Pride

LONDON FESTIVAL

2022 INFORMATION PACKAGE

Dear Potential Partner,

We are very excited for the return of Southwestern Ontario's most diverse, celebrated and colourful event of the year!

The 2022 Pride London Festival will be held July 14th-24th on Dundas Place with digital programming additions on Pride London Network. Londoners and vistors to the city and site will experience educational, diverse and unique events that focus on the intersectionality of our LGBT2QSIA communties.

Pride is volunteer run and operates with the significant support of our sponsors, advertisers and community partners. Your support allows us to continue to develop and foster a more inclusive community for all Londoners throughout the year and our annual festival.

YOURS IN PRIDE

DEB ABDALLA
deb@pridelondon.ca
PRESIDENT

STEPHEN D'AMELIO
stephen@pridelondon.ca
VICE PRESIDENT

SPONSORSHIP PACKAGES

Show your support & sign up to be 2022 Pride London Festival Sponsor!

The chart below outlines our general benefits structure for each level of sponsorship, however we strive to offer flexible options & are willing to customize a package that meets your needs & desires.

In 2011, the International Gay & Lesbian Chamber of Commerce pegged the buying power of the LGBTTQ community in Canada at just over $100 billion, which is 10% of the Canadian consumer market.* – VALUING THE GAY DOLLAR, BRENDAN STEVENS, IVY BUSINESS REVIEW, APRIL 2011

	Platinum $10,000 +	Gold $5,000	Silver $2,500	Bronze $1,000	Supporter $500	Friend $100
Name/Logo on all Pride London Festival Press Releases & Local Advertising	✓	–	–	–	–	–
Representative invited to speak at a 2022 Pride London Festival event	✓	–	–	–	–	–
Become a Presenting Partner for a specific Pride week event	✓	✓	–	–	–	–
Logo Displayed as a Sponsor for the 2022 Pride London Festival Awards	✓	✓	–	–	–	–
30 Second Commerical to air on all digital programming on PrideLondonNetwork.com*	✓	✓	✓	–	–	–
Logo/Banner Displayed at Outdoor Festival in Dundas Place	✓	✓	✓	–	–	–
Parade Entry at no cost * See Parade Application Information	✓	✓	✓	✓	–	–
Vendor Space in the outdoor festival *See vendor application for more information	✓ 15x15 Space	✓ 10x10 Space	✓ Vendor Table	✓ Vendor Table	✓ 50% off Space	–
Logo and link on www.pridelondon.ca	✓	✓	✓	✓	✓	✓

OUTDOOR FESTIVAL EXHIBITOR INFORMATION

Be part of the 8th outdoor festival at Dundas Place in the heart of downtown London!

The 3-day festival will run Friday, July 22th to Sunday, July 24th, and will feature entertainment, a beer/wine garden, food vendors, exhibitor tent.

DATES & TIMES

Friday, July 22th	6:00pm - 11:00pm
Saturday, July 23th	11:00am - 11:00pm
Sunday, July 24th	11:00am - 8:00 pm

There are two options for exhibitors:

COMMUNITY TENT

Exhibitor space located under a large community tent. Includes one 8 foot table, two chairs & the option to have a hydro hookup.

INDIVIDUAL SPACE

Exhibitor space (approx. 15'x 15') located along Dundas Place Includes one 8 foot table, two chairs & the option to have a hydro hookup. Vendor must provide own tent.

SETUP INFORMATION

Setup will take place on Friday, July 22th from 12:00pm - 6:00pm. All cars & trucks MUST be off of Dundas Place no later than 5:30pm & may not be in Dundas Place any time while the festival is open. This is for the security of everyone & is in accordance with the City of London Bylaws.

PARKING INFORMATION

Parking passes are no available this year.

GARBAGE & RECYCLING

All vendors are responsible for the removal of any garbage & recycling they bring into the park.

TEARDOWN INFORMATION

Teardown for the festival will begin on Sunday at 8:00pm. Vendors may not bring vehicles into Dundas Place until after 6:00pm & the festival is closed. This is an issue of public safety.

2018 EXHIBITOR RATES

Food Vendor:	$400	
Exhibitor:	$300	(15'x15' space)
	$200	(in large tent)
Non-Profit/Charitable Organization:	$50	(in large tent)

FOR VENDOR INFORMATION: vendors@pridelondon.ca

28TH ANNUAL LONDON PRIDE PARADE

Show your Pride at London's most colourful event of the year on **Sunday, July 24, 2022**!

