

HALIFAX PRIDE 2005

SPONSORSHIP OPPORTUNITIES



PROUD HALIFAX PRIDE '05

July 18th to July 24th



TABLE OF CONTENTS

Page 2	Introduction
Page 3	Demographics
Page 3	Parade Route Map
Page 3	Testimonials
Page 4	2004 Sponsors
Page 5	Program Opportunities
Page 6 onward	Media Coverage

PROUD HALIFAX PRIDE '05



Dear Potential Sponsor:

The Halifax Pride Committee and its affiliated groups thank all sponsors, groups, volunteers, and individuals for their generous support - past and present. Our community's 18th annual week of celebrations will take place July 18th-24th, 2005.

Halifax Pride has grown to what is now an annual 7-day celebration of cultural and social activities across the city and is now the largest summer parade within the HRM. Our committee is a society that dedicates to the planning and implementation of the Halifax Pride Parade and other Pride cultural celebrations which develop awareness of the lesbian, gay, bisexual, and transgender (LGBT) community. Our sponsorship program offers designed sponsorship opportunities to satisfy your community investment, sales and/or marketing objectives.

Halifax Pride 2005 is complete with events for everyone and our promise is to deliver a spectacular celebration to include local celebrities and headline entertainment while adding generous value to your sponsorship. Our events plan is scheduled to be completed by March 18, 2005.

Each year we create a complete events guide that includes feature advertising space and is circulated as an insert in The Coast, Halifax's Weekly Entertainment newspaper. This alone reaches 21,000 people. We have further enhanced our marketing of Halifax Pride as an international destination by planning a print and web media campaign throughout Canada and cities within the United States and Europe. We work closely with the media to make certain that they have the most current and important information about our events and sponsors.

We have three different sponsorship levels to choose from. Custom packages can be developed to best suit your organization's particular needs and ability to contribute to our joint success. As we build on past successes to reach our goal of making this year's Pride bigger, brighter, and better than ever, we continue to look to our local businesses and groups for support. Halifax Pride enjoys wide media coverage of its events - local, regional, and national.

Each day our volunteer organization is integrating new and exciting elements for 2005. We are committed to work with you and look forward to your involvement within a memorable week of celebrations and fun. We look forward to the relationships that continue to build within our supporters and sponsors.

Thank you very much for your time and consideration in supporting Halifax Pride 2005.

Yours in Pride,

Jay Thordarson
Chair,
Halifax Pride 2005
jay@halifaxpride.org
902.423.1213

Michael Beaucage
Sponsorship Coordinator
Halifax Pride 2005
sponsorship@halifaxpride.org
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DEMOGRAPHICS

Each year there is consistency in the added exposure of Halifax Pride through the increase of visitors, parade spectators, and participants. The parade route is mapped out within the heart of downtown Halifax and injects excitement and celebration into the spirit of everyone.

2003 spectatorship ranged at *13,000* with *4000* parade participants.

2004 spectatorship ranged at *18,000* with *4200* parade participants.

2005 goal to reach over *23,000* spectators with *5000* parade participants.



Halifax Pride has increased the marketing value of your sponsorship commitment by implementing a strong media plan to include print and web advertising within many areas in Canada, the US and Europe. We have chosen a variety of LGBT publications, various weekly news magazines, websites, and travel newsgroups. Our plan is to increase our marketing budget to allow more dollar value as our sponsorship fulfillments increase. We understand the need of added value for your sponsorship commitment in order to maintain a return on your investment.

TESTIMONIALS

Dawn Sloan – Councillor, District 12 - HRM

“Pride festival is not just a celebration for individuals, it’s a celebration of life itself. Past experiences have been a catalyst in making this what is now a signature event for the HRM and the province of Nova Scotia.”

Mike Velemirovich, - Hillcrest Volkswagen

“The Halifax Pride Committee is well run and is easy to do business with. They understand and embrace the concept of "under-promise and over-deliver" which only adds to value we have received over the years in the gay and lesbian market.”

