



**NEW WEST**

**P R I D E**

**2018**

**AUGUST 18**

**COLUMBIA STREET**

**SPONSORSHIP OPPORTUNITIES**

*Together We Can...*

[newwestpride.ca](http://newwestpride.ca)



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# STREET PARTY AUGUST 18<sup>th</sup> COLUMBIA STREET 2018

Dear New West Business Leader,

We are excited for another fantastic year in New Westminster! From August 11th to 18th 2018 our city will come alive with rainbows and activities for everyone to enjoy. We are building on last year's momentum to bring the city a festival that will be remembered as one of the most successful events of the year!

Last year's festival saw over 22,000 people attend Pride week and the street party. Three stages, six extended patios, five blocks of brightly-lit windows, colourful decorations and Columbia Street filled with people. This year is sure to exceed last year's participation! This celebration of our LGBTQ+ friends, neighbours and families will be the city's biggest Pride event ever!

Pride events happen throughout New Westminster year round. Our growing calendar of Pre-Pride events will offer our early partners a long lead time and wide community access over multiple events. Involvement in all of our Pre-Pride events will offer our partners an expansive audience reach and extensive social media engagement.

Attracted by affordable homes, historical character, and the friendly 'New West Vibe' our city is quickly becoming the hot new 'gaybourhood' of choice in the lower mainland. The local LGBTQ+ consumer base is growing rapidly and sponsoring our range of Pride events and programming will showcase your support for our community. Our diverse community will support you back.

Together We Can meet your needs with a custom marketing plan and have outlined our standard partnership opportunities on the next page. We look forward to engaging your brand with the community so the sooner you come aboard, the sooner your new customers can get to know you!

Simply put, New West Pride 2018 is your best opportunity to show your support for our important and thriving community! We look forward to celebrating our community pride together.

*Together We Can...*



SPONSORSHIP OPPORTUNITIES

WEB [newwestpride.ca](http://newwestpride.ca)  
EMAIL [info@newwestpride.ca](mailto:info@newwestpride.ca)

MAIL 720 6th Street, Box 314,  
New Westminster, BC, V3L 3C5

# SPONSORSHIP OPPORTUNITIES

## AUGUST 18

All pricing effective for Pride Week Events: August 11-18, 2018

	PINK \$25k	PURPLE \$10k	BLUE \$5k	GREEN \$3.5k	YELLOW \$2k	ORANGE \$1k	RED \$500	FRIEND \$200
Speaking Opportunity Stage	✓							
Banner as Backdrop on Stage	✓	✓						
Promoted Social Media Posts	✓	✓						
Logo on all Festival Print Marketing	✓	✓	✓					
Logo on Festival Map	✓	✓	✓					
Logo on Every Web Page	✓	✓	✓	✓				
Logo on Vancouver Pride Parade Entry	✓	✓	✓	✓				
Logo on Volunteer T-Shirts	✓	✓	✓	✓	✓			
Link on Website	✓	✓	✓	✓	✓	✓		
Logo on Sponsor Webpage	✓	✓	✓	✓	✓	✓	✓	
Dedicated Social Media Posts	10	8	6	4	2	1		
Mentions from Stage Host (each stage)	6	5	5	4	3	2	1	
Logo on Sponsor Boards Around Festival Site	✓	✓	✓	✓	✓	✓	✓	
Include Item in Volunteer Appreciation Bags	✓	✓	✓	✓	✓	✓	✓	✓
20' x 10' Booth Space	✓	✓	✓	✓				
10' x 10' Booth Space					✓	✓	✓	
Named as friend on Sponsor Boards								✓
Named as friend on Sponsor Web Page								✓

New West Pride is happy to work with Sponsors to create customized sponsorships, tailored to your budget

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