



# NEW WEST PRIDE

## SPONSORSHIP PACKAGE

AUGUST 8 - 17, 2024



We are so excited to celebrate the New West Pride Society's 15th year! From August 8-17, 2024, New Westminster will come alive with rainbows, family-friendly activities, and a Festival to remember as the most unifying and fun event of the year - and we want you to be a part of it!

Last year, Pride sashayed back to Downtown New West with both the Columbia Street Festival and a full week of lead-up Pride events. New West Pride welcomed back Last Door Recovery Centre's star-studded Untoxicated event, which brought international and local drag superstars right into our own backyard. In 2023, we welcomed over 40,000 visitors to New West from across the Lower Mainland - and we're looking forward to seeing even more friends in August 2024!

We're inviting community champions like you to join in the celebration this year. We've added several new sponsorship opportunities to better align with your organization's values and social responsibility priorities, and we hope these inspire your organization to give generously! It's only with support from organizations like yours that NWPS has expanded its mandate beyond a street festival to encompass events, supports, and engagements that truly make a difference to the people in our community.

The New West Pride Society genuinely thanks you for your support over the years - and if this is your organization's first time sponsoring, welcome! Your generous support allows us to work on making our local community resilient, strong, and proud - and a little more *fabulous!*

**Get in touch with us at [sponsorship@newwestpride.ca](mailto:sponsorship@newwestpride.ca)**



# HEADLINE SPONSOR

**The Headline Sponsor brings the New West Pride Street Festival to the next level by enabling us to bring in international talent to perform at the festival.**

Entertainment can be what transforms a festival from a local attraction to one with international appeal. As the headline sponsor, you would be involved in the programming for the main stage, as well as acknowledged in all marketing materials and the stage backdrop.

\$25,000 – \$100,000

# MAIN STAGE SPONSOR



**The Main Stage Sponsor helps us bring amazing talent to Columbia Street at the main stage.**

Your logo will be the backdrop on the stage for tens of thousands of people to see.

**\$12,500**



# TOURISM SPONSOR

New West Pride is a destination event that brings in visitors from across the province and internationally. The last three street festivals have brought in 25,000 to 40,000 participants and with the surge of momentum and excitement we have had this year we expect this year's event to be even more well-attended.

Pride week is from August 10-20, and last year's festival included more late-night programming than ever before with parties running until late in the city. Pride festival goers seek accommodation in the city and New West Pride and the Tourism Sponsor will work together to promote this event and fund entertainers with international acclaim and audiences that will travel to see them.

Recognition as the Tourism sponsor would appear online and in promotional materials and festival signage. Also included is prime space at the festival to engage with visitors and promote accommodations in the city or other Tourism initiatives.

\$8,000



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# ACCESSIBILITY SPONSOR

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The Accessibility Sponsor helps make the New West Pride Street Festival as accessible as possible by supporting services such as the **quiet tent, ramps, ASL interpreters, vocal eye descriptive services and more.**

\$8,000

# SUSTAINABILITY SPONSOR

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**The Sustainability sponsor helps reduce the environmental impact on our community** by bringing in waste reduction experts and crew to aid in the sorting of recyclables and organics to minimize what ends up in the landfill.

\$5,000





# WINDOW DISPLAY SPONSOR

**Every year the city comes alive with Pride and it is all thanks to our Window Display Sponsor.** There are now two categories for entries: Business & Residential. The sponsor will be part of our judging panel to review submissions and select winners and your chosen representative will present the winners with their prizes in a public ceremony at the festival.

\$4,000



# STAGE SPONSOR

**Stage Sponsorships help us bring amazing talent to Columbia Street** featuring local performers, with diverse talents and voices to engage the community in new ways. Your logo will be the backdrop on the stage for tens of thousands of people to see. There will be one or two stage sponsorships available each year.

\$4,000



# STREET TENT SPONSORS



**Street tents are a great space to relax, escape the hustle of the street, people-watch and chill.**

Your logo will be widely displayed at the tent. You can furnish and decorate the tent yourself as part of your support and really make your brand stand out. We expect to have four street tent sponsors this year.

**\$4,000**



# VOLUNTEER SPONSOR

**Over 100 volunteers donate their time and energies to set up, run, and clean up after the festival.**

Your sponsorship supports the apparel and refreshments for the amazing folks in our community who dedicate their free time and energies to making the festival great.

\$3,000



# TECHNOLOGY SPONSOR

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The Technology sponsor helps the New West Pride Society fund its technology needs for planning and organizing the festival and ensuring the society operates effectively. **We couldn't do anything without the technology to manage social media, online presence, and communications.**

\$3,000



# FAMILY SPONSOR

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The Family Sponsor funds **activities at the festival that are welcoming to children and family friendly** including street performers, activity centre and entertainment

\$2,500

# YOUTH ENGAGEMENT SPONSOR

The Youth Sponsor supports the activities of the New West Pride Society throughout the year as we **work with school groups, GSAs, and other associations that support safe and healthy environments for youth and young adults, particularly those of marginalized and/or queer identities.**

\$2,500





# FOUNDATIONAL SPONSORS

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Foundational sponsors are **partner organizations that support the ongoing success of the Street Festival but who also want to invest in the future of the New West Pride Society.**

These funds establish permanence and resilience for the Society beyond the current year by funding administrative and consulting support for the growth of New West Pride.

\$2,000

# SUPPORTING SPONSORS

**Partner organizations are crucial to the functioning and ongoing success of New West Pride.** All sponsors at this level or above are entitled to space at the Street Festival to show their pride in person.

\$1,000





## FRIEND OF PRIDE

Do you love New West Pride and want to see the Society survive and thrive? **Show your friendship with a contribution to cover essential operations.**

\$250

## PARTNER OF PRIDE

A partner brings the festival to life with by covering the cost of a performer. **If you have fond memories of the festival help ensure others will have the chance for years to come.**

\$500



## CHAMPION OF PRIDE

A Champion is an individual who sees the importance of New West Pride and wants to invest in its growth and future success. These funds enable us to book event venues, hire local talent, and **invest in important internal work to build the capacity of the Society.**

\$750