



PARTNERSHIP PACKAGE

www.wepridefest.com • sponsor@wepridefest.com

Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of LGBTQ2S+ individuals in Windsor-Essex.



A message from the Board of Directors

Thank you for taking the time to look over our 2022 Partnership Package. Your interest in making a contribution with our organization is not only socially progressive, it shows you and your business support the Lesbian, Gay, Bisexual, Trans, Queer and Two Spirit (LGBTQ2S+) community in Windsor-Essex. Our organization provides many social programs, activities and events in Windsor-Essex that raise awareness of ongoing challenges that still exist including discrimination, exclusion, harassment, assault and many more.

Celebrating our 30th anniversary this year, Windsor-Essex Pride Fest is still a dynamic non-profit organization that delivers numerous and unique social programs, activities and events which contribute to the vibrancy, health and well-being of Lesbian, Gay, Bisexual, Trans, Queer and Two Spirit (LGBTQ2S+) residents in Windsor-Essex and as a result, strengthening the community overall.

As you no doubt know all-too-well, over the last two years, COVID-19 has affected us all both physically, mentally and financially but we are proud to announce we will be able to have our physical festival at Lanspeary Park and other location, running from **August 2-7, 2022**. Favourites such as our official Flag Raising at City Hall, educational work-shops, live entertainment, local retail vendors, local food vendors, family friendly activities and of course, the annual Parade will be back in person for all to enjoy this year!

Windsor-Essex Pride Fest has always been more than just a festival. As an organization it has always been our mandate to empower our members and members of the LGBTQ2S+ community to connect with one another and be a part of the larger community. We have always done our best to facilitate opportunities for connection and belonging through activities and initiatives as well as social programs and special events. All of these activities, programs and events address social isolation and help to create a community that is more accommodating, resilient and engaged to the broader LGBTQ2S+ community in Windsor-Essex. A lack of peer or social support, activities, gatherings or other resources in the community can lead to social isolation that often escalates into a number of problems including homelessness, depression, violence, and often, suicidal ideation.

This partnership package provides you with several opportunities to show your support for equality and diversity in our community. These opportunities include sponsorship, vendor space, advertising space and donation. LGBTQ2S+ consumers are well-documented for their loyalty and support of businesses they perceive as being supportive of them. There are a number of options to choose from **so be bold, be proactive, and support us today**.

We thank you for your consideration of our partnership request and **we hope you can support** the Windsor-Essex Pride Fest, its programs and the LGBTQ2S+ community in Windsor-Essex.



Windsor-Essex Pride Fest is an incorporated not-for-profit organization that strengthens the sense of community and contributes to the vibrancy, health and overall well-being of Lesbian, Gay, Bisexual, Trans, Queer and Two Spirit (LGBTQ2S+) community, their friends, allies and supporters in Windsor-Essex.

Windsor-Essex Pride Fest's goal is to empower LGBTQ2S+ individuals through all of our programs and initiatives and facilitate opportunities for connection and belonging to reduce social isolation. This is done through age-specific inclusive activities, peer-facilitated groups, workshops and special events/initiatives and year round social programs.

Our 2022 Board Members

Wendi Nicholson
President

Robert Vitella
Vice President

David Lenz
Community Development/Treasurer

Stephen Drouin
Board Secretary

Ginny Lundgren
Director

Sidney Wright
Director

Joey Wright
Director

Erin O'Quinn
Director

Windsor-Essex Pride Fest
2109 Ottawa Street, Unit #216
Windsor, ON N8Y 1R8

Phone: 226-348-3378
www.wepridefest.com

About Windsor-Essex Pride Fest

Windsor-Essex Pride Fest is a registered non-profit organization incorporated in the Province of Ontario, run by a volunteer Board of Directors that brings together members of the Lesbian, Gay, Bisexual, Trans, Queer and Two Spirit (LGBTQ2S+) community, their friends, allies and supporters in celebration of the unique spirit and culture of our community by producing quality, inclusive and safe events, initiatives and programs to celebrate and enjoy. Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of LGBTQ2S+ persons in Windsor-Essex.



