

2011 CAPITAL PRIDE FESTIVAL

August 19 to 28, 2011

Sponsorship package



**Capital
Pride**
Ottawa's most colorful festival
Le plus coloré des festivals d'Ottawa
Fierté
dans la capitale

The Courage to Be...

Become a supporter of the 26th annual Capital Pride Festival and be a part of the National Capital Region's most colourful festival! As Canada's fourth-largest Pride festival, our focus is on fostering leadership and diversity in the GLBTTO community and creating a positive space where everyone can live their pride!

- With over 35,000 spectators and 1,800 participants, the annual Capital Pride Parade showcases the diversity of our community with various groups and organizations marching in support the GLBTTO movement.
- The Capital Pride Stage features local and out-of-town GLBTTO performers, including solo artists, bands, drag performers and DJs.
- The Vendor and Info Fair is where community groups and businesses share their messages, products and services with festival-goers. over 7,000 participants at the 2010 festival.
- The Capital Pride Youth Committee creates safe spaces for GLBTTO youth by hosting youth-oriented events and discussions on issues affecting the GLBTTO youth in our community.
- The Capital Pride Community Partners Program is building bridges in our community. The 2010 festival ran over 40 diverse and colourful events through partnerships with local GLBTTO community groups and charities.

Sponsor Capital Pride for the 2011 festival and help create a safer and more colourful community for everyone!

2010 Capital Pride Impressions

Impression location	Visibility
Capital Pride Info Fair booth	7,000 spectators
Capital Pride Parade	35,000 spectators
Capital Pride website	Over 50,000 unique visitors annually
HOT 89.9 radio	Weekly Ottawa listening audience of 309, 847 (largest in Ottawa)
Metro newspaper	Daily Ottawa readership of 67,900
PROUD FM radio (Toronto)	Weekly listening audience of 90,000 (80,000 on FM and 10, 000 online)
Ultimate Pride Guide	18,000 distributed in Ottawa-Gatineau
Xtra! newspapers (Ottawa, Toronto, Vancouver)	National GLBTTO readership of 151,600

2011 Capital Pride Sponsorship Levels

Presenting Sponsor – \$25,000

The Loudest and proudest package of them all! This package offers exclusive branding at signature events, (e.g., the Capital Pride Parade and MAIN STAGE) and exclusivity for your brand. You are guaranteed HIGH-PROFILE VISIBILITY OF YOUR BRAND at www.capitalpride.ca and through all of Capital Pride's ADVERTISING THROUGH television, radio, print, social media, online and festival site

Rainbow Sponsor – \$10,000

This colourful package offers exclusivity for your brand some signature events (e.g. the Rainbow Party), ADVERTISING THROUGH print, social media, online media, signage at festival gates and DIRECT EXPOSURE TO OUR MEMBERSHIP, volunteers and community partners. Parade and Info Fair entries are also included.

Gold Sponsor – \$5,000

Your brand will be PROMINENTLY DISPLAYED at all Capital Pride events; on all print advertising and promotional materials; and direct exposure to our membership, volunteers and community partners. Free entry into the Capital Pride Parade is included.

Silver Sponsor – \$2,500

Your brand will receive a print and online EXPOSURE AND VISIBILITY at all of Capital Pride's signature events and on all official Capital Pride promotional materials, which are distributed throughout Ottawa and at other Pride festivals (e.g., Toronto, Montréal).

Bronze Sponsor – \$1,000

For the low cost of this package, your brand will receive exposure through Capital Pride's print and online media and VISIBILITY at all of Capital Pride's signature events.

In-kind Sponsor

Capital Pride welcomes the opportunity to partner with you in whatever capacity works best for you! In-kind agreements (i.e., product or service in exchange for sponsorship benefits) are negotiated on a case-by case-basis.

2011 Capital Pride Sponsorship Benefits

Logo Placement and Brand Exposure	Bronze	Silver	Gold	Rainbow	Presenting
Television ads					★
Radio ads					★
Premium visibility on Capital Pride stage					★
Premium visibility at festival gates				★	★
Membership cards				★	★
Visibility at festival gates			★	★	★
Promotional materials (i.e. posters, rave cards, etc.)			★	★	★
Post-festival video production			★	★	★
Print ads in local and out-of-town print media		★	★	★	★
Logo on volunteer t-shirts		★	★	★	★
Freestanding sponsor signage throughout festival site	★	★	★	★	★
Visibility at all Capital Pride signature events	★	★	★	★	★
Capital Pride Web site w/link to sponsor's Web site	★	★	★	★	★
Capital Pride Facebook group w/link to sponsor's Web site	★	★	★	★	★
Recognition through other social media such as Twitter	★	★	★	★	★
Advertising Space	Bronze	Silver	Gold	Rainbow	Presenting
Personalized advertising space on every page of the Capital Pride Web site					★
Personalized advertising space on premium pages of the Capital Pride Web site				★	
Personalized advertising space on selected pages of the Capital Pride Web site			★		
Capital Pride Guide Participation	Bronze	Silver	Gold	Rainbow	Presenting
Outside back cover					★
Inside front cover or inside back cover				★	
Full page ad			★		
Half page ad		★			
Quarter page ad	★				
Logo in Capital Pride guide	★	★	★	★	★
Festival Benefits	Bronze	Silver	Gold	Rainbow	Presenting
Opportunities for brand exclusivity					★
Premium vendor/information booth on festival site					★
Opportunities for exclusive branding at selected signature events				★	★
Vendor/information booth on festival site				★	★
Entry into the Capital Pride parade			★	★	★
Public recognition announcement from the Capital Pride stage			★	★	★
Sample opportunities on festival site			★	★	★
Sponsor's banner visible on festival site	★	★	★	★	★
Permission to use the caption of "Official Sponsor of the 2011 Capital Pride Festival"	★	★	★	★	★
Invitation to and recognition at the Capital Pride media launch	★	★	★	★	★
Invitation to and recognition at the Capital Pride Sponsor and Community Partner Reception	★	★	★	★	★
VIP Admission for 2 (two) to the Capital Pride Stage	★	★	★	◆	★

For more information on Capital Pride's Sponsorship packages or to become a sponsor to the 2011 Capital Pride Festival visit our Web site at www.capitalpride.ca or email sponsorship@capitalpride.ca