

Hotel Partnership Opportunities

Halifax Pride 2006



Community

Welcome

Dear Potential Hotel Partner:

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!

Lesbian and Gay consumers are well educated and affluent, loyally supporting the businesses that support them. They are frequent travellers and statistics show that they prefer to stay in gay-welcoming hotels. Our Hotel Partnership Opportunities can put you into direct contact with this exciting market.

We believe that a thriving lesbian & gay tourism industry will not only benefit the LGBTQ community but all of the Halifax economy. The increased prosperity of gay-owned and gay friendly hotels; bars; restaurants; shops and cultural enterprises will in turn help to develop and foster Halifax Pride.

All our packages are flexible. We are ready to work with you to design a package that is tailored to fit your requirements. Whether you are sponsoring Pride with direct financial support, or by providing in-kind services, we want to ensure you get a great return on your investment.

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 US markets. As we build on past successes, we look to our business partners for financial and service support. Together we can achieve our goal of making Halifax Pride bigger, brighter and bolder than ever before.

Should you have any questions please contact us at the address and phone number below, or you can e-mail us at sponsorship@halifaxpride.com



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Halifax Regional Municipality



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Friends:

On behalf of the Halifax Regional Municipality, I am pleased to support Halifax Pride 2006.

Halifax Pride Week is a celebration of diversity - a celebration of Gay, Lesbian, Bisexual and Transgendered communities in the Halifax Regional Municipality. We are fortunate to live in a country where some of our greatest attributes are promoting and sharing our cultural diversity. July 16 - 23, 2006 our Region will have the opportunity to build bridges of understanding and respect for all cultures - bringing our communities closer together. It is the responsibility of everyone to ensure that diversity works.

Enjoy the spirit as you celebrate Halifax Pride Week in Halifax Regional Municipality.

Respectfully, I remain



Peter J. Kelly



5 Great Reasons to Support Halifax Pride

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



Halifax Pride 2006

Hotel Partnership at a glance

	Official Hotel \$5000+	Partner Hotel \$2500+	Boutique \$1000+	B&B Partner \$500+	Lighthouse \$100+
Official Pride Events Guide	Half-page ad	Quarter-page ad	Business card sized ad	Listing as B&B Partner	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	✓				

Defining the Gay and Lesbian Tourist

"The size of the GLBT travel market, in terms of buying power, is what attracts advertisers the most. Based on the Travel Institute of America's estimation of the US travel market at \$1.3 trillion, the GLBT portion, at a low 5% population estimate, comes to \$65 billion."

– Excerpted from the Gay Market Guide 2006.

Community Marketing Inc. has become a leader in helping tourism industries and government partners reach the GLBTQ tourism market. With more than ten years experience and market research behind them, they've helped to define why the gay travel market is such an important sector. The statistics below are from their annual "Gay and Lesbian Community Survey" (of over 24,000 respondents). Items of particular interest to Nova Scotia's hotel and tourism industry are highlighted in bold:

- **98% of respondents indicated that a destination's gay-friendly reputation influenced their decision to visit there.**
- **50% said gay welcoming hotels were very important.**
- 96% of respondents took at least one short trip in the last year, compared to 56% of mainstream travellers.
- 87% took at least one long trip; 16% took five or more long trips.
- **October, September, and February (in that order) were the top vacation months among survey participants, demonstrating the non-peak seasonal preferences of gay & lesbian travellers.**
- **51% had taken a cruise vacation. 31% had cruised in the last two years.**
- **25% traveled for a Pride Festival**
- **22% took a casino vacation.**
- **36% had visited Canada within the last year**
- After the Caribbean, Toronto (9%), Montréal and Vancouver (8% each) were among the most visited North American destinations.

Demographics:

- Median income of \$87,500/household among US respondents, compared to national average of \$42,000.
- 73% belong to a frequent flyer program (national average is 23%)
- 53% spent \$5,000 or more per person on vacations in the past year
- 62% were in a committed relationship, 6% with children at home; lesbians are almost three times as likely as gay men to be living in families with children.

Anticipated Media Exposure for Pride 2006 Partners

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.

Halifax Pride Week Events – July 16 to 23

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 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.



Who We Are

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

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

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 or visit our website: www.halifaxpride.com