Programs we deliver to the Windsor-Essex Community

Windsor-Essex Pride Fest's goal through its many programs and initiatives is to support the LGBTQ2S+ community by empowering individuals to reach out to each other and to facilitate opportunities for connection and belonging through age-specific activities or initiatives, social/recreational programs and special events and will address social isolation and create a social environment that is more accommodating, resilient and connected to the broader LGBTQ2S+ community in Windsor-Essex.

Members of the LGBTQ2S+ community experience unique social isolation compared with other marginalized groups. Research indicates that the individuals in the LGBTQ2S+ community are 2.5 times more likely to live alone. The lack of peer or social supports, activities, gatherings or other opportunities to engage with peers in the community may cause social isolation that often escalates into a number of other problems, including homelessness, depression, violence, suicidal ideation, drug and alcohol abuse and dropping out of school for some LGBTQ2S+ youth.

Current Social Programs/Initiatives

- Arts / Crafts Nights (Windsor-Essex)
- Dance Nights (Windsor)
- WYC GSA Group (Windsor) *Windsor Youth Centre
- Two Spirit Group (Windsor-Essex)
- LGBTQ Grief Support Group
- Painting Nights (Windsor)
- Creative Writing Workshops (Windsor-Essex)
- Gaymes Night (Windsor-Essex)
- Revive Wellness Nights (Windsor-Essex)
- Embrace Youth Group (Amherstburg)*
The House Youth Centre
- WEPrideRides (Windsor)
- QConnect Plus Seniors Group (Windsor-Essex)