Theaston White – Senior Associate of Human Resources Convergys Customer Management Canada

“Pride Week is a significant commemoration reflective of Diversity. Convergys is proud to be a sponsor for Halifax Pride Events. Diversity is one of our 7 core values and one we take seriously. We are very pleased to offer an open and welcoming workplace and to join our gay, lesbian, bisexual and transgender employees as they celebrate Pride Week. It is our distinct pleasure to embrace a week full of celebration.”

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2004 PRIDE SPONSORS

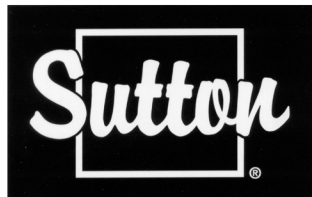
Super Sponsor (\$5000+)

MELON

Grand Sponsor (\$2500 - \$4999)



Major Sponsor (\$1000 - \$2499)



PROUD HALIFAX PRIDE '05



Super Sponsor (\$5000+)

- Your logo prominently displayed in local, national, and international promotions
- Your logo and display ad in the Halifax Pride Event Guide in The Coast
- VIP Participation in the Pride Parade and major events
- Your name acknowledged at all major Pride events
- Your logo on all official Halifax Pride Committee Press releases and correspondence
- Your logo displayed prominently on official Pride Week posters
- Direct association with a specific major Pride Event or Promotion of your choice
- Your logo with a link on our web site to yours
- Halifax Pride 2005 Proud Sponsor window decals
- *Media Value of approx. \$20,000.00

Grand Sponsor (\$2500 – \$4999)

- Your logo prominently displayed in local and national promotions
- Your logo and display ad in the Halifax Pride Event Guide in The Coast
- VIP Participation in the Pride Parade and major events
- Your name acknowledged at all major Pride events
- Your logo on all official Halifax Pride Committee Press releases and correspondence
- Your logo displayed prominently on official Pride Week posters
- Direct association with a specific major Pride Event or Promotion of your choice
- Your logo with a link on our web site to yours
- Halifax Pride 2005 Proud Sponsor window decals
- *Media Value of approx. \$12,000.00

Major Sponsor (\$1000 – \$2499)

- Your logo and a display ad in the Halifax Pride Event Guide in The Coast
- Your name on all official Halifax Pride Committee Press releases and correspondence
- Your name acknowledged at all major Pride Events
- Your logo with a link on our web site to yours
- Halifax Pride 2005 Proud Sponsor window decals
- *Media Value of approx. \$6,000.00

NOTE: Sponsorship packages can be adapted to meet your business or group's special needs. Contact your Halifax Pride Sponsorship committee at sponsorship@halifaxpride.org or Michael Beaucage at 902.404.6712

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PROUD TO OFFER HUNDREDS OF CHOICES, HALIFAX'S QUEEREST ENTERTAINMENT LISTINGS START ON PAGE 31

VOLUME 12 NUMBER 7 JULY 15 — JULY 22, 2004

The Coast

HALIFAX'S CLOTHING-OPTIONAL WEEKLY

Gay-gay Gottingen p.11
Cult con Pat Galina p.15

Same-sex marriage
one year later p.13

THE PRIDE ISSUE

FREE

THE NOVASCOTIAN: Take a look behind the bars of Guantanamo / NS3
AT HOME: Coneflowers offer long-lasting colour / B1

Volume 7 Number 27 Sunday, July 18, 2004

The Sunday Herald

Independent since 1824 Halifax, Nova S

LIGHTEN UP
Whimsical tealights, stepping stones beckon. / A1 Homes, B5

BRITISH OPEN
American Todd Hamilton leads the pack. / Sports, C1

Aliant strike takes its toll
By JENNIFER STEWART
Aliant employee Randy Curran says it's not enough being unsure of his future with the communications company without worrying whether he'll be able to finish building his house. Mr. Curran, who's been with Aliant for 18 years, had signed a contract to construct a new house in Hillwood when the strike began three months ago. Now he's not sure if he'll be able to finish the house by the time the strike ends.

Martin airs bee with U.S.
Borders closed to Canadian beef must re-open, warns P
By The Canadian Press
CALGARY — Paul Martin blasted the U.S. for keeping its borders closed to Canadian beef during a speech in Calgary on Saturday, but his plans for dealing with the problems appeared to lack detail.