Whether you're a small business, large organization or simply an individual wanting to show your support, all are welcome! You don't need a huge float (although they are welcome); you just need lots of colour and positive spirit!

PARADE FORMATION

09:00 am - 12:30pm | Western Fair District

The Pride Parade formation will take place in the Western Fair District parking lot. All participants are asked to meet just inside the Rectory Street entrance, where you will be given additional information about where to assemble your float/group. All personal vehicles will be asked to park at the Western Fair Farmers' Market at the corner of Dundas St. & Ontario St. to allow room for the parade formation.

PARADE ROUTE

12:30pm Start Time

The parade will travel north on Ontario Street to Dundas Street heading straight down Dundas to Clarence Street. The parade will disperse at Clarence and Dundas Street. The annual closing speeches and entertaintment will continue at Dundas Place.

PARADE FEES

ENTRY TYPE	EARLY BIRD	REGULAR
Non-Profit, School & Faith Based Organization	$25	$50
Small Business (25 or less paid employees)	$50	$75
Union or Political Group	$100	$150
Large Business (26 or more paid employees)	$200	$250

deb@pridelondon.ca

We now offer online registration & payment for all areas of support at **www.PrideLondon.ca.** If you would prefer to mail in your registration & payment, please complete the form below.

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY/PROVINCE: _____ **POSTAL CODE:** _____

EMAIL: _____ **PHONE NUMBER:** _____

WEBSITE: _____

INVOLVEMENT: *(Please choose all that apply)*

☐ **SPONSORSHIP**

- ☐ Platinum ($10,000+)
- ☐ Gold ($5,000)
- ☐ Silver ($2,500)
- ☐ Bronze ($1,000)
- ☐ Supporter ($500)
- ☐ Friend ($100)
- ☐ Other $_____
- ☐ In-Kind Contribution:

_____

_____

☐ **EXHIBITOR**

- ☐ Food Vendor

Insurance Provider & Number:

_____

- ☐ Exhibitor 15'x15' Space
- ☐ Exhibitor in Large Tent
- ☐ Non-Profit/Charitable

Description of Product/Service:

_____

Hydro Needed? Yes / No

☐ **PARADE ENTRY**

ENTRY TYPE	EARLY BIRD	REGULAR
Non-Profit/School/Faith Based	☐ $25	☐ $50
Small Business (<25 employees)	☐ $50	☐ $75
Union or Political Group	☐ $100	☐ $150
Large Business (>25 employees)	☐ $200	☐ $250

**Early Bird Rates expire on June 1st, 2022*

TERMS & CONDITIONS

PRIDE GUIDE: All advertisements must be paid in full prior to Friday, May 6th, 2022. All ad cancellations must be submitted in writing prior to the artwork deadline. The publisher reserves the right to charge up to 100% of the rate for any advertising space placed, but subsequently cancelled after the deadline date. The publisher assumes no liability for the content of advertised materials including copy, illustrations and/or photography. All materials and advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement.

VENDORS: All vendors & exhibitors must adhere to all City of London Vendor Policies & Procedures, as outlined in Section 16.0 of the 2017 Special Events Policies & Procedures Manual. The Undersigned acknowledges & agrees it is their responsibility to provide liability insurance & shall provide proof. Further the Undersigned voluntarily assumes all risks associated with the rental space, however caused or created, whether by or through the action/inaction, and/or negligence of all or any Pride London Festival, its Directors, Officers, Agents, Representatives & Volunteers. The Undersigned waives any right to claim against & saves harmless the Pride indemnities in respect of all claims, demands, losses & or damages of any nature or kind. Vendors may cancel their registration in Pride London Festival & receive a full refund minus a 20% administration fee up until July 1st, 2022. After that date no refunds or exchanges will be issued.

The Undersigned acknowledges & agrees they have read & understand this Contract, Waiver & Assumption of Risk & acknowledges the Undersigned has signed voluntarily & understands they are waiving all rights to sue Pride London Festival Inc.

_____ _____

AUTHORIZED SIGNATURE *DATE*

Please make all cheques payable to: Pride London Festival - 201-602 Queens Avenue, London, ON N6B1Y8