



2019 FIERTÉ SIMCOE PRIDE FESTIVAL
PARTNERSHIP PACKAGE



FSP 2018 STATS

- 30+ official and affiliated events held during the 2018 festival
- Events held in Barrie, Midland, Orillia, and Wasaga Beach each month, plus other events throughout the year
- 3,000 participants during the 2018 festival, plus 1,500 throughout the year
- Majority of festival programming continues to be free to attend with specific focuses on youth, family, educational, and diversity events

For over twenty years,

Simcoe County's Gender and Sexually Diverse (GSD) communities have been raising their voices to push for human rights and visibility, and to celebrate our **unique and vibrant community**. Today, those voices have grown into a fourteen-day celebration in honour of their contributions, to bring together our communities to host dozens of events and activities that showcase our culture, achievements, and the challenges ahead.

Simcoe County's GSD communities have been present for many milestones, including the passing of marriage equality and the protection of gender identity under provincial and federal law. Standing alongside us have been our allies, partners, and supporters just like you, shoulder-to-shoulder to fight for our rights.

We are Simcoe County's longest-running Pride festival, and a member of the national and international associations of Prides: Fierté Canada Pride and InterPride. Fierté Simcoe Pride (FSP) is a registered nonprofit corporation founded in 2012 to unite the voices of our region's various GSD groups in the production of the Fierté Simcoe Pride Festival as well as year round events and advocacy.

There is still important work to be done. Our festival is not only a celebration of our past, but a call for support as we continue to secure rights, break down barriers, and make the world more inclusive and loving. **We invite you to raise your voice for inclusivity and diversity, as a supporter of Fierté Simcoe Pride.**

Brandon Rhéal Amyot
President

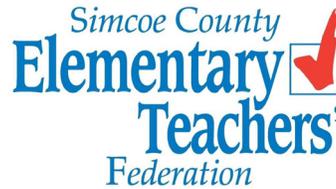
Jason Hurdle
Chair of the Board

WE'RE STRONGER TOGETHER! JOIN OUR FAMILY OF PARTNERS AND SPONSORS



Employment and
Social Development Canada

Emploi et
Développement social Canada



Barrie (Bayfield), Midland
Bradford



Show the world that your business stands up for equality.

By sponsoring Pride, you're helping make Simcoe County an even better place to live.

It's just good business: the GSD market is known for its loyalty to GSD-friendly brands. Local and visiting GSD community are more likely to shop at a sponsor of Pride.

YOUR SUPPORT GOES DIRECTLY INTO SIMCOE COUNTY'S COMMUNITY. HERE'S HOW.

More than just a festival

FSP hosts and supports community events year-round.



A 14-day Celebration

Along with our community partners, we hosted over 30 unique events during the 2018 Festival.

Community Support

and being an essential advocacy voice for the GSD community.



CORE SPONSORSHIP

Core sponsorship is at the heart of our partner relationships. It offers your brand broad exposure before, during, and after the festival through print and online media. **We've worked hard to ensure our 2019 package is balanced and offers you the best value, with tiers starting at just \$500.** We welcome cash or in-kind sponsorships.

	Platinum \$10,000	Gold/Media \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
Speaking Opportunities	✓	✓			
Vouchers for Pride Awards Gala	4	2	1		
Event/Award Options Available ¹	✓	✓	✓		
Verbal Recognition at Events	✓	✓	✓		
Vouchers to Pride Party	10	5	2	2	
Full-colour Ad in Guide Book ²	Back Cover	Full Page	Half Page	Half Page	
Logo on all Festival Posters	✓	✓	✓	✓	
Promoted Social Media Posts	5 + Blog Post	3	2	1	
Logo and Back-link on Website	✓	✓	✓	✓	✓
Logo in Partners section of Guide ²	✓	✓	✓	✓	✓

¹ See 'Presenting Sponsorship' and 'Awards Sponsorship' on the next page for these add-on options.

² Don't delay: our Guide Book artwork deadline is July 15, 2019. After this date we cannot fulfill certain sponsorship benefits.

EVENT SPONSORSHIP

Fierté Simcoe Pride is offering sponsors the opportunity to become a named presenting sponsor of selected official events, **pairing your brand with one of Pride's unique festival experiences in print, web, and broadcast media.** This package is available as an **add-on** to a core sponsorship package **or as a stand-alone.**

THE PRIDE FESTIVAL IN BARRIE

presented by
"Your Organization"

\$5,000

1 year

Diverse all-ages audience of children, adults, seniors, and families, both supporters and those in the GSD community.

Pride's outdoor, family-friendly festival with live onstage entertainment, family zone, vendor marketplace, barbecue, and T-Dance.