* provided in partnership with other organizations

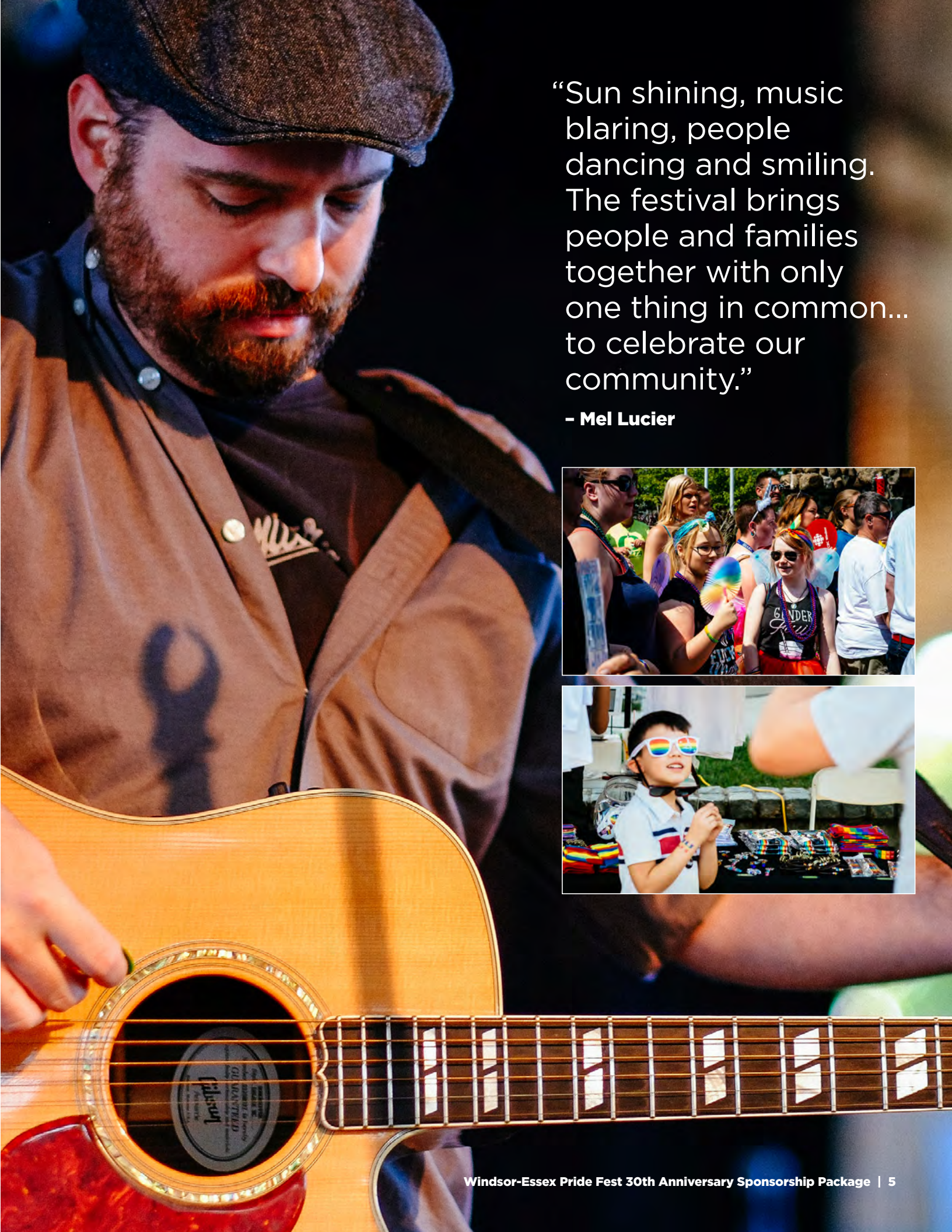
George Hannah Memorial Scholarship

The scholarship was established in honour of George Hannah (local community activist) and recognizes students that have demonstrated leadership and/or commitment to the community in the promotion of equality, diversity and/or awareness of LGBTQ2S+ issues in Windsor-Essex including ongoing social challenges including discrimination, exclusion, harassment and assault.

How are we funded?

Windsor-Essex Pride Fest and its social programs are funded through contributions made through advertising, sponsorship, event admissions, grants and donations from the public. It also receives a significant amount of 'in-kind' support from media partners, corporations, fundraisers and volunteers. Windsor-Essex Pride Fest ("Pride Fest") exists to strengthen the sense of community and contribute to the vibrancy, health and overall well-being of LGBTQ2S+ people in Windsor-Essex.





“Sun shining, music blaring, people dancing and smiling. The festival brings people and families together with only one thing in common... to celebrate our community.”

- Mel Lucier



Reasons to sponsor the Windsor-Essex Pride Fest

Social Responsibility

One of the most important benefits that we often hear from sponsors is that they feel that they have made a real difference in the LGBTQ2S+ community in Windsor-Essex. Not only does your sponsorship contribute to the Windsor-Essex Pride Fest but overall it supports local organizations who receive financial funding from the Windsor-Essex Pride Fest.

Value Of The LGBTQ2S+ Market

Despite the growing acceptance of the Lesbian, Gay, Bisexual, Transgender, Queer and Two Spirit (LGBTQ2S+) community in Canada, this consumer market remains vastly unexploited relative to its size. A study by the International Gay and Lesbian Chamber of Commerce and the National Post pegged the buying power of the Canadian LGBTQ2S+ community at just over \$100 billion, which is 10% of the \$1 trillion Canadian consumer market. This market is bigger than any other ethnic market in Canada, and is fast approaching the size of the youth market. This market size is particularly striking given that it is based only on the 6% of the Canadian population that currently self-reports as LGBTQ2S+. However, research suggests that closer to 10% of the population is a member of the LGBTQ2S+ community. Therefore, the current market is set to grow rapidly as more feel comfortable to publicly identify. The value of the LGBTQ2S+ market is high not only because of the sheer number of consumers but also because of the characteristics of these consumers. A majority of gay couples live in a dual income household with no children. As a result, 76% of LGBTQ2S+ household incomes are above the national average, which fuels their high level of disposable income. Because this market has been underserved for so long, companies that have begun appealing to these consumers have found them fiercely brand loyal, further elevating the attractiveness of this market.

Build Customer Awareness And Loyalty

Becoming a partner with the Windsor-Essex Pride Fest provides a tremendous amount of exposure for your business to the LGBTQ2S+ community and their allies. Each year, the Windsor-Essex Pride Fest is not only a spectacular event for the attendee but also amazing experiences for those who assist in making it happen. Your support builds awareness of the LGBTQ2S+ community to all living in the Windsor-Essex region. Supporting the Windsor-Essex Pride Fest proves that your business goes deeper than commerce.

- LGBTQ2S+ Canadians more likely to seek out companies that advertise to them and are willing to pay higher prices for premium products and services .
- 65% prefer products or services from companies that support non-profits or charities serving the LGBTQ2S+ community over competing products or services that do not.

