



*Mikul Culver photo*



VANCOUVER  
PRIDE  
SOCIETY

**Partner with  
Pride 2019**





## WELCOME TO VANCOUVER PRIDE

**T**he **Vancouver Pride Parade and Festival** is a world-class event attracting close to a million participants annually. What started as a small protest march has grown to become the most visible LGBTQ2+ event in Western Canada. Our Pride season consists of seven signature events with stunning outdoor locations, attracting a diverse group of festival goers and families from across the region.

Throughout the year, the Vancouver Pride Society is actively engaged in outreach and educational initiatives to foster positive attitudes towards the LGBTQ2+ community. During our event season, we partner with over 25 queer serving groups who provide programming and receive free vendor space.

Every year VPS offers special rates for non-profit groups who register for the parade and festival. These community initiatives are funded in part through corporate sponsorships.

Our experienced team constantly strives to develop innovative ways to enhance the festival experience while showcasing our sponsors as global leaders. Pride season includes endless opportunities to promote your brand and build product loyalty. Our Partnership Coordinator will help determine which events are the right fit and create a custom engagement program that meets your budget and objectives.

*Photo credit: C. Bowman*

# 2019 PARTNERSHIPS at a glance

There are many ways to partner with **VPS** and our **2019 Partnership Matrix** provides a general overview of the benefits. Our team is excited to work with you and can develop a custom program to position your brand across our mediums.

	Gold	Silver	Bronze	Rainbow
<b>Advertising and Promotion</b>	\$40,000	\$30,000	\$18,000	\$7,800
Exclusivity in business category and event naming rights	●			
Banner at signature events	Multiple	Three	Two	One
Logo on multi-partner event signage	●	●	●	●
Logo placement in print media buys	●	●	●	
Logo placement on transit posters	●	●	●	
Logo on partner recognition ads	●	●	●	●
Logo on Pride Guide partner page	●	●	●	●
Pride Guide Ad	1/2 page	1/4 page	1/8 page	25% off
Newsletter Feature	3 per year	2 per year	1 per year	1 per year
<b>Awareness and Recognition</b>				
Thank-you on Festival Stages	peak hours	peak hours	peak hours	non-peak hours
Sponsored content/news post on web/app	●	●	●	●
Partner description on web & app	●			
Logo on web & mobile app	●	●	●	●
Digital ad on web & mobile app	●	●	●	●
Logo on volunteer shirts & ID badges	●	●	●	●
Logo on official event posters & post-cards	●	●	●	●
Use of VPS logo & theme logo	●	●	●	●
<b>Event Activation</b>				
Pride Parade Entry (Aug 4)	FREE	75% off	50% off	25% off
Sunset Beach Festival (Aug 4) Vendor Village or 19+ zone	10x10	10x10	10x10	25% off
Davie Street Promenade (Aug 2-4)	10x20 based on activation plan	10x10 or roaming team	Roaming team	Roaming team
Picnic in the Park (July 21) Pride Premiere (July 26) Pride at the Pier (July 30)	TWO events 10x10	Optional upgrade	ONE event 10x10	Roaming team at ONE event
Product in 400 volunteer gift bags	●	●	●	●
Event tickets for Official Pride Events	8	6	4	2



# Custom Features

Partnering with Pride is more than just doing the right thing, it's also good for business. Companies who sponsor Pride typically invest for multiple years and Vancouver Pride offers many ways to customize the experience. Our team will ensure you have a seamless experience at our event sites and maximize all the opportunities available.



## Event Signage

Over the past 5 seasons, Vancouver Pride has developed a uniform signage program. We will consult with you to create a strong brand presence using existing promotional assets. For partners who invest at Silver or above, VPS will order Sky Flag signage from our preferred supplier and set it up at each event.

## Stage Feature & Green Room

Stage programming is the epicenter of attention at pride events. Vancouver Pride is building our capacity to showcase a larger mix of experienced and local talent. This is a premium opportunity to have your company center stage as part of a performance feature or headliner. Another option is to promote your product as a Green Room host.

