

17 Years of PRIDE *and Counting*

Partnerships 2017



*Let's
Celebrate
This
Year
Together*



CANADA 150
1867-2017

YORK PRIDE
FESTIVAL
* 2017 *
~ Celebrating CANADA 150 ~

Partnership Opportunities York Pride Fest

York Pride Fest is a not-for-profit, community based organization that has organized York Region's Annual Pride Festival each year for the past decade. This festival is one of Canada's fastest growing regional Pride Week festivals and includes the annual York Region Pride Parade; Pride in the Park celebrations and for 2017 will include Canada's 150th anniversary celebration.

The Regional Municipality of York is home to 1.2 million residents and growing with the strength of our diversity expressed through ancestries traced to virtually all corners of the world, including many members of our LGBTQ communities across York Region. By hosting the annual festival and other social events in York Region, York Pride Fest brings visibility to the region's LGBT+ community in order to pursue its mission to illuminate and celebrate human diversity, captivate the general public and inspire inclusivity. Due to our unique standing in the community we are able to foster harmony and acceptance in order to enhance the well-being of many individuals in York Region. This, in turn, strengthens the reputation of our region as one that embraces diversity and welcomes people of all minorities. By choosing to align yourself with our Pride Festival, you demonstrate your commitment to a discrimination free region for all of our citizens.

York Pride Fest is run entirely by our dedicated volunteers and it is because of the generous financial contributions from our sponsoring partners that we are able to be as active in the community as we are. However the greatest challenge our organization faces is garnering the funds necessary to run these events. We hope that you will choose to support our organization.

In return for your contribution to the York Pride Fest, we are committed to ensuring a longstanding partnership that focuses on enhancing your company's reputation as a supporter of equity & acceptance of diversity.

We strive to foster significant relationships with our sponsors, providing the opportunity to connect with many consumers who attend our events or follow us online, offering you optimal visibility within the niche market of the LGBT1+ community of York Region and beyond. This also links you directly with other companies and organizations that already support our organization, and shows your openness and acceptance for all residents.

We hope you will consider becoming a partner of our organization, and look forward to working with you.

Sincerely,



Jacob Gal
Director of Development & Communications
York Pride Fest



Exciting News for Newmarket

The BIA of Main Street Newmarket is committed to improving and promoting the Main Street area through investment and advocacy to maintain its position as one of Newmarket's premier shopping, business and entertainment destinations. While continuing to strive to enhance the quality of businesses, events and overall success of the downtown core of Newmarket and beyond.

York Pride Fest (York Region's Pride Festival) has the ability to highlight and celebrate the diverse arts and culture of Newmarket's heritage core. York Pride Fest will do this through our Pride festival that illuminates human diversity, captivates the general public and inspires inclusivity.

The Town of Newmarket has welcomed the festival with open arms and York Pride Fest has partnered with the Farmer's Market and is proudly supported by the Newmarket Main St BIA. York Pride Fest feels that this is a step in the right direction for the town and its residents to become more involved with the many LGBT+ people living within the town through a day of coming together in celebration.

York Pride Fest is working hard to support businesses, not only in Newmarket's downtown core but also across the entire region. As the region's Pride organization for the past decade, York Pride Fest fully appreciates the significant value of its partnerships with local businesses and other organizations. With the help of our partners we continually strive to grow our celebration as a family friendly, interactive and a joyful experience for all residents and businesses.



“The Town of Newmarket welcomes York Pride Fest. This is an exciting opportunity for us to celebrate and embrace our diverse and inclusive culture.”

Newmarket Mayor Tony Van Bynen

With Support From:

Newmarket Main St Business Improvement Area



YORK PRIDE

CANADA 150

FESTIVAL

YORK REGION ON
EST. 2007
COLOURS OF CANADA

What is York Pride Fest?

York Pride Fest is a not-for-profit community based organization hosting social events in York Region, which include Canada's fastest growing regional Pride Week Festival, staged each June to celebrate Lesbian, Gay, Bisexual and Transgendered (LGBT) residents throughout our community.

“Coming out and supporting York Pride here at home is important to us because after the attacks on the LGBT community in Orlando in June 2016 at Pulse Nightclub, we were reminded that the fight for equality is not over”

~JD Meltz & Aaron Palachi



YORK PRIDE FEST

A LOOK THROUGH THE YEARS

2008



York Pride Fest participated in the Toronto Pride parade on June 29th. This was the first time ever that LGBT organizations of York Region had been represented in the Toronto Pride parade which was a great way to increase awareness of our community.

