

# Partnership Opportunities

Halifax Pride 2006



## Community

# Welcome

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Dear Potential Sponsor,

With seven full days of terrific events, Halifax Pride is now the largest festival of its kind in Atlantic Canada, bringing in visitors from across the Maritimes and all over North America. This year's Pride Parade will rely on hundreds of volunteers, boast as many as 6,000 participants, and will draw between 20,000 to 25,000 spectators! Our sponsorship packages are designed to put you in touch with this exciting market.

Lesbian and Gay consumers are well educated and affluent, loyally supporting the businesses that support them. The Lesbian, Gay, Bisexual, and Transgender (LGBT) community is the best asset that Halifax Pride can deliver to you, our sponsor.

All our sponsorship packages are flexible. We are ready to work with you to design a package that is tailored to fit your organization's needs and budget.

This year, as in previous years, we will be marketing Halifax Pride as a premium travel destination via a targeted media campaign to key Canadian and U.S. markets. As we build on past successes, we look to our business partners for financial support. Together we can achieve our goal of making Halifax Pride 2006 bigger, brighter and bolder than ever before.

Should you have any questions please contact us at the above address, or you can e-mail us at [sponsorship@halifaxpride.com](mailto:sponsorship@halifaxpride.com).

Thank you for your time and consideration.



Maggie Haywood  
Director of Sponsorship Halifax Pride 2006



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# 5 Great Reasons to Support Halifax Pride

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## 1. Our Theme in 2006 is Community!

Halifax Pride is the unifying strand in the fabric of lesbian and gay life in Nova Scotia. We strive to be connected with all organizations and groups that make up the LGBT community. While most of our events are free of charge, all others are held in conjunction with charities and service organizations that benefit our community. Pride would not take place without the support of these groups and the hundreds of volunteers who make it all possible.

## 2. We're Bigger, Brighter and Bolder than Ever!

Halifax plays host to the largest LGBT Pride Festival east of Montréal: eight days of fabulous events; arts and cultural programming; a film festival and comedy night; culminating in the biggest summer parade in HRM and a free concert on Halifax Commons! There's something for everyone, with fun and excitement for the whole Halifax family.



## 3. Look Who's Coming to Play with Us!

With an expected audience of 20,000 to 25,000 people, Halifax Pride can put your company in the spotlight like no other event in the city. Pride draws a crowd that is sophisticated, open-minded and fun; that bridges the gaps of generation, culture and sexual orientation; that brings everyone together in a celebration of human diversity.

## 4. Our Community is Watching!

Pride Week is more than just parties and a parade. Pride is an event that engages our whole community; one we care deeply about. When you sponsor Pride, we notice and we give back. With more than 2.6 million Canadians identifying as lesbian or gay, and another 7 million as bisexual, this lucrative market has been valued at between 50 and 70 billion dollars in Canada alone. If you are operating at a national or North American level, a sponsorship of Halifax Pride will get you noticed beyond Atlantic Canada!

## 5. Great Return on Your Investment!

The LGBT community is heavily brand identified. Surveys have shown as many as 89% will go out of their way to use products and services from businesses that support the LGBT community. With all the media exposure that Halifax Pride can deliver, your company's name and product is guaranteed to make an impact.

*"Pride is not just a celebration for individuals, it is a celebration of life itself. Past experience has been a catalyst in making this what is now a signature event for HRM and the province of Nova Scotia"*

– Dawn Sloane, HRM Councillor

# Sponsorship Guidelines

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## **Ceilidh Event Partner – \$5000+**

As a Ceilidh Event Partner you will have your business name and logo attached to a Halifax Pride event of your choice.\* You will be eligible for exclusivity within your line of business.\*\* You will also receive:

- Half-page colour ad in the Pride Events Guide (your choice of inside front or back cover\*)
- Opportunity to be a keynote speaker at your Pride event
- Your logo identifying you as Ceilidh Event Partner on our website, with a link to yours
- Banner space at the Festival site on the Halifax Commons and on appropriate event signage
- Your name and logo featured on all Halifax Pride media releases and promotions
- VIP tickets to the Pride Parade and all Halifax Pride Week events
- Invitation to Halifax Pride 2006 media launch
- Free Parade and Festival site exhibitor registration
- Halifax Pride 2006 Proud Community Sponsor window decals

*Media value of approximately \$20,000*

*Ceilidh is Gaelic for a dance or party. We use it to invoke the lively spirit of Nova Scotia's Celtic peoples.*

## **Unama'kik Partner – \$2500+**

As an Unama'kik Partner your business name and logo will appear in all local and national promotions. Your name will be eligible for association with a specific Halifax Pride event,\* along with:

- A quarter-page ad in the Pride Events Guide
- Your name and logo on our website, with a link to yours
- Your name and logo on all Halifax Pride 2006 media releases
- Your name and logo on all appropriate event signage
- Invitation to our media launch
- VIP tickets to the Pride Parade and all Festival events
- Free Parade and Festival Exhibitor registration
- Halifax Pride 2006 Proud Community Sponsor window decals

