

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