Advertising And Promotions

Depending on your sponsorship selection, your company logo, links to your homepage, references on social media, email distribution, sponsorship, or advertisements will be seen by a large number of people. In addition, our full-colour Pride Fest program will be extensively distributed throughout the festival and online at www.wepridefest.com

Engage Your Employees

A significant benefit of having a presence with us is your employees are involved in LGBTQ2S+ events/initiatives that put them directly in contact with your customers. Engaging your employees helps to build an inclusive/welcoming team and an opportunity for your business to interact with the community and drive customers to your business.



“Windsor-Essex Pride Fest provides programming and social supports... throughout the entire year.”

- Crystal Fach



2022 Partnership Opportunities

With six days of events, sponsorship is an opportunity not to be missed. We have many sponsorship levels below as well as special branding opportunities and believe there is a sponsorship level for everyone.

Partnership Benefits	SPONSOR LEVELS						
	Presenting	Diamond	Titanium	Gold	Silver	Bronze	Friend/Donor
	\$8,500	\$5,000	\$3,500	\$2,000	\$1,000	\$500	\$250
Logo Recognition							
Company logo on sponsor page of the "Pride Fest Program"	●	○	○	○	○	○	Name Listed
Company logo on all print promotion materials (posters, flyers)	●	○	○	○	○	○	
Print Visibility							
Advertisement in festival Program"	Outside Back Cover	Inside Cover	Full Page	Half Page	Third Page	Sixth Page	Name Listed
Company logo on print advertisements including: • Snapd (Windsor, ON) 14,000 units monthly • Biz X Magazine (Windsor, ON) 16,000 monthly	● ●	○ ○	○ ○	○ ○	○		
Email Blasts							
Company logo on emails to our membership database	●	○	○				
Website Visibility							
290 x 290 pixel web advertisement on www.wepridefest.com	●	○	○	○			
Company logo on www.wepridefest.com with hyperlink	●	○	○	○	○	Name Listed	
Company recognition on web advertisements including: • Windsorite.ca website (Windsor, ON) • Snapd Windsor website (Windsor, ON)	● ●	○ ○	○	○			
Display / Signage Visibility							
Branded as "Presenting Sponsor" on all festival events, promotional materials and messaging	●						
Presenting sponsor branding of main stage with banners/signage	●						
Company logo featured on Pride Fest main stage banner	●	○	○	○	○		
Company banner placement on fencing at Lanspeary Park	4x Large	4x Large	4x Medium	3x Medium	2x Small	1x Small	
10' x 10' festival exhibit space location at Lanspeary Park	●	○	○	○	○		
Television / Radio Visibility							
Company logo recognition on television advertisement spots	●	○	○	○	○		
Company recognition on radio advertisements	●	○	○	○			
Social Media Visibility							
Company recognition and tags through social media outlets	●	○	○	○	○	○	
Onsite Recognition							
Opportunity for speaking engagement at all Pride Fest events	●	○					
Recognition on main stage periodically throughout festival	●	○	○	○	○		
Parade Participation							
Complimentary placement in the Pride Fest Parade	●	○	○	○			
VIP							
Complimentary VIP passes for Pride Fest events	10	6	4	2			
Promotional or giveaway opportunities available	●	○					
Corporate Recognition							
Company presented with a "Certificate Of Appreciation"	●	○	○	○	○	○	○

Can't be a partner? Then consider these other opportunities!

Become A Vendor At The Windsor-Essex Pride Fest

The Windsor-Essex Pride Fest would like to invite you to join us as a vendor at our annual festival at Lanspeary Park on Ottawa Street in Windsor, Ontario. The Windsor-Essex Pride Fest is one of the largest Pride festivals in Southwestern Ontario; which also draws many attendees from throughout the region and our neighbours in nearby communities and out-of-town visitors from Michigan and Ohio. More than 40 vendors and community information tables make up our Vendor Marketplace every year.

Vendors will be defined as individual, business or organization who sell or distribute handicrafts, goods, services, or information for profit, exposure or promotion. Each option has its own respective pricing. All vendor spaces have the option of renting space with just a table & two (2) chairs or the option of adding a tent at an additional cost. Pricing is listed on the right.

Vendor Opportunities (before May 31, 2022)

NON-PROFIT VENDOR: \$125.00

Includes two (2) chairs and one (1) table.
Must show non-profit or charitable status.