JUST MARRIED
Whitney Williams, left, and Rob Huggin tow a toy camper, the honeymoon vehicle of well-known toy industry execs G. Joe and K. as they make their way along Brunswick Street during Halifax's annual gay pride parade on Sunday. See story / A5

PROUD HALIFAX PRIDE '05



14

Thursday, July 15, 2004 The Daily News

PERSPECTIVE

Taking control of the words that hurt us

Pride Week is a good time to put epithets in their place



GLENN WALTON

This is Pride Week in Halifax, and we're in the middle of a packed schedule of picnics, performances, film evenings and marches. Despite the ongoing AIDS pandemic, gays and lesbians have a lot to celebrate these days, not the least of which was the recent national election, which strongly rebuked the social conservatives who would put us back in the closet.

Brave souls

It's a far cry from 30 years ago, when a small group of almost unnoticed brave souls hit the streets to proclaim their presence in society. This Saturday, expect thousands of celebrants downtown, both in the parade and as spectators.

The week kicked off with a baseball game on the North Common, billed as a contest between "divas and dykes," and attended by hundreds. One enduring image: drag queens running to first base, and then doing their nails. But the event's title has also got me thinking again about the power of words, and about our shifting relationship with them.

I'm told there was a mini-controversy at the printer's about the use of the word "dyke" on a Pride Week poster. This is understandable, be-



PROUD: Lee-anne Arseneault (left), Calandra Smith, Will White and Stephen Ludlow hold colours for Pride Week.

cause the word has largely been used as a slur in the past, and to some within the gay and lesbian community, its use on official Pride material smacks of self-hate.

There is another way of looking at this controversy, however. In *Shakespeare in Love*, Will, in the grip of a temporary writer's block, reminds himself that "with one word, I could cause a riot in a nunnery."

He could, too: writers wield a kind of magical power, which is why they are particularly feared by tyrants.

So is it with those who would use words against us. We're vulnerable to their epithets as long as we recognize their power over us.

As objects of offensive verbal salvos like "faggot" and "dyke" (or any of the common racial epithets in our language, for that matter) then, our job is simply to take them back, to reappropriate them. By turning words to our own use, chewing on them, so to speak, we're able to extract the poison from them.

I witnessed an example of this the other night on TV, when a (pres-

umably straight) male show host used the word "queer," something I'm pretty sure he wouldn't have dared do even two years ago. But this time (as far as I know), no protests ensued.

That's probably because five gay men have, with *Queer Eye for the Straight Guy*, defused and redefined the word for a mass audience, putting a human face on it, as it were, and lending it positive connotations. The erstwhile epithet has, with the fold of a shirt and the squirt of cologne, become largely

descriptive.

This phenomenon is observable in academia, where Queer Theory is now official curriculum-speak. And I have confronted something similar at my own workplace.

Like other part-timers at the Saint Mary's University English Department, I have a mail slot outside our shared offices. A few years ago someone, presumably a student, scrawled the word "fag" onto the wooden surface of mine.

Vague fears

My first reaction was shock, followed by a backwash of vague fears. After all, whoever did this thing probably knew me, was likely one of my own students, and it was done with a knife. The anonymity of the protest (cowardly, really) made it even more threatening.

A colleague of mine, indignant for me, covered up the offending word with a smiley-face post-it. And so it remained, until one day, in a moment of illumination, I removed the post-it.

What I had decided was that I was going to own and wear this word, and in so doing deny its power over me. I don't care if people know I'm gay; I only care if they think I'm ashamed of the fact. So there the word remains, for all to see.

And nowadays my response to any insecure homophobic students who call me a "fag" is: "Oh yeah? Tell me something I don't know!"

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Glenn Walton is a Halifax teacher and filmmaker.



LOCAL News

Proud — and on parade

Party time for gays, lesbians in downtown

Story by Richard Cutbertson & photos by Darrell Oake The Daily News

Madonna met the Halifax fire department and leather met Metro Transit, yesterday ... and it was one hell of a party.

