

# Pride London 2010

“Your Community – Your Pride”



Pride London Festival  
186 King Street, Unit 30  
London, Ontario  
N6A 1C7



## **PRIDE 2010 “Your Pride – Your Community”**

### **Overview**

Pride London 2010 is shaping up to be a monumental event bringing London’s community together for a cultural celebration of our identities, our lives, our families and friends.

Enclosed is information on:

Sponsorship Opportunities  
Marketing and Advertising  
Vendor Booths  
Pride Parade

Events across the city begin with the Pride London Media Launch and celebration on June 4th, 2010 at Aeolian Hall.

Our cultural celebration lasts ten days and includes an Art Show, Live Theatre, Film Festival, Pride Literary Night, Pride Picnic (Hosted by Metropolitan Community Church), Miss Pride London competition, and of course the 3 day outdoor festival full of entertainment, vendors, KidsZone, culminating with the Pride Parade Televised by Rogers TV.

20,000+ visitors are expected, creating an opportunity to market your products and services to a wide variety of clientele. (see stats page for breakdown)

8,000 printed Pride Guides will be distributed in London, across Ontario and around the world at the International Gay and Lesbian Travel Associations annual conference in Antwerp Belgium bringing tourist from around the world to London, Ontario for Pride. The majority of Pride Guides (30,000) are distributed online in PDF form and have a shelf life of years to come.

With over 10% of any workplace employees, belonging to the LGBT community; sponsorship, marketing and inclusion of your company in the Pride celebration shows your employees and consumers that you as company are open and supportive of the diversity that makes up our populations. 80% of LGBT employees are not out at work, so this is a way to show that invisible group that you are committed to a positive diverse work environment.



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### **Social Benefits of Sponsorship and Marketing:**

Social attitudes may be changing but prejudice, hate crimes, and inequality still exist. Your sponsorship states that your company supports social change and human rights. Sponsoring Pride London Festival events gives you highly visible opportunities for logo placement, keeping your corporate culture in tune with Canadian attitudes towards diversity, while reaching out to a group that crosses many ethnic, social, and financial borders. Pride isn't just about sexual diversity; it's about human diversity and human equality.

### **Statistics:**

Statistics for the 2008/2009 year, provided by a third party survey through the Southwestern Ontario LGBT Health Initiative, determined the following statistics:

Gender and sexual orientation: 39% Female, 61% Male; 13% Heterosexual, 74% LGB, 20% Trans, 13% Did Not Answer. These percentages are indicative that while the attendance of Pride events largely LGBT driven, a significant percentage of attendance identified as heterosexual, and the same number failed to identify in either spectrum.

Ethnicity and language: 22% Caucasian, 7% First Nations, 71% Other; 86% English as first language, 14% Other. This speaks to the diversity of patrons attending this event, notwithstanding of sexual orientation.

Income and Marital Status: 39% Married/Common-law, 42% Single (never married), 19% Separated/Divorced; 30% < \$14,999 per year, 20% \$15,000- \$49,999, 22% > \$50,000, 18% Did not answer. This event sees an equivalent number of individuals versus couples and high percentage of attendees with disposable income.

Community Marketing Inc. published the following statistics regarding LGBT travel and tourism in 2008: LGBT identified individuals account for 10% of the world's travel industry, spend more and having a larger disposable income (avg. median of household income is \$86,400). While traveling, 79% patronize popular restaurants, 73% visit the LGBT neighbourhood, 70% visit mainstream tourist attractions, 69% patronize gay or lesbian bars/nightclubs, 65% attend museums and 63% participate in shopping. Travel was influenced largely by word of mouth (78%) and advertising in LGBT media (46%).



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### **Why Your Support is Important:**

Volunteers run Pride, and thousands of volunteer hours are dedicated to planning and hosting the various events. But without the generous financial support of businesses and corporations the event would not be possible. Your support, in the form of cash sponsorship, donations, and advertising in the Pride Guide is critical to the survival of this event. If financial support is not possible, please we invite you to consider donations of products or services.

### **Merchandising and Vendor Opportunities:**

For vendors, this is an opportunity to target a specific market. Purchasing vendor space is a cost effective way to reach this highly lucrative market while gaining face-to-face recognition within London’s GLBTT2 community. Also, with the increasing number of attendees of all sexual orientations your business/service is not only limited to the GLBTT2 community.

### **Pride Parade:**

Participation in the Annual Pride Parade will allow you to clearly illustrate your support while having fun- reported to be the number one event of the Festival. Why not consider a banner, car or float- it’s free! And it’s anticipated the Parade will be televised, again, in 2010.



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### SPONSOR LEVELS

SPONSORSHIP PERKS		PLATINUM \$15,000+	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,000+
PRIDE GUIDE AD		Full spread 8 ½ X11	Full Page	Half Page	Business Card
INCLUSION IN PRESS RELEASES		Prime Placement	Placement according to level	Placement according to level	Placement according to level
LOCAL ADVERTISING		Prime Placement	Placement according to level	Placement according to level	Placement according to level
SIGNAGE, POSTERS AND BANNER		Prime Placement	Placement according to level	Placement according to level	Placement according to level
PRIDE MARKETPLACE		1 Booth – Prime Placement	1 Booth	1 Booth	1 Booth at a discount of 50%

Special conditions will be negotiated for sponsors at the \$20,000 and over level.