York Pride Fest hosted its first eighth day pride festival across the region which included four key pride events during that week.

2010

York Pride Fest hosted seven key Pride events in its fourth year of Pride celebrations in York Region.

The Rainbow Flag was flown for the first time ever on civic flag poles in the municipalities of Aurora and Georgina, and also at all Seneca College campuses.



Six key sponsors supported pride and its development.



2007

York Pride Fest was launched in February 2007 by the York Region LGBT Community Outreach Project, a four-year Trillium funded initiative to develop and support the delivery of services to meet the needs of LGBT persons and their families in York Region.



Official recognition of Pride Week was requested from and granted by the Municipality of York Region.

York Pride Fest hosted three key pride events that year.

2009

York Pride Fest hosted eight key pride events over its eight day pride festival region-wide.

Three of the nine municipalities of York Region agreed to raise the Rainbow Flag for the duration of York Region's Pride Week.



York Pride Fest launched twelve public awareness displays across York Region

2011



The Town of Richmond Hill launched Pride Week by hosting the region's first official Rainbow Flag raising ceremony outside its main municipal offices.

York Pride Fest hosted seven key pride events.

YORK PRIDE FEST A LOOK THROUGH THE YEARS

2013



2013 was a landmark year as our Pride Festival included the first Pride Parade ever to be staged in York Region. The parade, along Yonge Street in Richmond Hill, featured 30 groups, 15 floats and more than 250 participants.

2015

105.9 The Region partnered with York Pride Fest to air its first ever LGBT+ Pride radio advertisement.

The Town of Georgina hosted its first official Rainbow Flag raising ceremony at its civic centre.

Since 2007, the Pride Picnic and BBQ event had been hosted as the main Pride Week event. In 2015 this event was transformed into "Pride In The Park", a community fair, BBQ & concert event, open to the public and attended by 600-800 people and growing each year.

York Pride Fest enhanced its event volunteer team resources (T-shirts, ID badges, volunteer incentives).



2012

York Pride Fest hosted eight region-wide Pride events, with eight municipalities proclaiming Pride Week and eight LGBT+ awareness displays were launched.

Markham hosted its first official Rainbow Flag raising ceremony.



2014

York Pride Fest became an official World Pride affiliate partner.

York Regional Police unveiled their new Rainbow Cruiser, promoting LGBT+ visibility and inclusivity.

York Pride Fest hosted its first-ever youth drag night called WERQ in York Region, a wild night of high energy music and incredible performances.



2016



The City of Vaughan hosted its first official Rainbow Flag raising ceremony at its civic centre and pledged to donate \$10,000 to the LGBT+ community of York Region. York Pride Fest received \$5000 to enable it to better achieve its mission to promote inclusivity within York Region after the attacks on the LGBT community in Orlando.

A new partnership between York Pride Fest and York Region Gay Straight Alliance North Youth Group with a membership of nearly 200 youth was formed.

GENERAL INFO

EVERYTHING YOU NEED TO KNOW

OUR OBJECTIVES

To advance education of the general public, by organizing events, entertainment and other initiatives that create visibility and opportunities for better awareness and understanding of York Region's LGBT+ community, as a means to promote equity, inclusivity and greater acceptance of diversity, in order to reduce marginalization, discrimination and homophobia.

To improve the health and well-being of the members of York Region's LGBT+ community, by fulfilling the previously stated objective and by creating social opportunities, free from discrimination, that celebrate diversity, engender self-esteem and provide LGBT+ community members with opportunities for peer support, interaction and community engagement.

To improve the health and well-being of all residents of and visitors to York Region, by fostering a safe and harmonious society within the region and by strengthening its reputation as a region that embraces diversity and welcomes people of all minorities.

