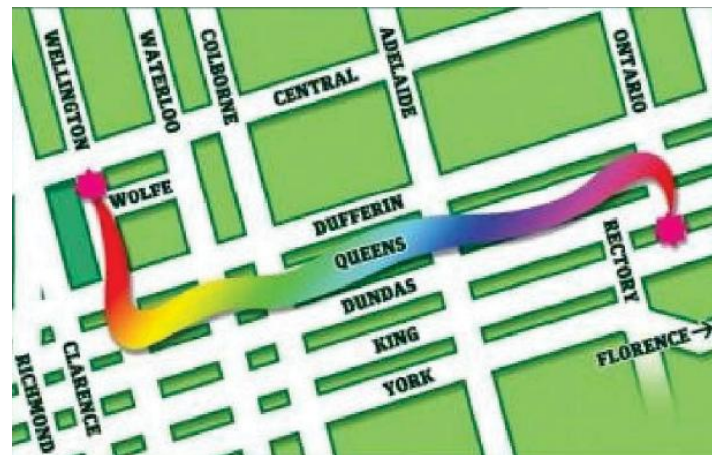
Union/ Political Group \$250

Small Business \$200
(<25 employees)

Not For Profit/School/Faith \$100

*No vehicles longer than 40' (12m)

*No livestock or farm animals



TERMS AND CONDITIONS

PRIDE GUIDE: All advertisements must be paid in full prior to Friday, May 29th, 2026. 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. Unpaid invoices as of Friday, May 16th, 2026 will incur a late deposit of 10% per month on their bill.

VENDORS: All vendors and exhibitors must adhere to all City of London Vendor Policies and Procedures, as outlined in section 14.0 2026 Special Events Administrative Procedures Manual:

https://london.ca/sites/default/files/2024-12/COL-Special-Events-Admin-Procedures-Manual-Final_0.pdf

The Vendor/Exhibitor acknowledges and agrees it is their responsibility to provide liability insurance and shall provide proof. Further, the Vendor/Exhibitor 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 Directors, Officers, Agents, Representatives or Volunteers. The Vendor/Exhibitor waives any right to claim against and saves harmless the Pride London indemnities in respect of all claims, demands, losses and/or damages of any nature or kind. The Vendor/Exhibitor may cancel their registration in Pride London Festival and receive a full refund minus a 20% administration fee up until June 30th, 2026, Unpaid Vendors and Exhibitors will incur a 10% late payment per month on unpaid invoices. The Vendor/Exhibitor acknowledges and agrees that they have read and understand this Contract, Waiver and Assumption of Risk and acknowledges the Vendor/Exhibitor has signed voluntarily and understands they are waiving all rights to sue Pride London Inc.

PAYMENTS: Please make all cheques payable to: Pride London – 201 King Street, London, ON, N6A 1C9.