*Media Value of approximately \$10,000*

*Unama'kik is the Mi'kmaq name for Cape Breton and is chosen to honour both the island and its First Nations inhabitants.*

*\* Some restrictions may apply, depending on date of signing.*

*\*\* Exclusivity subject to negotiation with Halifax Pride.*

*May depend on date of signing.*

*"The Halifax Pride Committee is easy to do business with. They understand the concept of 'under-promise and over-deliver', which only adds to the value we have received over the years from the gay and lesbian community."*

*– Mike Velemirovich, Hillcrest Volkswagen*

# Sponsorship Guidelines (Continued)

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## Grand Pré Sponsor – \$1000+

As a Grand Pré Sponsor you will receive VIP tickets to our Pride Parade, plus:

- A business card sized ad in the Pride Events Guide
- Your logo on our website, with a link to yours, identifying you as Grand Pré Sponsor
- An invitation to our media launch
- Your name acknowledged at all major Halifax Pride 2006 events
- Two tickets to Halifax Pride events
- Free Pride Parade and Festival Exhibitor registration
- A Halifax Pride 2006 Proud Community Sponsor window decal

*Media value of approximately \$5,000*

*Grand Pré, scene of trial and triumph, honours the indomitable spirit of Les Acadiens and their place in Atlantic Canada.*

## Gottingen Street Sponsor – \$500+

- As Gottingen Street Sponsor, you will receive the following:
- Your logo with a listing as Gottingen Street Sponsor in the Pride Events Guide
- Your logo as above on our website acknowledging your support
- Your name acknowledged at all major Halifax Pride events
- Free Parade and Festival Exhibitor registration

A Halifax Pride 2006 Proud Community Sponsor window decal

*Media value of approximately \$2,000*

*Gottingen Street celebrates diversity; the growing hub of LGBT culture mingles with Halifax's historic African Nova Scotian community.*

## Lighthouse Sponsor – \$100+

- Listing as Lighthouse Sponsor in the Pride Events Guide
- Your name listed as Lighthouse Sponsor on our website
- Free Festival Exhibitor registration
- A Halifax Pride 2006 Proud Community Sponsor window decal

*The Lighthouse, long associated with Nova Scotia's seabound coast; a symbol of hope for all our diverse communities.*



*All our packages are flexible and can be custom-designed to suit your organization's needs and budget. Please do not hesitate to contact us at our office by phone (902) 429-5429 or via e-mail: [sponsorship@halifaxpride.com](mailto:sponsorship@halifaxpride.com)*



# Halifax Pride 2006

## Sponsorship at a glance

	Ceilidh \$5000+	Unama'kik \$2500+	Grand Pré \$1000+	Gottingen \$500+	Lighthouse \$100+
Official Pride Events Guide	Half-page ad	Quarter-page ad	Business card sized ad	Listing as Gottingen Sponsor	Listing as Lighthouse Sponsor
Free Parade and Festival Exhibitor Registration	✓	✓	✓	✓	Free Exhibitor Registration at Festival site
'Proud Sponsor' Window Decal	✓	✓	✓	✓	✓
Your Logo on our Website	With a link to your website	With a link to your website	With a link to your website	✓	
Your Name Acknowledged at all Pride Events	✓	✓	✓	✓	
Invitation to the Media Launch	✓	✓	✓		
VIP Passes to Pride Events	✓	✓	VIP participation in Pride Parade and 2 events		
Name and Logo in all Promotions	✓	✓			
Name and Logo Attached to a Pride Event of Your Choice	Opportunity to be a keynote speaker at your event	✓			
Banner Space at Festival Site	✓				
Exclusivity Within Your Line of Business	✓				

# Halifax Pride Week Events – July 16 to 23

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## Sunday July 16

*“Dykes VS Divas”*

For some people this is the highlight event of Halifax Pride! Enjoy the hilarity as a team of Halifax’s biggest Drag Divas takes on some ‘Real Womyn’.

## Monday July 17

*Proclamation and Flag Raising*

Come to Halifax’s historic Grand Parade for this moving endorsement of the contributions made by Nova Scotia’s lesbian, gay, bisexual, transgender and queer (LGBTQ) citizens. A reception hosted by Mayor Peter Kelly follows in Halifax City Hall.

*“Step Into the Light:” A Performing Arts Gala*

Celebrate Nova Scotia’s outstanding LGBTQ playwrights; actors; dancers; classical and jazz musicians; a gala revue of extraordinary music, theatre and dance.

## Tuesday July 18

*Queer Comedy Night*

Laugh your way out of the closet with Nova Scotia’s best LGBTQ comedians.

## Wednesday 19 & Thursday July 20

*Reel Out Film Festival*

This year’s festival is being curated by one of Nova Scotia’s finest queer cinema artists. That’s all we can say for now, stay tuned for more!

## Thursday July 20

*Reading Out Loud*

Traditionally hosted by well-known author and journalist, Jane Kansas, this popular event honours LGBTQ poets and novelists (the famous and the not-so-famous). At the Spring Garden Halifax Public Library, in association with Venus Envy.

