



Surrey Pride

Pride Festival 2020

Sponsorship Package



SURREY 20 PRIDE 20

INVITATION AND WELCOME

We would like to thank you for taking the time to review our Sponsorship Package to be a part of 21st Anniversary Surrey Pride Festival June 27, 2020 at Central City Plaza, in the heart of downtown Whalley.

About Surrey Pride

Surrey Pride Society is a B.C. registered not for profit. It does not have charity status. It is the official producer of LGBTQ Pride here in Surrey. The Pride movement has been at the forefront of equality for the past 4 decades ensuring that equal rights are secured and maintained for Lesbian, Gay, Bisexual, Transgender, Queer, Two Spirited + Communities. Spectacular Festivals celebrating the PRIDE of Diversity are held annually in many cities, with the largest event in BC being held in Vancouver. It is estimated that close to 700K people attended the Vancouver Pride in 2018.

This year it is our plan to increase the visibility of the LGBTQ community here in Surrey. We will do this by harnessing the energy from last year's 20th Anniversary Pride venue has in one of the most trafficked areas of the city – Central City Plaza.

Along with the plaza, we will have 102 Ave closed between Civic Parkway and University, enabling us to have many more booth spaces available. We will be spotlighting gay and lesbian entertainment with a focus on the transgender, non binary and gender non conforming community. This venue has put LGBTQ2S+ Surrey back on the map.

We are in discussions to finalize confirmation of the Plaza, and also to having a much larger footprint from Central City Brewing.

Our Facts

- We are a Diverse Team, all of which are Volunteers of the Organization.
- We have been in existence for 20 years. In 2010 the festival was moved to Holland Park and in 2012 we officially became the Surrey Pride Society. Since the beginning we have been inclusive of everyone, including our uniformed RCMP.
The attendance in 1999 was approximately 400 people. This past year, we estimate an attendance of over 3,000.



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Overview

Our plans for this year include:

- Inclusive Festival to Everyone and Family Friendly.
- We will be featuring local community groups and, merchandise, resources and nonprofit vendors that support our community.
- Live Music and Entertainers on Main Stage, featuring local artists.
- We also are working on a couple of more staging areas at the extreme ends of 102 Avenue, between City and University
- Surrey Youth and Family Friendly Activities.
- A family friendly space with face painting and kids activities

This is an excellent opportunity for businesses and organizations to show their support for the growing diverse community of Surrey. By sponsoring you are showing that you the LGBTQ community becoming more visible in the 2nd largest city in the Province.

Rainbow Sponsorship - \$5000 (Limited to the first 5)

Logo on ALL pre and post Pride event notices, posters and online/social media.

Logo and business name of all physical and/or virtual display boards

On stage recognition announcement every 60 mins

Logo and direct link on the main page of the Surrey Pride website

Preferred location for your vendor space. Preferred assigned exhibit booth on site

Complimentary tickets to any official Pride related events throughout the month of June 2020.

Complimentary tickets to the Canadian Premiere of the movie Nelly Queen, and the official kick off to Pride event, May 16th 2020.

Each Rainbow Sponsor will be offered the opportunity to have one representative of their organization invited to have a seat at the table as we develop Pride 2020 and beyond.

Please see the attached map for your prime location on site Large PS is presenting sponsor – RS is platinum sponsor location.

Platinum Sponsorship \$2500 (Limited to the first 5)

Logo on ALL pre and post Pride event notices, posters and online/social media.

Logo and business name of all physical and/or virtual display boards

On stage recognition announcement every 90 mins

Logo and direct link on the main page of the surrey pride website

Preferred location for your vendor space. Preferred assigned exhibit booth on site.

Complimentary tickets to the Canadian Premiere of the movie Nelly Queen

Each Platinum Sponsor will be offered the opportunity to have one representative of their organization invited to have a seat at the table as we develop Pride 2020 and beyond.

Please see the attached map for your prime location on site Large PS is presenting sponsor – PS is platinum sponsor location.



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Gold Sponsorship \$1000

Logo on ALL pre and post Pride event notices, posters and online/social media.

Logo and business name of all physical and/or virtual display boards

On stage recognition announcement every 120 mins

Logo and direct link on the main page of the surrey pride website

Preferred location for your vendor space. Preferred assigned exhibit booth on site.

Silver Sponsorship \$500

Logo on ALL pre and post Pride event notices, posters and online/social media.

Logo and business name of all physical and/or virtual display boards

On stage recognition announcement every twice throughout the day

Logo and direct link on the main page of the surrey pride website

Media Sponsorship

Please confirm at what category level of sponsorship you wish to be placed in. As a media sponsor of the 2020 Surrey Pride Festival, you will provide a pre-determined amount of advertising at a negotiated value in kind.