## Accessibility Programming

There is a growing need for accessibility stations along the parade route. VPS provides covered viewing areas, wheelchair risers and bleachers for those with mobility challenges. Building these structures is expensive and time consuming which requires a dedicated team to manage assets. VPS is looking for a signature partner, so we can expand accessibility services including ASL interpretation, intervenors and descriptive narration. Accessibility partners receive branding along the parade route, plus a feature in the Official Pride Guide and social channel campaign.



# Custom Features

## Parade Grants

Everyone wants to make a big splash during the pride parade and this program is designed to inspire creativity while improving the overall experience of Vancouver's largest parade. Based on support from corporate sponsors, VPS will award grants from \$500 to \$5000 to organizations who present the most compelling parade vision. VPS will develop a social media campaign to showcase Parade Grant recipients making this a great opportunity for a sponsor who wants to contribute without being a full partner.



## Community Art Program

VPS invites local artists to submit ideas for our Community Art Grant. Submissions are amazing but we can only select one or 2 each year. Art displays are revealed during Pride Premiere (July 26) at the Art Gallery then moved to Jim Deva Rainbow Plaza (Aug 2-4). This exclusive feature provides four days of engagement including the final night of Celebration of Light (Saturday). With an investment of \$18,000 VPS will customize this feature.

## Event Reach

Estimated attendance based on a turn-over of 2.5 times.

<b>PARADE:</b> .....	675,000
<b>SUNSET BEACH:</b> .....	165,000
<b>PRIDE PREMIERE:</b> .....	12,000
<b>EAST SIDE PRIDE:</b> .....	3,500
<b>PRIDE SPORTS DAY:</b> .....	5,000
<b>PRIDE AT THE PIER:</b> .....	2,500
<b>DAVIE STREET - PER DAY:</b> .....	15,000
<b>MEMORIAL BREAKFAST:</b> .....	1,200

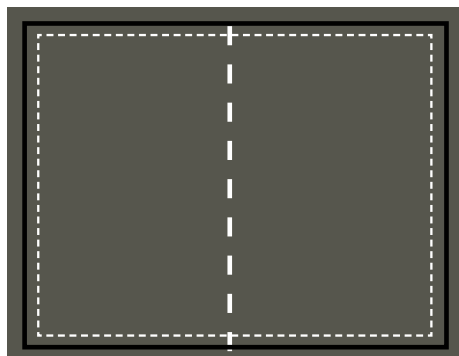
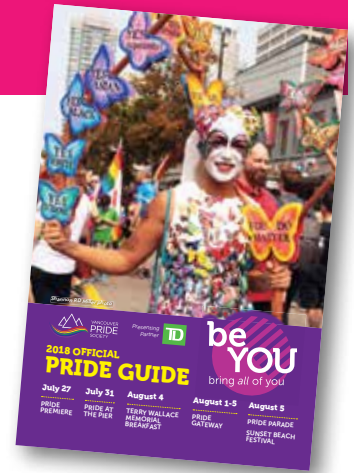


# Additional opportunities

## Pride Guide Advertising

The **Official Pride Guide** is the premiere publication of Vancouver's world class Parade and Festival. Our in-house team packs the guide with information about official events and stage performers. We also showcase the Queer community with stories and a section featuring alternative events around the city. We produce a quality publication which is released the first week of July with an advanced distribution of 12,000 within the downtown core, Commercial Drive area. Additional distribution channels included hotel partners, Tourism Vancouver centers and select TD branches.

Advertising in the Official Pride Guide promotes your business and directly supports Vancouver Pride Society. Profits from advertising sales support Accessibility Programming including viewing stations along the parade route. Event producers and NPO's receive a free listing on VPS web & mobile app when booking any Pride Guide ad size. Ask about booking an off-season digital ad campaign or home page WRAP around.