*All week long more events and parties will be taking place throughout HRM, along with symposiums on LGBTQ politics and culture, and Halifax’s unique queer history. Events are being added all the time. Check out our website [www.halifaxpride.com](http://www.halifaxpride.com) for the latest news and updates.*

## Friday July 21

*“Queer Times: Queer Measures”*

A multi-disciplinary evening featuring performers, artists of all sorts, and pleasures from across the city. Join us for a night of music; theatre; visuals; burlesque; sexperts; and anything and everything.

## Saturday July 22

*19th Annual Halifax Pride Parade*

A brand new Parade Route moving along Brunswick Street at the foot of Citadel Hill. More floats, more celebrities, more spectators. Follow the Parade up Spring Garden Road to the Halifax Commons for a fantastic Fair and Fête! Halifax Pride will present an open-air concert, free of charge, to the City of Halifax.

## Sunday July 23

*“Faeries on the Ferry”*

We’re taking Pride across the harbour to Dartmouth. A picnic event for all ages and all families on Sunday afternoon in Ferry Terminal Park in Dartmouth.

## Pride Week Date TBA

*This Ain’t Your Typical Rose Garden Tour*

Sip a glass of wine or stroll down the path in the company of the nymphs and gnomes who tend some of Halifax’s most Secret Gardens.



# Our Community by the Numbers

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**15%**

Lesbian, Gay and Bisexual Canadians

**40%**

LGBT university grads

**\$46.5 Billion Cdn**

Conservative estimate of the LGBT market

**36%**

Homeowners

**89%**

LGBT consumers who reward Gay-friendly sponsors and manufacturers by purchasing their products

**46%**

LGBT Canadians who see themselves as trend-setters

**45%**

LGBT Canadians with annual income over \$50,000

**79%**

who see themselves as opinion leaders

**\$72,800/annum**

Average income of a lesbian or gay Canadian family

*Figures derived from Internet sources, including Toronto Pride, Winnipeg Pride, and Ottawa Pride.*





# Anticipated Media Exposure for Pride 2006 Partners

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## TV

### ATV & CBC

Coverage of Media Launch; Dykes VS. Divas;  
Flag Raising; Parade and Concert on the Commons

### Cable Network

Coverage of Parade and Concert

## Radio

### CBC Radio One

Coverage of media launch; Maritime Noon;  
Halifax morning and evening shows

### All others

Parade and concert coverage; local news coverage

## Other Media

Halifax Pride publishes the Pride Events Guide, containing a complete listing of all official Pride Week Events, along with all Partners' and Sponsors' advertisements, logos and thanks. 20,000 copies are distributed for free throughout Halifax Regional Municipality, amounting to tens of thousands of exposures per day for your company's product or service.

## Print

### Halifax Chronicle Herald

*(Daily, province wide; circulation 110,942)*

### Daily News and Sunday Daily News

*(Province wide; Sunday circulation 28,599)*

### The Coast

*(Weekly, free in HRM; circulation 61,000)*

All three papers traditionally devote front-page headline space to Halifax Pride Parade and other major Pride events; with internal colour pages and commentary.

### Wayves – LGBTQ monthly

*(Free in Atlantic Canada; circulation 11,500)*

In July Wayves' pre-Pride issue, the colour center-spread will be dedicated to Halifax Pride, as will its September issue, featuring detailed coverage of Atlantic Canada's largest LGBTQ event.

## Who We Are

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The Halifax Pride Committee is a not-for-profit organization of volunteers dedicated to producing a Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Pride Week Festival. Our mission is to produce a Pride Week that is accessible to all; fiscally responsible; rewarding for all who participate; and that truly reflects and celebrates the best of the LGBTQ community and culture in Halifax and throughout Nova Scotia.

## Our Pride Values

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### Professionalism

Means being committed to the highest standards of achievement on behalf of our communities.

### Respect

Means being sensitive and responsive to the rights of all individuals, including those who dissent.

### Integrity

Means conducting our business with honesty, transparency and accountability.

### Development

Means development of our community: fostering liaisons and partnerships with all communities (including non-urban and non-queer), enhancing the quality of life for all Nova Scotians.

### Excitement

Means having fun producing a Pride Week that we want to be exciting for all Nova Scotians and visitors.

## Our History

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In 1978 there was a march by lesbians and gays in Halifax, held in conjunction with a national conference on LGBT rights. However, it wasn't until 10 years later that Halifax Pride became an annual event. The march in 1988 involved 75 people, 5 with paper bags over their heads to conceal their identities. A decade later, in 1999, the *Halifax Daily News* reported 500 people marching in the parade (a Pride observer counted 650) with 300 spectators. By 2003, there were 4,000 people in the parade and 10,000 watching. 2004 saw 6,000 in the parade and close to 15,000 people watching. This year Halifax Pride expects to see 7,000 LGBTQ Nova Scotians express their Pride by marching in the parade, with as many as 20,000 friends, families, and supporters cheering us on.

Please don't hesitate to contact us by phone (902) 429-5429, Fax (902) 423-7735, or via e-mail: [sponsorship@halifaxpride.com](mailto:sponsorship@halifaxpride.com) or visit our website: [www.halifaxpride.com](http://www.halifaxpride.com)

