

Welcome

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.

Thank you for your time and consideration.



Maggie Haywood
Director of Sponsorship Halifax Pride 2006



Halifax Pride Committee 2006
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Website: www.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	✓				