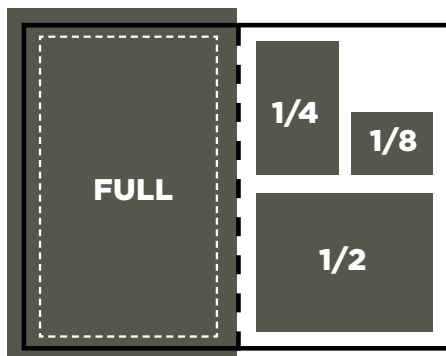


### 2 PAGE SPREAD: \$4,495

Trim: 10.5" wide x 8" tall  
 Safe Image Area: 10" wide x 7.5" tall, plus a 0.5" strip down the centre to account for page break  
 Bleed: 0.25"

### FULL PAGE + SPONSORED CONTENT: \$4,495

Trim: 5.25" wide x 8" tall Bleed: 0.25"  
**Editorial campaign on Vancouver Pride mediums: TWO news posts on website, TWO newsletter features, 6 month digital ad campaign.**  
*VPS can provide a writer to develop your editorial campaign.*



### EIGHTH PAGE: \$395

2.29" wide x 1.77" tall  
*Space is limited in this category*

### QUARTER PAGE: \$695

2.29" wide x 3.58" tall

### HALF PAGE: \$1,295

4.75" wide x 3.58" tall

### FULL PAGE: \$2,495

Trim: 5.25" wide x 8" tall  
 Safe Image Area:  
 4.75" wide x 7.5" tall  
 Bleed: 0.25"



To book your ad, contact **Glenn**, our Partnership Coordinator, at **604-687-0955 ext 2** or [prideguide@vancouverpride.ca](mailto:prideguide@vancouverpride.ca)





# Demographic Reach

## GENDER

(yearly average)

**52%** male  
**48%** female

**95% of consumers said they are more likely to switch brands to support a cause\***

## ATTENDANCE GROUP

(yearly average)

**1 person**  
22%

**2-4 people**  
61%

**5-8 people**  
17%

## AGE

(yearly average)

**15-24**  
23%

**25-34**  
33%

**35-44**  
24%

**45-54**  
12%

**55-64**  
5%

**65+**  
3%

## TRANSPORTATION

(yearly average)

**Bicycle**  
21%

**Drive**  
9%

**Transit**  
31%

**Walk**  
39%

**41% said they consider Pride Partners when making relevant purchases\***

## ATTENDANCE TREND

(yearly average)

**Yes, have been before**  
62%

**No, this is first time**  
38%

**87% said they are more likely to support a business that partners with Pride\***





# The power of partnering with Pride

## WEB & APP REACH

(June 11-August 12)

Total Page Views:

**425,515**

Unique Visitors

**205,785**

On average,  
a Facebook user has  
**160 friends**

The average Facebook fan of  
Vancouver Pride has  
**535 friends**

## Google Searches

Vancouver Pride continues to be the most searched summer festival in metro Vancouver. Celebration of Lights which hosts their events during Pride week, receives less than 50% of the searches compared to VPS.

Vancouver Jazz Festival receives less than 35% of the Google searches compared to Vancouver Pride Parade during its peak week.

## Comparative analysis of Google searches for prominent festivals in Vancouver



Annual web search average

## SOCIAL REACH

(June 11-August 5)

Pride Season Impressions

**F/B 224,285 Twitter 190,355**

Pride Week Impressions

**F/B 135,210 Twitter 120,425**

**2018 ESTIMATED  
EVENT &  
SOCIAL MEDIA  
IMPRESSIONS**

**975,000**

## DIGITAL AD REACH

Via VPS web & mobile app platforms  
(June 11-August 12)

Total Campaign Impressions:

**1,750,145**

Average impressions per client

**98,675**





## The power of partnering with Pride

### THE VALUE OF YOUR INVESTMENT

- Activate future customers—Get them to connect online
- Brand recognition & Product sampling
- Diversify your visibility and align your brand with Pride
- Build momentum for your summer campaign or brand launch
- Create a buzz for your cause campaign—donate to Vancouver Pride
- Build volunteerism & Employee outreach