Event Date: Sunday, August 11, 2019.

THE SIMCOE COUNTY PRIDE AWARDS GALA

presented by
"Your Organization"

\$2,500

1 year

Diverse audience of influential community members, organizations, businesses, and political communities.

A high-brow awards gala, blending music and drag artists with recognition of leaders in Simcoe County's GSD community. Featuring a silent art auction.

Event Date: Saturday, August 10, 2019.

PRIDE IN THE PARK

presented by
"Your Organization"

\$1,000

1 year

Diverse all-ages audience of children, adults, seniors, and families, both supporters and those in the GSD community.

An outdoor picnic, featuring barbeque, music, art, and games. Hosted in Collingwood.

Event Date: Saturday, August 3, 2019.

PARTY: PRIDE PROM EDITION

presented by
"Your Organization"

\$1,000

1 year

Attracts GSD individuals and supporters.

A Pride Prom to make new memories, featuring prom classics and performers. A high-energy experience to kick-off Pride.

Event Date: Friday, August 2, 2019.

Under 19 event followed by 19+ event.

AWARDS SPONSORSHIP

The Simcoe County Pride Awards is our way of celebrating those who support gender and sexual diversity in our region. It brings together community members, business leaders, organizations, and politicians to enjoy an evening of food, music, drag artists, and awards.

Awards are eligible for naming on a **one or two year commitment**, stylized with the sponsor's name leading (i.e. "[Your Name] Lifetime Achievement Award") on all listings and the trophy itself, **tying your name to the celebration of the outstanding leaders that make Simcoe County a better place to live, work, and grow.** This package is available as an **add-on** to a core sponsorship package **or as a stand-alone.**

LIFETIME ACHIEVEMENT AWARD	This award honours the achievements of GSD or allied person who has made significant contributions to better the lives of others in the GSD community over an entire career or a lifetime.	\$500
PERSON OF THE YEAR	This award acknowledges a person who has furthered the causes important to the GSD community as well as achievements in social justice and other community work.	\$250
YOUTH OF THE YEAR	This award acknowledges a GSD or allied youth for the contributions they have made to their communities. This youth is a leader of today who shows promise for the future and has made a difference.	\$500 (includes \$250 bursary)
ORGANIZATION OF THE YEAR	A not-for-profit, charity, or group that has shown leadership and vision in the GSD community. This organization may be celebrating a milestone, or has launched effective programs over the year period.	\$250
BUSINESS OF THE YEAR	A GSD or allied business that is leading the way with a soaring entrepreneurial spirit; this spirit is demonstrated by the business performance and innovation.	\$250
COMMUNITY OF THE YEAR	This award recognizes a municipality for displaying the qualities of an ally of the GSD community. This community honours the lives and contributions of GSD people and strives to be a safe and inclusive community.	\$250

Let's talk **Sponsorship!**



BRANDON RHEAL AMYOT

PRESIDENT

BRANDON.AMYOT@FIERTESIMCOEPRIDE.COM

J. ANDREW BAKER

TREASURER

ANDREW.BAKER@FIERTESIMCOEPRIDE.COM

JASON HURDLE

CHAIR OF THE BOARD

JASON.HURDLE@FIERTESIMCOEPRIDE.COM

FIERTÉ SIMCOE PRIDE

BOX 354

WAUBAUSHENE ON L0K 2C0

Design by Queen City Pride.
Photos by Fierté Simcoe Pride.

FIERTÉ SIMCOE PRIDE (FSP) has final discretion on all event, publication, and sponsor arrangements for official festival materials, and QCP will prioritize cultural integrity over revenue. All potential sponsors will be considered on their current and historic relationship with the GSD community and on QCP's ability to best serve/represent them as a sponsor. FSP's board has final discretion over any presenting event or named award sponsor appointments.

CORE SPONSORSHIP is open to direct financial support and/or in-kind ("value-for-service") consideration and includes the benefits listed in the accompanying chart.

PRESENTING SPONSORSHIP is open to direct financial support only, and includes both textual (i.e. "Pride Prom, presented by Sponsor") and graphical (sponsor logo integrated with official event logo) treatments amenable to by both parties.

AWARDS SPONSORSHIP is open to direct financial support only, and includes title treatment in recognition of sponsorship (i.e. "[Sponsor Name] Young Person of Pride Award"), with no logo integration. No sponsor shall have selection control over the nomination, shortlisting, or voting process.

À LA CARTE SPONSORSHIP is open to direct financial support and/or in-kind ("value-for-service") consideration and includes the benefits as listed.



2019 Partnership Package
July 29 - August 11, 2019