INDIVIDUAL SPONSORS	BENEFACTOR	PATRON	FRIEND
DONATION LEVEL	\$1,000+	\$500+	\$100+
PRIDE GUIDE AND WEB	BUSINESS CARD AD IN PRIDE GUIDE. NAME ON WEBSITE SPONSOR PAGE AND LINK TO YOUR SITE	NAME ON SPONSOR PAGE ON WEBSITE WITH A LINK TO YOUR SITE	NAME ON WEBSITE SPONSOR PAGE



# Pride Guide 2010

## Advertising Rates



Pride London 2010 is shaping up to be a monumental event bringing London's community together for a cultural celebration of our identities, our lives, our families and friends.

Pride guide is a 5 1/2 by 8 1/2 publication of which 8,000 copies are printed and distributed across Southern Ontario in London, Toronto, Windsor, Hamilton and Chatham. The majority of distribution is by download from our website which receives over 1 million hits per year!

“Gay male couples are much more likely to match the DINK [double income, no kids] model, with two incomes and fewer dependents they have higher disposable incomes,”  
Lee Badgett



**Full Spread**  
10"w x 8 1/2"h

**Page**  
5"w x 8 1/2"h

**Half Page**  
5"w x 4"h

### Advertising Rates

Full Colour

Back Cover	\$1550.
Inside Covers	\$ 950.
Section Dividers	\$ 700.
Full Spread	\$ 800.
Page	\$ 450.
Half Page	\$ 250.
Business Card	\$ 100.

**Business Card**  
3 1/2"w x 2"h

Contact: Michelle Boyce  
michelle@pridelondon.ca  
Office: (519) 494-2716  
Cell: (416) 986-4406



## PRIDE 2010 “Your Pride – Your Community”

### Pride Guide Order Form

**ADVERTISING DEADLINE: May 01, 2010.**

ALL ORDERS MUST INCLUDE PAYMENT BY THE DEADLINE, FOR AD INCLUSION. NO EXCEPTIONS. PLEASE MAKE CHEQUES PAYABLE TO PRIDE LONDON FESTIVAL. PLEASE SUBMIT ADS IN CAMERA READY. AN ADDITIONAL CHARGE WILL APPLY TO CREATE YOUR AD.

**Business Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Advertisement Size:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

\*\* Please note: We have extended the deadline as late as possible. Ads not received but paid for by the deadline will be placed in the guide with simple business name and contact information we have on file. Thank-you. \*\*



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## VENDOR CONTRACT/INFORMATION

Vendors will be notified of setup times prior to the event. Vendors will be inside 150’ x 30’ Tents for protection from weather.

<b>BOOTH</b>	<b>Price Per Booth</b>	<b>Number of Booths</b>	<b>Amount Due</b>
<b>10’x10’ Indoor Vendor NO HYDRO AVAILABLE</b>	<b>\$400.00</b>		
<b>8’ x 10’ Non-Profit/Charitable Organization</b>	<b>\$150.00</b>		
<b>Outdoor Non Profit/Charitable Organization Table &amp; 2 chairs (no shelters)*</b>	<b>\$50.00</b>		
<b>Total amount due and payable with contact.</b>			

\*Outdoor tables are weather permitting and must be setup and taken down daily.

Please complete and return the form, with full payment, BY JULY 01, 2010. Send to Pride London Festival, 186 King Street, Unit 30, London, N6A 1C7. **VENDOR RESERVATIONS WILL NOT BE HONORED UNLESS WE HAVE RECEIVED FULL PAYMENT PRIOR TO THE EVENT.**

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Description of Product/Service** \_\_\_\_\_

**Insurance Provider & Policy Number** \_\_\_\_\_

The undersigned acknowledges and agrees: it is their responsibility to provide liability insurance and shall provide proof. Further the Undersigned voluntarily assumes all risks associated with the rental space howsoever caused or created, whether by or through the action/inaction and /or negligence of all or any of Pride London Festival, its directors, officers, agents representatives and volunteers. The undersigned waives any right to claim against and saves harmless the Pride indemnities in respect of all claims, demands, losses, and or damages of any nature or kind. The Undersigned acknowledges and agrees they have read and understand this Contract, Waiver and Assumption of Risk and acknowledges the Undersigned has signed voluntarily and understands they are waiving all rights to sue Pride London Festival Inc.

\_\_\_\_\_  
**Vendor/Authorized Signature**

\_\_\_\_\_  
**Date**



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### SPONSORSHIP INFORMATION:

**Business Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Total Sponsorship:** \_\_\_\_\_

Please make cheque payable to **Pride London Festival**. We thank you for your generous support.

**Mail to: Pride London Festival  
186 King Street, Unit 30  
London, Ontario  
N6A 1C7**

**Email: sponsors@pridelondon.ca**

**Questions?**