72,000+ LGBT+

WITH 9,660+ BEING YOUTH

1,200,000

TOTAL POPULATION OF YORK REGION

HAS ORGANIZED YORK REGION'S ANNUAL PRIDE FESTIVAL EVERY YEAR SINCE

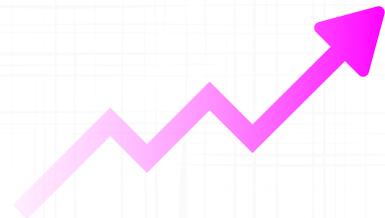
2007

YORK REGION IS ONE OF CANADA'S MOST **VIBRANT**, **DIVERSE** AND **TOLERANT** REGIONS

RUN BY A TEAM OF DEDICATED VOLUNTEERS WITH REPRESENTATIVES FROM

10

LOCAL COMMUNITY ORGANIZATIONS



A NOT-FOR PROFIT ORGANIZATION HOSTING ONE OF CANADA'S

FASTEST

GROWING REGIONAL PRIDE WEEK FESTIVALS, STAGED EACH JUNE

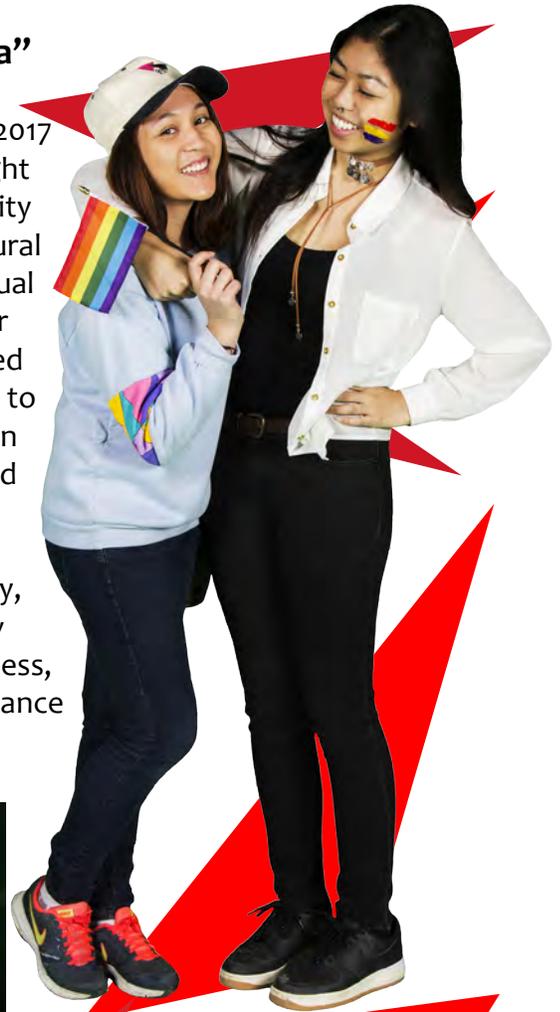
pride knows no boundaries
York Region

COLOURS OF CANADA



“Colours of Canada”

Has been chosen as our 2017 festival theme to highlight and celebrate the diversity of our community; a cultural mosaic inclusive of all sexual orientations and gender identities and represented through ancestries traced to all corners of the world. In our home to a thriving and expanding multicultural society, it expresses our desire to inspire inclusivity, harmony and equity by fostering greater awareness, understanding and acceptance of diversity.



inspired by
Canada 150



YOUR SUPPORT BUILDS A BIGGER CELEBRATION!

- Feature a pride window display for your business (window decals, retail merchandise, baked goods and festival poster)
- Decorate your business a couple weeks before pride; let people know it's happening and you support it proudly
- Pride breakfast, lunch or dinner specials on your menus (restaurants)
- Set-up speakers or have a DJ onsite at your store during the parade day to hype up the crowds
- Fly the Rainbow Flag proudly at your establishment or display in your window.



Company optics are important

Be apart of the big picture 

Each month using online resources, York Pride Fest reaches hundreds of connected individuals that visit our social feeds for news of upcoming year-round events, pride week dates, and general information related to our festival.

Utilizing tools such as our website, Twitter, Facebook, Instagram accounts and our new quarterly newsletters, we have the ability to connect residents to LGBT+ friendly services, products and supports.



Supporting LGBT+ organizations is among the top ways to impact the LGBT+ community.

York Region's LGBT+ community is important to us and we want to help build an inclusive business that supports our people but also benefits our sponsors that support our festival.

