



**Partner with
Pride 2020**

Lung Liu photo



Photo credit: C. Bowman

WELCOME TO VANCOUVER PRIDE

The Vancouver Pride Parade and Festival is a world-class event attracting over half 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 eight signature events with stunning outdoor locations, attracting a diverse group of festival goers and families from across the region.

During the event season, we partner with over 25 community groups who provide event programming in exchange for free vendor space. Vancouver Pride Society (VPS) continues to offer special rates for non-profit groups who register for the parade and festival. These community initiatives are made possible by allocating funds

from corporate sponsorships. Throughout the year, VPS is actively engaged in outreach and educational initiatives to foster positive attitudes towards the LGBTQ2+ community. Our team also plans multiple Pop Up Pride events during the off season many of which take place outside of the West End Village.

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 consult with you to determine which events are the right fit and design a program that meets your budget and objectives.

2020 PARTNERSHIPS at a glance

| | Platinum | Gold | Silver | Bronze |
|---|-------------------------|------------------------|------------------------|---------------------------|
| Advertising and Promotion | \$60,000 | \$40,000 | \$30,000 | \$20,000 |
| Exclusive in business category and/or event naming rights | ✓ | ✓ | | |
| Banner or flag stand at events | Multiple | Four | Three | Two |
| Logo on multi-partner displays | ✓ | ✓ | ✓ | ✓ |
| Logo on multi-partner flags | ✓ | ✓ | ✓ | |
| Logo on select print media event ads | ✓ | ✓ | ✓ | ✓ |
| Logo on transit shelter campaign | ✓ | ✓ | ✓ | ✓ |
| Logo on partner Thank You ad | ✓ | ✓ | ✓ | ✓ |
| Logo on Pride Guide partner page | ✓ | ✓ | ✓ | ✓ |
| Pride Guide ad | Full page | 1/2 page | 1/4 page | 1/8 page |
| Newsletter exposure | Upon request | Upon request | Upon request | Upon request |
| Awareness and Recognition | | | | |
| Sponsored content on web & app* | ✓ | ✓ | | |
| Social media channels* | 11 posts | 8 posts | 5 posts | 3 posts |
| <i>*based on availability & approved content</i> | | | | |
| Why we support Pride bio on web & app | ✓ | ✓ | | |
| Logo on web & mobile app | ✓ | ✓ | ✓ | ✓ |
| Digital ad on web & mobile app | ✓ | ✓ | ✓ | ✓ |
| Logo on volunteer shirts & ID badges | ✓ | ✓ | ✓ | ✓ |
| Thank-you on festival stages | Peak hours | Peak hours | By rotation | By rotation |
| Event Activation and Tickets | | | | |
| Pride Parade Entry (Aug 2) | Float with 200 marchers | Float with 75 marchers | Float with 50 marchers | Promo vehicle 25 marchers |
| Sunset Beach Festival (Aug 2) Vendor Village or 19+ zone | 10x30 | 10x20 | 10x10 | 10x10 |
| Davie Street Festival (July 31-Aug 2) Based on activation/vendor plan | 10x30 | 10x20 | 10x10 | Roaming team |
| Picnic in the Park (July 19) Pride Premiere (July 24) Pride at the Pier (July 28) | ALL events | TWO events | ONE event | Roaming team at ONE event |
| Sampling rights at event sites | ✓ | ✓ | ✓ | |
| Product in 300 volunteer gift bags (based on approval) | ✓ | ✓ | ✓ | ✓ |
| Official Event Tickets: | | | | |
| Partner Launch Party (TBA June) | 10 | 8 | 6 | 4 |
| Pride @ Aquarium (July 30) | 10 | 8 | - | - |
| Parade Viewing Party (Aug 2) | 8 | 6 | 4 | 2 |
| Pride Premiere 19+ fast track (July 24) | 10 | - | - | - |
| Sunset Beach 19+ fast track (Aug 2) | 10 | 8 | 6 | 4 |

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 event sites and maximize all the opportunities available through our partnership mediums.



Event Signage

Over the past 5 seasons, Vancouver Pride has developed a uniform signage program. Ship us your existing brand assets and our team will deploy them at our event sites. For partners who invest in a multi year program at Silver or above, VPS will order flag stand signage from our preferred supplier.

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 regional and international talent. This is a premium opportunity to have your company center stage as part of a performance feature or headliner. Another opportunity is to promote your product as a Green Room host including brand ambassador to engage with artists between performances. Ask about adding one of these options to your partnership program.