MERCHANT VENDOR: \$160.00

Includes two (2) chairs and one (1) table.

FOOD VENDOR: \$200.00

Includes two (2) chairs and one (1) table.

Vendor Opportunities (after June 1, 2022)

NON-PROFIT VENDOR: \$140.00

Includes two (2) chairs and one (1) table.
Must show non-profit or charitable status.

MERCHANT VENDOR: \$185.00

Includes two (2) chairs and one (1) table.

FOOD VENDOR: \$225.00

Includes two (2) chairs and one (1) table.


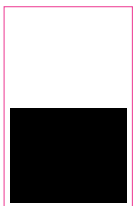
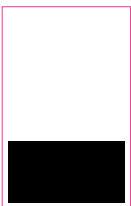

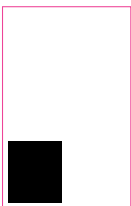


Advertise In The Pride Fest Official Program

Get noticed and show your support in the 2022 Pride Fest Program!

The Pride Fest Program is Windsor-Essex Pride Fest's official event program and includes a listing of all the things happening during the Pride Fest. 5,000 copies of the 2022 Pride Fest program will be printed and distributed as well as be available online at www.wepridefest.com. The Pride Fest Program offers businesses a chance to advertise directly to the growing LGBTQ2S+ community here in Windsor-Essex, as well as their friends, family and allies.

Advertisement Sizes and Rates (all dimensions are width by height (WxH))

 <p>Full Page 5.25" x 8.25" Bleed size: 5.8" x 8.8"</p> <p>\$500.00</p>	 <p>Half Page 5" x 4"</p> <p>\$350.00</p>	 <p>Third Page 5" x 2.6"</p> <p>\$250.00</p>	 <p>Quarter Page 5" x 2"</p> <p>\$200.00</p>	 <p>Sixth Page 2.5" x 2.6"</p> <p>\$150.00</p>
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2022 Partnership Application

Contact Information

Business/Organization Name: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

Sponsorship Opportunity Levels

Sponsorship levels including benefits listed on page 8 of this package. Check off level of sponsorship in the appropriate box:

- Presenting Sponsor (\$8,500)
- Platinum Level (\$5,000)
- Titanium Level (\$3,500)
- Gold Level (\$2,000)
- Silver (\$1,000)
- Bronze Level (\$500)
- Friend / Donor (\$250)

Festival Program Advertising

- Full Page Advertisement (\$500)
- Half Page Advertisement (\$350)
- Third Page Advertisement (\$250)
- Quarter Page Advertisement (\$200)
- Sixth Page Advertisement (\$150)

Vendor Opportunities (before May 31, 2022)

- Non-Profit Vendor (\$125)
- Merchant Vendor (\$160)
- Food Vendor (\$200)

Vendor Opportunities (after June 1, 2022)

- Non-Profit Vendor (\$140)
- Merchant Vendor (\$185)
- Food Vendor (\$225)

Payment & Cancellation

Your sponsorship/advertising/vendor contract is not confirmed until this contract is signed and full payment is received and made payable to the Windsor-Essex Pride Fest. No sponsor/advertiser/vendor will be permitted to retain confirmation without full payment. If the sponsorship/advertisement/vendor space is not paid within 30 days upon signing of the agreement, Windsor-Essex Pride Fest Inc and its Board of Directors reserves the right to cancel the sponsorship/advertisement/vendor and resell the opportunity at its discretion. If the Windsor-Essex Pride Fest Inc finds it necessary to cancel, based on non-payment in accordance with the terms of this agreement, or if any company requests a cancellation of the assigned sponsorship/advertisement/vendor space, the company will be assessed a cancellation fee of 25% of the valued sponsorship.

As a representative of the organization or company, I hereby authorize this sponsorship/advertising/vendor agreement:

Business / Organization Name (please print)

Contact Name

Signature

Please return the completed form to:

Windsor-Essex Pride Fest

David Lenz, Community Development Officer
2109 Ottawa Street, Unit #216
Windsor, ON N8Y 1R8
Attention: David Lenz

For questions, please contact:
David Lenz, Community Development
Cell: 519-995-3353 or Email: dlenz@wepridefest.com

“We see family, friends, and tourists gather to celebrate love and happiness.”

- Lawrence Lavender

