



Dear Sir or Madam:

Once again, the Halifax Pride Committee is gearing up to prepare for our community's annual week of celebration, scheduled for July 11th to 18th, 2004. As you may be aware, Halifax Pride 2003 turned out the largest crowd to date, with over 10,000 spectators and approximately another 5,000 active participants in the parade alone. Increased visibility and media exposure was generated by our expanded parade route, which included Spring Garden Road for the first time.

The 2004 Committee is proud to announce that, as well as repeating 2003's enhanced parade route, Halifax Pride's advertising insert in the Coast will be changing to a full color, glossy insert this year, also offering increased visibility for our sponsors!

In this kit you will find several different sponsorship levels to choose from, and custom packages can be developed to best suit your organization's particular needs and ability to contribute to our joint success. You are invited to contact our Sponsorship Coordinator, Tracie Dickey, directly either by telephone at 864-7138 or by email at sponsorship@halifaxpride.org.

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 of our vibrant community. Thank you very much for your time and consideration in supporting Halifax Pride 2004.

Sincerely,

Jay Thordarson
Co-Chair
Halifax Pride 2004

Calandra Smith
Co-Chair
Halifax Pride 2004



RED — Super Sponsors (\$5000+)

Your logo prominently displayed in National and Maritime 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
Your name associated with a specific major Pride Event or Promotion of your choice
Your logo with a link on our web site to yours
Your name acknowledged during CKDU "All Day All Gay" program
Halifax Pride 2004 Proud Sponsor window decals

ORANGE — Grand Sponsors (\$2500 – \$4999)

Your logo prominently displayed in Maritime 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
Your name associated with a specific major Pride Event or Promotion of your choice
Your logo with a link on our web site to yours
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YELLOW — Major Sponsors (\$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
Your name acknowledged during CKDU "All Day All Gay" program
Halifax Pride 2004 Proud Sponsor window decal

GREEN — Secondary Sponsors (\$500-\$999)

Your logo and a small display ad in the Halifax Pride Event Guide in The Coast
Your name acknowledged at all major Pride Events
Your logo with a link on our web site to yours
Halifax Pride 2004 Proud Sponsor window decal

BLUE — Business Supporters (\$100-\$150)

Any small business can support Halifax Pride and be listed in our events guide
Halifax Pride 2004 Proud Sponsor window decal
Your name listed on our web site

PURPLE — Community Supporters (\$100-\$150)

Any non-profit community group can qualify
A Halifax Pride 2004 Proud Sponsor window decal
A link on our web site to yours



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
Tracie Dickey at 902-864-7138