Accessibility Programming

There is a growing need for accessibility stations along the parade route. For the past 2 years, 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, descriptive narration and event hosts. 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.



Volunteer Swag

Our events would not be possible without the incredible dedication of over 300 volunteers. This is a great opportunity to promote your brand to a younger consumer audience (19-29). Talk to us about how you can co-brand swag with your logo and VPS.

Official Events

| | |
|---------------------------------|--|
| EAST SIDE PRIDE: | Saturday, June 20 from Noon-6pm @ Commercial Drive |
| PICNIC IN THE PARK: | Sunday, July 19 from 11am-5pm @ Second Beach Park |
| PRIDE PREMIERE: | Friday, July 24 from 5pm-Midnight @ VAG |
| PRIDE AT THE PIER: | Tuesday, July 28 from 5-9pm @ Shipbuilders Plaza |
| PRIDE AT THE AQUARIUM: | Thursday, July 30 from 6:30pm-11pm |
| DAVIE VILLAGE PROMENADE: | Friday to Sunday, July 31-Aug 2 @ Burrard to Jervis |
| MEMORIAL BREAKFAST: | Saturday, Aug 2 from 8am-Noon @ Davie & Bute |
| PRIDE PARADE: | Sunday, Aug 2 from Noon-3pm |
| SUNSET BEACH: | Sunday, Aug 2 from 11am-6pm @ Sunset Beach |



Photos: Lung Liu

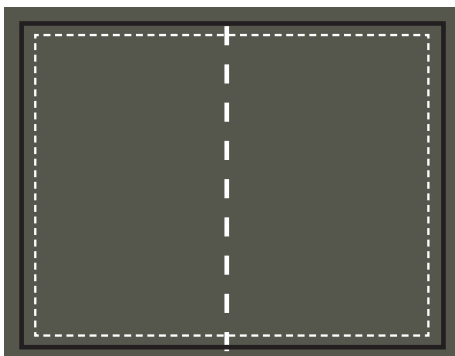
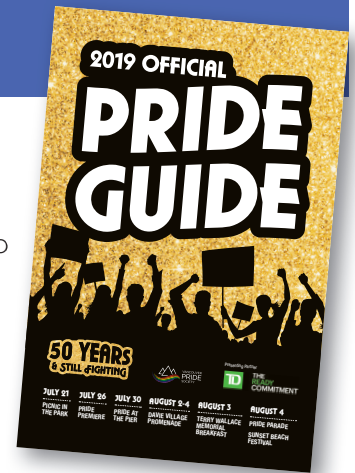
We produce over 60 hours of event programming attended by over 500,000 people during pride week. Based on your partnership investment, there are numerous opportunities to create brand engagement.

Additional opportunities

Pride Guide Advertising

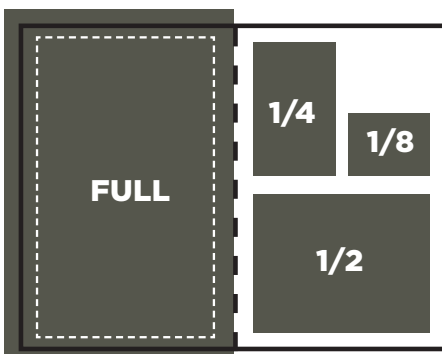
The Official Pride Guide is the premiere publication of Vancouver's world class Parade and Festival. Our in-house team packs the guide with information about official events and stage performers. We also showcase the Queer community with stories and a section featuring alternative events around the city. The Pride Guide is released the first week of July with a distribution of 12,000 covering Downtown, Yaletown, West End, Mount Pleasant, and select locations in Gastown, Olympic Village, Kitsilano and South Granville. Additional distribution channels include hotels, Tourism Vancouver centers and select TD branches.

Advertising in the **Official Pride Guide** promotes your business to a lucrative audience and directly supports the **Vancouver Pride Society**. Profits from advertising sales support Accessibility Programming including viewing stations along the parade route. Event producers and NPOs receive a free listing on VPS web & mobile app when booking any Pride Guide ad size. Ask us about booking an ongoing digital ad campaign on VancouverPride.ca or APP platform.



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: \$2,495

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

HALF PAGE: \$1,295

4.75" wide x 3.58" tall

QUARTER PAGE: \$695

2.29" wide x 3.58" tall

COMMUNITY PAGES

EIGHTH PAGE: \$395

2.29" wide x 1.77" tall
Eighth page availability on community pages only



Rates are subject to change based on Pride Guide layout.