### OUR VALUES

- Human Rights
- Inclusiveness
- Volunteerism
- Individual Potential
- Partnership
- Transparency
- Sharing Knowledge

*Photo credit:*

**Get involved NOW as a 2019 Official Partner!!**  
**Contact Glenn at 604-687-0955 ext 2 or [Partnerships@vancouverpride.ca](mailto:Partnerships@vancouverpride.ca)**

# Media Promotions 2018

Vancouver Pride Society continues to receive solid coverage across multiple platforms. During the 2018 Pride season our media partners provided over \$400,000 of In-Kind media promotions.

## Print & Web Publications:

**Metro News** – Logo exposure for Bronze to Presenting partners. Average single day reach 330,000 with a campaign reach of 3,125,000.

July 20-August 6: News Box Card – 700 faces

July 20: Weekend edition

July 23, 26, August 1, 3: Third page insert

August 10: Weekend edition FULL page insert

**Glacier Media** – Logo exposure for Bronze to Presenting Partners Campaign reach of 1,585,000

July 18, 20, 27: Third page insert – North Shore News

July 26, August 2: Third page insert – Richmond News

July 27, August 1: Third page insert – Burnaby Now

**Daily Hive** – Editorial Feature. Web listing & social media campaign x 4 weeks. Pride Parade video.

**Daily Xtra** – Digital ad campaign to signature events. Logo exposure included for event partners. Campaign reach 45,000 impressions

**The MIX** – Production of 9 short films showcasing Queer community leaders including Pride Parade 360-degree video. Web & social media campaign.

## TV campaigns

**Global & BC1** – Community Calendar x 3 weeks, website & social media campaign x 3 weeks. 15" Marketing Spot x 3 weeks. 30" Our BC promo x 1 week. 5 Things To Do promo x 3 weeks. News editorial & LIFE HIT at Pride Gateway & Parade.

**CTV Vancouver** – Community Calendar x 4 weeks, website & social media campaign x 4 weeks. LIVE Hit at Parade.

**CITY & OMNI** – Community Calendar x 2 weeks. Produced community calendar x 2 weeks. Breakfast TV: Traffic & Weather in-content sponsor x 2 weeks. Breakfast TV LIVE interview & giveaways

**OutTV** – LIVE streaming of Parade including internet simulcast. Parade Rebroadcast – 2 airings.

## Radio campaigns

**KISS FM:** 30" promo & live liners x 3 weeks. 10" splitters x 2 weeks. Web & social media campaign x 6 weeks. Community Cruiser reports & KISS Crew on-site x 4 events. LIVE DJ @ Sunset Beach 19+ zone. Contest giveaway & LIVE interview during Morning Show.

**JACK FM:** 30" promo x 2 weeks. Live liners & 10" splitters x 2 weeks. Web & social media plus Listener Club Newsletter x 3 weeks.

**CFOX 99.3:** 30" promo x 3 weeks. Web & social media campaign x 8 weeks. Listener Club x 2 Newsletter. Community Cruiser reports & Event crew on-site @ Pride Sports Day & Parade.

**ROCK 101:** 30" promo x 3 weeks. Web - social media & campaign x 4 weeks. Listener Club x 1 Newsletter. Community Cruiser reports & Street Team on-site @ Pride Sports Day & Parade.

**CKNW AM980:** 30" promo x 3 weeks. Web - social media & newsletter campaign x 8 weeks. Community Cruiser reports. Event Crew on-site @ Parade.

**94.5 VIRGIN:** Web & social media campaign x 4 weeks. Community Cruiser reports x 3 weeks. Event Crew on-site @ Parade.

**15 faces – Metro Vancouver  
28 day campaign July 2-30**

**GRP daily: 5.2**

**Average daily circulation: 141,171**

**Total circulation: 3,969,600**

