



Sponsorship Information

Lethbridge Pride Fest celebration provides an opportunity for you to introduce your brand into a significant media market, the extremely 'brand loyal' LGBTQ+ community. Lethbridge Pride Fest 2017 is the best opportunity in Southern Alberta for your business to reach this important consumer basis.

Lethbridge Pride Fest is the largest LGBTQ+ event in Southern Alberta that attracts a very diverse audiences; people aged 5 to 95; men, women, other, and children; singles, couples, and families; gays, lesbians, bisexuals, transgenders, and their straight allies. Lethbridge residents as well as tourists from Alberta, British Columbia, Saskatchewan, and Montana join us for the event every year.

Your sponsorship carries an additional benefit of increased advertising time as well as being showcased in our Parade through downtown Lethbridge. All sponsorship packages for this year's event include free placement for your group or business in our parade.

Become a sponsor today and enjoy the benefits of one of our fully integrated sponsorship packages. Receive guaranteed visibility in local, regional, and provincial print advertising as well as presence at the Pride Festival and Parade.

Print and digital recognition of sponsors will be shared with the Lethbridge community starting May 24, 2017. In order to meet this deadline you must have entered into discussions with the Sponsorship Coordinator before May 15, 2017 and provide the coordinator with the accurate spelling of the name of your organization and the logo you would liked to be used (when required). Please provide this information by Monday, May 15, 2017.

Pride Sponsorships are priced to encourage participation by businesses of all sizes.

Significant Other *\$1,500 and up*

Our Significant Other sponsors are a class unto themselves. Significant Others receive:

- A specific event at Lethbridge Pride Fest named after your Organization (e.g. Pride in the Park, presented by Global Lethbridge),
- Prime position in the parade,
- A half page advertisement (5" x 3.75") in the Lethbridge Pride Fest Event Package,
- A large logo displayed on the Lethbridge Pride Fest website and at all events on our sponsorship board, and
- A plaque to declaring that you are a Proud Sponsor of Lethbridge Pride Fest.

Friends with Benefits *\$500 - \$1,499*

Friends with Benefits receive:

- Great position in the parade,
- A business card size advertisement (2" x 1.5") in the Lethbridge Pride Fest Event Package,
- A small logo displayed on the Lethbridge Pride Fest website and at all events on our sponsorship board, and
- A certificate to mark your generosity towards Lethbridge Pride Fest.

Friends *\$100 - \$499*

Friends receive:

- A place in the parade, and
- The name of your organization listed on the Lethbridge Pride Fest website and at all events on our sponsorship board.



Please direct all sponsorship inquires to Linda McFalls, Secretary
(linda.mcfalls@lethbridgepride.ca)

no later than Sunday, May 15th, 2016 in order to ensure recognition in print and digital media.

Lethbridge Pride Fest 2016



Significant Other



Friends with Benefits



Lethbridge, AB
Est. 2015

Friends

- The Amelinck Family
- Andrew Hilton
- Austin Walsh
- Brad Hagen, Registered Psychologist, Counseling Services for Individuals & Couples
- Boys & Girls Club
- Crazy Cakes
- Creepy
- Danielle Tkachenko
- Downtown Merle Norman Cosmetic Studio
- Dr. Troy Basarab
- Fairy Tales Presentation Society
- Flint Leathers
- Funky Petals
- Gas King Lethbridge
- Gateway Safety Services
- Holiday Inn Express & Suites
- Hudsons Canada's Pub
- Iron & Empress Beauty
- Josee
- Juicy Sausage
- Kapow Ltd. Comics, Cards and Games
- Katie Pahara Photography
- Lethbridge Lodge
- Lethbridge Public Library
- Once Upon a Bride Ltd.
- OUTreach Southern Alberta
- Paul & Nancy Walker
- Peeks Heating & Air Conditioning
- Sandman Hotel Lethbridge
- Save-On-Foods
- Southland International
- Two Guys & A Pizza Place