The 17th annual Pride Parade snaked its way through downtown Halifax and thousands of people turned out to bask in the sun and take in the extraordinary sight.

It was a hot day for black leather, but that didn't stop Mike Teal, decked out in a daring motorcycle outfit. He said he bought his first pair of leather pants when he was 18 and has really embraced the material since coming out of the closet a few years ago.

"It's still sort of a celebration for myself. I didn't come out of the closet until 32; I'm 38 now. I guess I'm still at that stage where I like to let it (be) known, sometimes be a little shocking."

Teal was missing the bun to his leather chaps, exposing his rear end to the Halifax parade route. And he wasn't the only one being risqué as dozens of dancers took to the streets.

"I think I'll lose a pound or two on the float today," joked Teal about wearing leather in hot weather. "Of course, I'm wearing an outfit that has some air conditioning."

Boom Boom Lubalicious, a voluptuous drag queen who goes by the daytime name of Ed Savage, helped organize the event.

Last fall, Boom Boom was elected Baroness of Nova Scotia. But don't think that's an empty title. She spent much of the parade directing traffic and keeping a lid on

the chaos, all while wearing a grey sequined dress, tiara, and devastating red lipstick.

While ostensibly about bringing gay culture to mainstream Halifax, the parade is also a chance to patch up differences within the community, said Savage, who believes part of her mandate is to promote unity. "We've got leathermen, queens, gay people what we would call twinks," said Savage. "And they all have different opinions, different views, different thoughts on what gay life should be, and what's best for our community."

In between the outrageous floats and flamboyant costumes was a 1934 fire engine, named the Queen (for real), driven by Sam Meehan and her colleagues, all Halifax firefighters. A 12 year veteran of the department, Meehan said she's never hidden that she's a lesbian and has always been accepted by her co-workers. She said that participating in the pride parade is a logical step for the Halifax fire department.

"They do say they value diversity and now they're putting their truck where their mouth is," joked Meehan.

Other "mainstream" businesses were also involved, including Metro Transit and CIBC. That's an encouraging trend, said Aaron Dorcasier, who stood on Barrington Street to watch the parade.

Halifax Regional Police handled traffic and were unknowingly helped by Mr. Lahey (John Dunswoth) and Randy (Patrick Roach) from the TV series *Trailer Park Boys*.

"We're here to make sure everybody has a good time and everything's safe. Helping the police out, right, Mr. Lahey?" said Randy shirt off — his trademark look in the show — but wearing SPF 30 to prevent sunburn. "Yeah, keeping an eye on things," said Lahey, watching over the crowd. rcutbertson@tdnews.ca

YOUR VOICE

Given their recent gains, do you still need Pride Week? Call us at 444-4444, Ext. 5646, or email shornale@tdnews.ca. Be brief. Results will be in Sunday's paper.



PRETTY IN PINK: Tia Timebomb (left) and Jinx Zezebo of the Halifax Burlesque Society.



RAINBOW BAGPIPE: Ron Garnett-Doucette gets ready to lead the parade through the downtown Halifax yesterday.



LOTS TO SEE: Parade made its way from Mallard Street to the waterfront.



RIDING IN STYLE: Firefighter Sam Meehan poses by the Queen, the 1934 fire truck that she drove during yesterday's Pride Parade.

Restaurant patrons stop woman who caused ruckus during parade

By Erica Simpson — The Daily News

A young woman was arrested on charges of assault inside McKeivie's restaurant during the pride parade, staff say.

The woman ran inside the building at about 5 p.m., away from police.

Customers sitting at the bar stopped her by barring the door.

"About 25 of the woman's friends were spitting at the parade

going on," said a restaurant staff member, who asked not to be named.

Police then apparently arrested more people outside the restaurant.

Restaurant staff also said that police attended to a man in the parade who fell out of a Mustang Convertible.

Staff said he was riding on the back of the car.

esimpson@tdnews.ca



ANGELS IN NORTH AMERICA: Jacob Rafuse (Dyna-Might, left) and Steve MacLeod (Deva Station).



BODY ART: Michael MacKay decorated himself with handprints.