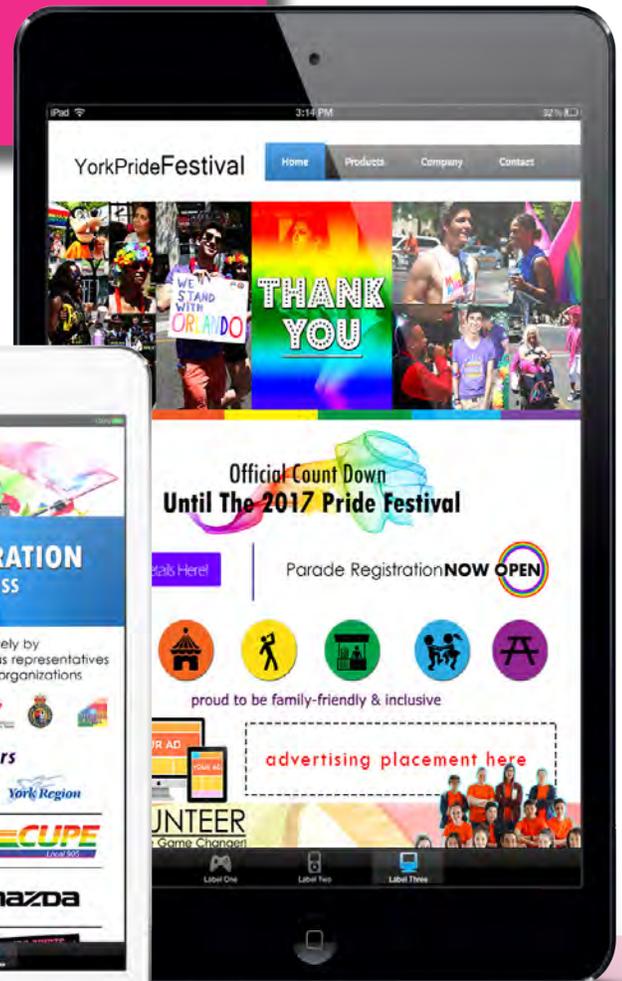
Presently the LGBT+ consumer market of York Region is unexploited by local businesses. In the absence of competition, pioneers have the best opportunity to capture this untapped niche market.

Businesses sponsoring York Pride Fest can foster longer-term partnerships with local LGBT-related service providers, to facilitate ongoing marketing to York Region's LGBT residents.

Brand Visibility

York Pride Fest volunteers wear their memorabilia proudly!

All sponsors are featured on our festival volunteer T-shirts. "It's a great way to be seen before, during and after our festival!"



That's advertising
365
DAYS A YEAR!



Dine With Pride

Yelp Greater Toronto Area (@YelpGTA) has teamed up with York Region's Pride festival to help promote the great local businesses of York Region who support the Pride community. We're encouraging residents of the LGBT+ community to **download the Yelp mobile app** (found in the iOS and Android app store), pick one of our partnering restaurants to visit for a meal, and use the Yelp app to connect with these great local businesses during and after (maybe even share a photo of your special pride menu item to their business page). This is a great opportunity for businesses to connect with the community and local social media influencers and hopefully continued app-use by return guests.



EAT



ENJOY



CONNECT

If your business is interested in creating a custom **Colourful Cuisine** menu item, please contact our events team to set-up a meeting with our Yelp GTA Marketing Director pal, Kris U, to discuss how to create a limited edition pride menu item and promote it to the entire Yelp "foodie" community - for free.



Starbucks Supports York Pride

Diversity and Inclusion

Starbucks strives to create a culture that values and respects diversity and inclusion. Their goal is to build a diverse workforce, increase competencies, shape a culture of inclusion and develop a diverse network of suppliers.

Their welcoming work environment encourages partners to engage with one another and makes Starbucks a place they look forward to working at each day. Starbucks Corporation is an Equal Opportunity employer.

All qualified applicants will receive consideration for employment without regard to race, national origin, age, sex, religion, disability, sexual orientation, marital status, veteran status, gender identity or expression, or any other basis protected by local, state or federal law. This policy applies with regard to all aspects of one's employment, including hiring, transfer, promotion, compensation, eligibility for benefits and termination.

Starbucks continues to be a stepping stone in our society as one of many organizations that supports local initiatives, like York Pride Festival. The company also works hard to create an inclusive work space which we support and are proud to promote.

Your company is invited to be a part of our journey as well, to do some important and much needed work in our community.



