



Halifax Pride : July 16 - 23, 2006

Dear Potential Sponsor:

Halifax Pride Week is now the largest festival of its kind in Atlantic Canada, bringing visitors from across the Maritimes and all of North America.

This years' pride parade will rely on hundreds of volunteers, boast as many as six thousand participants and will draw as many as 25,000 spectators. Our sponsorship packages are designed to put you in contact with this loyal market.

Statistically, the gay and lesbian consumer is well educated, affluent, and loyal, supporting the businesses that support them. The gay, lesbian and bisexual and transgender (GLBT) community is the best asset we can deliver to you, our sponsors.

*Bryn Jones-Vaillancourt
Marketing, Merchandise and Sponsorship Director
Halifax Pride 2006
marketing@halifaxpride.org*

We have five sponsorship levels to choose from, which are described in detail on the following pages. Custom packages can be developed which best fit your organization's needs.

This year, as in previous years, we will be marketing Halifax Pride as an international destination via a media campaign targeting key markets in Canada and the United States. As we build on past successes, to reach our goal of making Pride 2006 bigger, brighter and better, we look to our business partners for financial support.

*Thank you for your time and consideration.
We look forward to working with you.*

*Patrick Daigle
Hugo Dan
Co-Chairs Halifax Pride 2006
co-chairs@halifaxpride.org*

"Pride is not just a celebration for individuals, it's a celebration of life itself. Past Experience has been a catalyst in making this what is now a signature event for the HRM and the province of Nova Scotia" -- Dawn Sloan, Councillor District 12 HRM

BLUENOSE EVENT SPONSOR \$5,000 +

As a BLUENOSE EVENT SPONSOR you will have your business name and logo attached to a specific Halifax Pride Event of your choice**, exclusivity within your line of business*, and your logo prominently displayed in all local, national and international promotions. You will also receive:

Invitation to the media launch

Recognition at the launch and in all media releases

Your logo on all Halifax Pride media releases

Your logo on our website identifying you as BLUENOSE EVENT SPONSOR with a link to your website

Half-page colour ad in the Official Pride Events Guide (your choice of inside front cover, inside back cover, or outside back cover**)

Banner space at the Festival Site and on appropriate event signage.

VIP tickets to the Pride Parade and all Festival Events, with the possibility of a key address at your event

Listing as BLUENOSE EVENT SPONSOR in all spoken and print 'Thank-yous'

Free parade float registration

Free exhibitor registration at the Festival site (Halifax Commons)

Halifax Pride 06 PROUD SPONSOR window decals

Media value of approx. \$20,000

ACADIE SPONSOR \$2500 - \$4999

As an ACADIE SPONSOR your business name and logo will be displayed in both local and national promotions. Along with direct association with a specific Pride Event**, you will also receive:

Invitation to the media launch

Your logo on all Halifax Pride media releases

Your logo on our website identifying you as ACADIE LEVEL SPONSOR with a link to your website

Your logo and a quarter-page display ad in the Official Pride Events Guide

Your business name and logo on appropriate event signage**.

VIP passes to the Pride Parade and all Festival Events, with the possibility of a key address at your event

Listing as ACADIE SPONSOR in all spoken and print 'Thank-yous'

Free parade float registration and free exhibitor registration at the Festival site (Halifax Commons)

Halifax Pride 06 PROUD SPONSOR window decals

Media value of approx. \$12,000

HIGHLAND SPONSOR \$1000 - \$2499

As a HIGHLAND SPONSOR you will receive an invitation to our media launch and VIP passes to the Pride Parade and Two Official Pride Festival Events.

You will also receive:

Your logo on our website identifying you as a HIGHLAND LEVEL SPONSOR with a link to your website

Your logo and a business card-sized ad in the Official Pride Events Guide

Your name acknowledged at all major Halifax Pride Events

Listing as ACADIE SPONSOR in the official Pride Events Guide

Free parade float registration and free exhibitor registration at the Festival site (Halifax Commons)

A Halifax Pride 06 PROUD SPONSOR window decal

Media value of approx \$6,000

FUNDY SPONSOR \$400-\$999

As a FUNDY SPONSOR you will receive the following:

Your logo on our website identifying you as a FUNDY SPONSOR with a link to your website.

Your name acknowledged at all major Halifax Pride Events

Listing as FUNDY SPONSOR in the Official Pride Events Guide

Free parade float registration and free exhibitor registration at the Festival site (Halifax Commons)

A Halifax Pride 06 PROUD SPONSOR window decal

Media Value Aprrx \$4,000

SABLE ISLAND SPONSOR \$100 - \$399

Listing as SABLE ISLAND SPONSOR in the Official Pride Events Guide

Free exhibitor registration at the Festival site (Halifax Commons)

A Halifax Pride 06 PROUD SPONSOR window decal

Media Value Approx \$2,000

All our packages are flexible and can be custom built to suit you or your organizations needs and budget. Please contact Bryn Jones-Vaillancourt at sponsorship@halifaxpride.com

*Exclusivity within your line of business subject to negotiation between your business and Halifax Pride. **Some restrictions may apply depending on date of signing.

Sponsorship Package Design by Bryn Jones-Vaillancourt

DEMOGRAPHICS

OUR COMMUNITY BY THE NUMBERS*

- Gay, Lesbian and Bisexual Canadians: 15%
- Conservative estimate of the GLBT Market: \$46.5 Billion Canadian
- Brand aware GLBT consumers who purchase products directly marketed to them: 89%
- Annual income above \$50,000: 45%
- Average income of a Canadian gay household: \$72,800/year
- University Grads: 40%
- Home owners: 36%
- GLBT people who consider themselves trend-setters: 46%
- Opinion leaders: 79%

*Figures taken from var. sources, incl. Toronto Pride, Winnipeg Pride and Ottawa Pride.

"The Halifax Pride Committee is well run and is easy to do business with. They understand and embrace the concept of 'under-promise and over-deliver' which only adds to value we have received over the years in the gay and lesbian market."

Mike Velemirovich, - Hillcrest Volkswagen



Halifax Pride Parade Route 2006
Maitland St For Marshalling, Continuing onto Brunswick St
Brunswick St to Queen & Spring Garden Road
Spring Garden Road to South Park St
South Park St to Bell Road
Bell Road to Halifax Commons for Pride Community Fair

The Coast

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HALIFAX'S WEEKLY GAYS GAY APPAREL



THE PRIDE ISSUE

First comes love, then comes marriage, then comes same-sex marriage. In Halifax, Nova Scotia: Young people still can't come out, old people are heading back in. How to cruise (for, you know, love). High school confidante Carole Pope. And much, much, more.

Sponsorship Package Design by Bryn Jones-Vallancourt

TOM TERRITORY Filming birds &...