Book your ad NOW by calling Glenn at **604-687-0955 ext 2** or **prideguide@vancouverpride.ca**



Demographic Reach

GENDER

(yearly average)

55% **45%**
male 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
27%

25-34
33%

35-44
18%

45-54
13%

55-64
6%

65+
3%

TRANSPORTATION

(yearly average)

Bicycle
21%

Drive
9%

Transit
31%

Walk
39%

94% of consumers say companies need to address human rights*

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*

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

*Stats compiled by TheSocialSkinny.com

Photo credit: Ziyang Zhang



The power of partnering with Pride

WEB & APP REACH

(July 5-August 5)

Total Page Views:

295,630

Unique Visitors

149,240

DIGITAL AD REACH

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

Total Campaign Impressions:

1,340,725

Average impressions per client

74,575

SOCIAL REACH

Pride Month Impressions

F/B 232,822 Twitter 147,700

Pride Week Impressions

F/B 124,822 Twitter 73,400

**2019 ESTIMATED
EVENT &
SOCIAL MEDIA
IMPRESSIONS**

880,500

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

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

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

**GET INVOLVED NOW AS A
2020 OFFICIAL PARTNER!!**

Contact Glenn at
604-687-0955 EXT 2 or
Partnerships@vancouverpride.ca

Media Promotions 2019

Vancouver Pride Society continues to receive solid coverage across multiple platforms. During the 2019 Pride season our media partners provided over \$640,000 of in-kind media promotions. We purchased additional ad space from select media partners at a non-profit rate.

Print & Web Campaigns:

Metro News – Logo exposure for select partners and presenting partner. Average single day reach 345,000 with a campaign reach of 2,070,000.

July 19-August 5: News Box Card – 1,550 faces

July 19: Third page—Weekend edition

July 23, 31, August 2: Third page insert

August 9: Weekend edition FULL page insert—ALL partners

Glacier Media – Logo exposure for select partners and Presenting partner. Average single day reach 245,000 with a campaign reach of 1,715,000.

July 17, 19, 24, 26, Aug 2: Third page—North Shore News

July 18, August 1: Third page—Burnaby Now, Richmond News & Vancouver Courier

July 18, 25: Third page insert—TriCity News

Daily Hive – Editorial Feature. Web listing & social media campaign x 4 weeks.

The Homo Culture – Digital ad campaign promoting Picnic in the Park & Pride Premiere.

GayVan – Editorial Feature & web event listings. *LIVE streaming of Parade.*

TV promotions

Global & BC1 – 15" Marketing Spot x 3 weeks. 30" Our BC promo x 2 weeks. BC1 rotating LIVE Community listing x 4 weeks. Web & social media campaign x 4 weeks. LIVE Community Reporter feature on Global BC @ Davie Village Promenade.

CITY – Breakfast TV – Community Calendar – LIVE and produced event listings x 4 weeks. Web & social media campaign x 6 weeks. LIVE studio interview

Shaw Cable – LIVE streaming of Parade including internet simulcast. Parade Rebroadcast – 2 airings.

Radio promotions

KISS FM: 30" promo & live liners x 3 weeks. 10" splitters x 3 weeks. Web & social media campaign x 6 weeks. Newsletter & Pride Fest Blog x 3 editions. Kiss in the City produced listing & Crew on-site @ 3 events. LIVE interview during Morning Show.

JACK FM: Event listings x 2 weeks. Web & social media x 5 weeks. Newsletter x 3 editions.

News 1130: 30" promo x 2 weeks. Web & social media plus x 6 weeks. News Feature on the History & stories of Vancouver Pride" x 2 articles.

CFOX: Event listings x 8 weeks. Web & social media campaign x 6 weeks. Newsletter x 2 editions. Community Cruiser reports & Event crew on-site @ Picnic in the Park & Parade.

ROCK 101: Event listings x 8 weeks. Web & social media campaign x 6 weeks. Newsletter x 2 editions. Community Cruiser reports & Event crew on-site @ Picnic in the Park & Parade.

CKNW AM980: Event listing x 4 weeks. Web - social media x 2 weeks. Newsletter x 1 edition. Event Crew on-site @ Picnic in the Park.

THE PEAK: 30" promo x 1 week. Live liners x 1 week. Web - social media campaign x 4 weeks. Newsletter campaign x 1 edition. Community Cruiser reports & Event Crew from Parade.

12 faces – Metro Vancouver

35 day campaign July 1-Aug 5

GRP daily: 5.2

Average daily circulation: 142,877

Total circulation: 4,034,800