Pride Alliance
Network 



PRE EVENT

Platinum Sponsor \$5000+

- Exclusive within your industry
- Naming rights for main features onsite at event
- Corporate name in media advisory
- Corporate recognition included on all-event marketing (online & print)
- Front-page exposure on yorkpridefest.com and with extensive website presence
- Option to showcase your products or services at key pride events (displays & promotional cars)
- Option to showcase advertising in (10+) major LGBT Awareness Displays across York Region
- Option to participate in the Pride Parade
- Option to provide literature for distribution at key pride events
- Logo displayed on YorkPrideFest.com with extensive brand presence on website
- Significant discount on advertising rates at GayYorkRegion.com and sister sites (save up to \$130)
- Free window sticker to advertise your support for York Pride Fest

Gold Sponsor \$1000+

- Option to showcase advertising in (5+) major LGBT Awareness Displays across York Region
- Significant discount on advertising rates at GayYorkRegion.com and sister sites (save up to \$130)
- Option to participate in the Pride Parade (conditions may apply)
- Option to provide literature for distribution at key pride events
- Logo displayed on YorkPrideFest.com
- Free window sticker to advertise your support for York Pride Fest

Silver Sponsor \$500+

- Option to provide literature for distribution at key pride events
- Option to participate in the Pride Parade (conditions may apply)
- Logo displayed on YorkPrideFest.com
- Significant discount on advertising rates at GayYorkRegion.com and sister sites (save up to \$130)
- Free window sticker to advertise your support for York Pride Fest

Bronze Sponsor \$250+

- Option to participate in the Pride Parade (conditions may apply)
- Logo displayed on YorkPrideFest.com
- Significant discount on advertising rates at GayYorkRegion.com and sister sites (save up to \$130)
- Free window sticker to advertise your support for York Pride Fest



EVENT



Platinum Sponsor \$5000+

- Verbal company recognition at event
- Company promotional vehicle onsite near featured area (conditions may apply)
- Company recognition on accreditation badges, Facebook, Twitter
- Opportunity to distribute promotional item at main event area / entrance
- Opportunity to distribute promotion material related to diversity and company inclusion to the LGBTQ+ employees and community
- Full-onsite branding associated with level of sponsorship (signage, banners, fence covers, displays & company décor - must be supplied by company)
- Company advertisement space in online Pride Guide (Full Page)
- Company recognition in event program (Largest Logo)
- Company recognition on volunteer t-shirts (Largest)
- Opportunity for onsite booth display/products sampling/giveaways/draws (upto: 20X20' space)
- Company recognition on sponsor sign on stage associated with level of sponsorship

Gold Sponsor \$1000+

- Company Promotional vehicle onsite (conditions may apply)
- Opportunity to distribute promotion material related to diversity and company inclusion to the LGBTQ+ employees and community
- Full-Onsite branding associated with level of sponsorship (signage, banners, fence covers, displays & company décor) *supplied by company
- Company advertisement space in online Pride Guide (1/2 Page)
- Company recognition in event program (Large Logo)
- Company recognition on volunteer t-shirts (Large)
- Opportunity for onsite booth display/products sampling/giveaways/draws (10'X10')
- Company recognition on sponsor sign on stage associated with level of sponsorship

Silver Sponsor \$500+

- Company advertisement space in online Pride Guide (1/4 Page)
- Company recognition in event program (Medium Logo)
- Company recognition on volunteer t-shirts (Medium)
- Opportunity for onsite booth display/products sampling/giveaways/draws (10'X10')
- Company recognition on sponsor sign on stage associated with level of sponsorship

Bronze Sponsor \$250+

- Company recognition in event program (Small Logo)
- Company recognition on volunteer t-shirts (Small)
- Company recognition on sponsor sign on stage associated with level of sponsorship



POST EVENT

Platinum Sponsor \$5000+

- First right of refusal for next year's event
- Recognized in "Thank You" ad through media partners
- Diversity liaison mentor appointed to company to continue year-round partnership
- Debrief package including photos that showcase strong support from the company

Gold Sponsor \$1000+

- Debrief package including photos of the company involvement
- Multiple featured photos on yorkpridefest.com showcasing company support