Your company will receive recognition as a Media Sponsor based on the Sponsorship level you choose. If the sponsorship comes with a financial investment then an onsite live area can be accommodated.

Partners of Surrey Pride

Designation granted to an individual or business that has helped us throughout the year.

Whether through a financial contribution/s or in kind donation/s to our organization, we wish to thank you and show our appreciation.

Partners of Surrey Pride will receive recognition at the Surrey Pride Festival 2020 as well as recognition on our website.

(3)



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Sponsor Agreement

General: The sponsor hereby agrees to sponsor the event SURREY PRIDE FESTIVAL described in the SPONSORSHIP PACKAGE of their Choice. The Sponsor agrees to provide to SURREY PRIDE FESTIVAL the following in-kind services and/or pay the following: RAINBOW SPONSORSHIP \$5000 + - PLATINUM SPONSORSHIP - \$2500, GOLD SPONSORSHIP - \$1,000, SILVER SPONSORSHIP - \$500.00, MEDIA SPONSORSHIP – IN-KIND SERVICES.

In consideration therefore, SURREY PRIDE FESTIVAL shall provide Sponsor with the benefits described in the SPONSORSHIP PACKAGE OF THEIR CHOICE. SURREY PRIDE FESTIVAL may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment: Due as follows: on or before April 30 2020. Failure to pay fees when due may result in termination of this agreement. Representatives of SURREY PRIDE FESTIVAL and Sponsor shall schedule in-kind services in writing.

Limitation of Sponsorship: Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are solely to the SURREY PRIDE FESTIVAL to be held June 27th 2020.

License and Usage: Sponsor hereby grants SURREY PRIDE FESTIVAL a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. SURREY PRIDE FESTIVAL agrees that the Proprietary Information will be used only in connection with the 2020 SURREY PRIDE FESTIVAL to provide the benefits set forth in the Package and such other benefits as Sponsor and SURREY PRIDE FESTIVAL may agree. SURREY PRIDE FESTIVAL's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval not be unreasonably withheld.

Sponsor Understandings: Sponsor understands as follows: the dollar values set forth in the Package are estimates based upon general sponsorship information available to SURREY PRIDE FESTIVAL; the audience multiplier based upon estimates of SURREY PRIDE FESTIVAL attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to refund for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Package.

Termination: SURREY PRIDE FESTIVAL may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, SURREY PRIDE FESTIVAL may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by SURREY PRIDE FESTIVAL. Sponsor shall not terminate this agreement without the approval of SURREY PRIDE FESTIVAL.

Amendments: Only a written instrument executed by both parties may amend this agreement.

Miscellaneous: This agreement governed by British Columbia law, is binding upon all of the parties successors, and assigns.

Dated _____ Package _____

Sponsor _____ Pride-Coordinator _____

Signature _____ Signature _____



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Sponsorship Level: _____

Organization Name: _____

Contact Name: _____

Contact Information:

Name: _____

Address: _____

Phone: _____ **E-mail:** _____

Website: _____

Note: Please send your Company / Organization logo in original high definition colour and grayscale by email to president@surreypride.ca

Sponsorship Package Includes:

- One Table
- Two Chairs

If you require extra tables and/or chairs, please contact president@surreypride.ca
Or 778-888-3671

You are encouraged to bring your own tent or booth structure for your space if needed, to guard against the elements, as long as it fits within the space you have been allocated. We can offer a contact, if needed, for acquiring a tent rental.

Sponsorship Amount: Cheque \$ _____ (Payable to Surrey Pride Society)

e-Transfer \$ _____

(e-Transfer to president@surreypride.ca) (include in Note: Sponsor plus Company/Organization)



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Please return Pages 4 thru 6 with Sponsorship Amount to:

Please note that receipt of SPONSORSHIP APPLICATION & AGREEMENT are required to process.

Submit all to SURREY PRIDE SOCIETY via Canada Post to:

Surrey Pride Society
PO Box 22 - 10688 King George Blvd.
Surrey, BC
V3T 4W4

The application deadline for all Surrey Pride 2020 Sponsors: April 30 2020 and MUST include your Sponsorship Amount. THANK YOU.

SURREY PRIDE CONTACTS

- Surrey Pride Web Site: www.surreypride.ca
- Facebook: [Surrey Pride](#)
- Sponsorship / Festival Coordinator ;
President: Martin Rooney Email: president@surreypride.ca
Phone: 778 -888-3671
- Vice President: Don Crowe Email: vicepresident@surreypride.ca
Treasurer: Tamsin Faires: Email: treasurer@surreypride.ca
Phone: 604--771-2047
- Director: Melanie Normand Email: director@surreypride.ca
- Director Anjali Murray Email: Anjali.Murray@coastcapitalsavings.com
- Director Kerry Winch