



SPONSORSHIP POLICY GUIDELINES

What XTRA! Sponsors

The **XTRA!** mandate is to engage gay men and lesbians, and we choose to support events and organizations on principle, in addition to promotional opportunities.

The purpose of sponsorships is, primarily, to promote an event or an activity. We do not discount ad space for non-promotional ventures, such as "Thank You" notices.

XTRA! does not offer sponsorship where promotional responsibility falls to a third party benefiting from the venture. For example, we believe that a bar holding a charity fundraiser is responsible for promoting that event

The purpose of an **XTRA!** sponsorship is not to free up advertising costs so that a paid ad may be placed in another publication. If we agree to sponsor your event, you must agree to make **XTRA!** a main component of your paid print advertising campaign.

What XTRA! Offers

XTRA! provides key promotional support through discounted advertising and promotional tools such as contests and online opportunities. We do not make cash donations.

XTRA! does not offer editorial coverage as part of a sponsorship package. Press releases should be forwarded separately to our editorial department.

Acknowledgement of XTRA! Sponsorship

As a not-for-profit organization serving a specialized market, **XTRA!** does not fit neatly into most corporate or media packages. While it may be useful in some instances to categorize sponsors by the cash value of their donation and to bestow benefits accordingly, this structure oftentimes does not truly reflect the value of our sponsorship. If your desire is to reach gay men and lesbians, an ad spot in **XTRA!** may be worth more to you than an ad spot in a daily newspaper, even though the dollar value may be significantly higher. Since you are inquiring about sponsorship from from us, you already appreciate our ability to deliver your message to Toronto's gay and lesbian community.

XTRA! does not sponsor events that devalue in-kind donations. The 1x advertising rate is used to calculate the value of our donations.

Other Media

XTRA! does not share sponsorship of events with print media that directly competes in our market. Co-sponsorship with other media must be negotiated before an agreement can be finalized.

Application for Sponsorship

If you would like **XTRA!** to sponsor your event, you must submit a **written proposal** to jennifer.price@xtra.ca that includes:

1. Specific details of the event (including dates, location, estimated attendance)
2. The issues (dates) you would like to see the ad(s) appear
3. The amount of advertising space (including specific ad sizes for each issue)
4. The amount your group will be spending on advertising with **XTRA!** to supplement sponsorship
5. What promotional opportunities/sponsor recognition your event can offer **XTRA!**
6. A detailed outline of your marketing plan including campaigns in other media