Silver Sponsor \$500+

- Debrief package including multiple photos of the company involvement

Bronze Sponsor \$250+

- Debrief package including select photos of the company involvement



PRIDE WEEK 2017

FRIDAY JUNE 9TH UNTIL SUNDAY JUNE 18TH





EVENT GUIDE



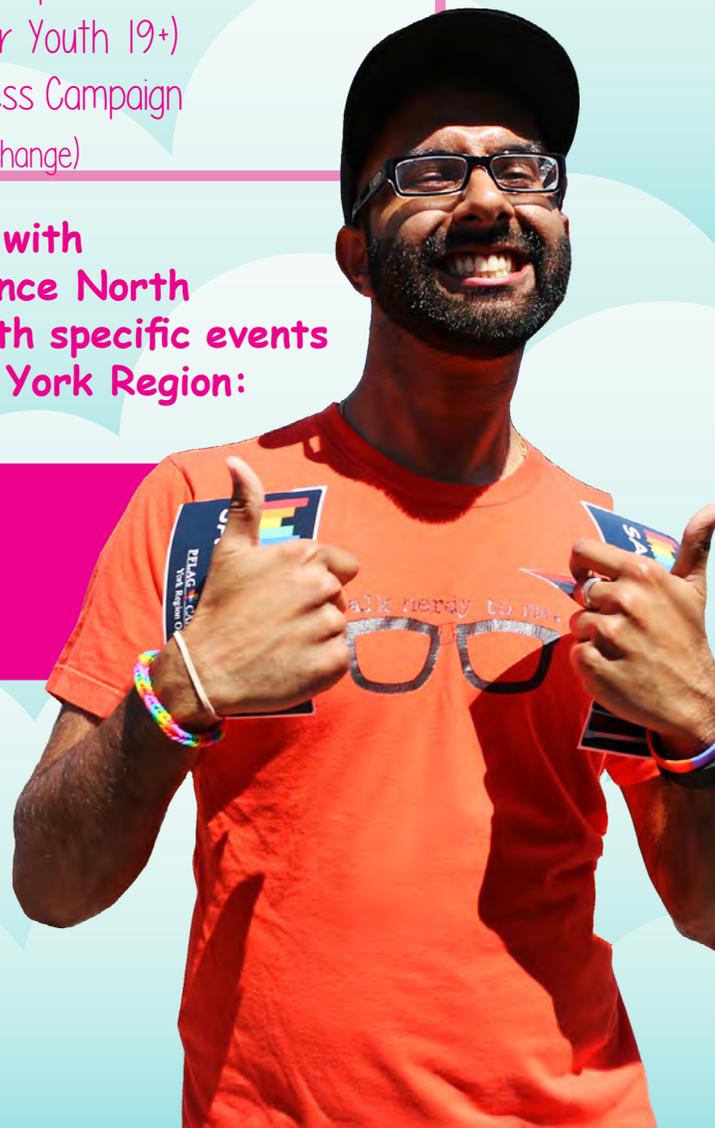
Pride Affiliated & Social Events with new and existing partners:

York Regional Police Official Flag Raising + Rainbow Police Cruiser Unveil
 Richmond Hill United Church LGBT+ Church Service
 Holy Cross Lutheran Pride Church Service in Newmarket
 Queer Karaoke in Georgina
 Dinner & Pub Socials Across the Region Powered By Yelp
 York Region Gay Straight Alliance North Pride Party Launch
 A Night For Love & Kindness by All LGBT+ Youth Groups Region-Wide
 Beer Tasting Night Powered By Yelp (19+ Event)
 Queer Club / Lounge Night (Adult/Older Youth 19+)
 Colours of Canada Community Awareness Campaign
 (Events are tentative and subject to change)

**Operating in partnership with
 York Region Gay Straight Alliance North
 Youth Group to program two major youth specific events
 engaging LGBT+ youth from around York Region:**

Pride LGBT Film Night
 Region Wide Youth Beach Day

**York Region Pride Parade
 AND
 Pride in the Park**



Visibility AND Awareness

Big heartfelt thanks to everyone who contributes to making our festival a reality.

We literally could not reach the many people we do without you.

To all of our individual donors, thank you.

We personally recognize each of you on our 2017 website & festival guide.

“ A strong community means coming together! ”

Together we can create change and growth in our communities.

Celebrating diversity and inspiring inclusivity to foster harmony and acceptance regardless of Sexual orientation, gender identity, race, disability, ethnic origin, colour, religion, age, sex, or marital status.

RICHMOND HILL, YORK PRIDE PARADE 2014





CELEBRATING DIVERSITY THE BEST WAY



BECOME A PARTNER TODAY

CONTACT:

JACOB GAL

DEVELOPMENT AND COMMUNICATIONS

JACOB.GAL@YORKPRIDEFEST.COM | 647.923.7579



Bear with us!

In order to build a sustainable pride festival, we are modernizing & creating a higher quality website.

Along with updating our online resources for volunteers, York Pride Fest is transitioning the new website and online database system over the next year.

We will preserve our archives & historic information, while providing a new and refreshing look that is user friendly.





Thank You

See you at the celebration