2024 INFORMATION PACKAGE
Thank you to our sponsors!
Dear Potential Partner,

Planning is well underway for Southwestern Ontario’s most colourful event of the year, the 2024 Pride London Festival being held from July 12th – 21st.

Over 10 exciting days in July, Londoners and visitors to the city will experience unique events that highlight our LGBT2Q+ communities in London, & promote unity, inclusion & awareness of sexual and gender diversity and expression.

The Pride London Festival volunteer Board of Directors and committee members work throughout the year to put together these events. We cannot operate without significant support from our sponsors, advertisers and community partner.

By supporting Pride London Festival, you will be assisting in promoting human rights development in our local community and helping to foster more inclusive communities across Canada.

Thank you for your interest in partnering with Pride London Festival this year. We look forward to speaking with you more about these opportunities & answer any questions you might have.

Yours in Pride,

Richard Renaud
President
richard@pridelondon.ca

John Fuller
Vice-President
vp@pridelondon.ca
## SPONSORSHIP PACKAGES

Show your support & sign up to be 2024 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

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name/logo on all Pride London Festival press releases &amp; in local advertising</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Representative invited to speak at a 2024 Pride London Festival event</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Opportunity to be the presenting sponsor for a specific Pride week event</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>Logo/banner displayed at the 2024 Pride London Festival Awards</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Banner displayed at the outdoor festival in Victoria Park</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2024 Pride Parade registration fee</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><em>See Page 7 for more information</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor space in Victoria Park</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><em>See Page 6 for more information</em></td>
<td>10x10 Space</td>
<td>10x10 Space</td>
<td>Vendor Table</td>
<td>Vendor Table</td>
<td>50% off Space</td>
<td></td>
</tr>
<tr>
<td>Logo (with link) on PrideLondon.ca</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

*No Logo*
2024 PRIDE GUIDE

Get noticed & show your support in the 2024 Pride Guide!

The Pride Guide is Pride London Festival's official event program & includes a full listing of Pride events, community resources & parade information.

The guide offers businesses a chance to advertise directly to the growing LGBT communities, as well as their friends, family & allies. Not only is it a great marketing opportunity, but also a chance to let Londoners know that you support the positive social change that Pride stands for.

*Studies have shown that 30% of the LGBTTQ* market’s purchasing decisions are influenced by advertising, over 50% are influenced by a company’s employment practices and active promotion of LGBTTQ*-friendly policies.*

- VALUING THE GAY DOLLAR, BRENDAN STEVENS, IVY BUSINESS REVIEW, APRIL 2011

More than 2,000 copies of the guide will be printed, distributed, & will be available online all year round at: Pridelondon.ca/PrideGuide

### 2024 RATES

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$2,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$900</td>
</tr>
<tr>
<td>Half Page</td>
<td>$500</td>
</tr>
<tr>
<td>Third Page</td>
<td>$350</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$250</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>$200</td>
</tr>
</tbody>
</table>

Artwork Deadline: Friday, May 10th, 2024

Accepted File Format (MAC/ PC):
Adobe Acrobat (PDF)
300 DPI - Full Colour

Ad Creation & Graphic Services: $25 per hour

Send all logos & artwork to: vp@pridelondon.ca
OUTDOOR FESTIVAL EXHIBITOR INFORMATION

Be part of the 10th outdoor festival at Victoria Park in the heart of downtown London!

The 3-day festival will run Friday, July 19th to Sunday, July 21st, and will feature entertainment, a beer/wine garden, food vendors, and an exhibitor tent.

DATES & TIMES

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, July 19th</td>
<td>6:00pm - 11:00pm</td>
</tr>
<tr>
<td>Saturday, July 20th</td>
<td>11:00am - 9:00pm</td>
</tr>
<tr>
<td>Sunday, July 21st</td>
<td>11:00am - 6:00 pm</td>
</tr>
</tbody>
</table>

There are two options for exhibitors:

COMMUNITY TENT
Exhibitor space located under a large community tent. Includes one 8 foot table. **Chairs not provided.**

INDIVIDUAL SPACE
Exhibitor space (approx. 15' x 15') located along path in Victoria Park. Includes one 8 foot table & the option to have a hydro hookup. **Vendor must provide own tent and chairs.**

SETUP INFORMATION
Setup will take place on Friday, July 19th from 10am - 2:00pm. All cars & trucks MUST be out of the park no later than 2:30pm & may not be in the park at any time while the festival is open. This is for the security of everyone & is in accordance with the City of London By laws.

PARKING INFORMATION
Parking passes are not 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 6:00pm. Vendors may not bring vehicles into the park until after 6:00pm & the festival is closed. This is an issue of public safety.

2024 EXHIBITOR RATES

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Vendor</td>
<td>$500</td>
</tr>
<tr>
<td>Exhibitor (15’ x 15’ space)</td>
<td>$400</td>
</tr>
<tr>
<td>Exhibitor (large tent)</td>
<td>$250</td>
</tr>
<tr>
<td>Non-Profit/Charitable Organization</td>
<td>$100</td>
</tr>
</tbody>
</table>

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 21st, 2024**

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**

**08:00 am - 11:00am | 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. *Tentative Route Only – parade route may change*

**Parade Route**

**12:00pm Start Time**

The parade route to be announced. Stay tuned to the pride website for further details. The annual closing speeches and entertainment will continue at Victoria Park.

**Rogers TV Broadcast of Parade**

**Date TBA**

For the 15th year, Rogers TV London, Cable 13 will broadcast the entire Pride London Festival Parade. All parade entries must sign a release form. For more information, visit [Rogerstv.com](http://Rogerstv.com).
We now offer online registration & payment for all areas of support at [www.PrideLondon.ca](http://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 ($500)
  - [ ] Exhibitor 15’x15’ Space ($400)
  - [ ] Exhibitor in Large Tent $250
  - [ ] Non-Profit/Charitable ($100)

  **Insurance Provider & Number:** __________________________________________________

  **Description of Product/Service:** _____________________________________________

- [ ] PARADE ENTRY

- [ ] PRIDE GUIDE
  - [ ] Back Cover ($2,500)
  - [ ] Inside Cover ($2,000)
  - [ ] Full Page ($900)
  - [ ] Half Page ($500)
  - [ ] Third Page ($350)
  - [ ] Quarter Page ($250)
  - [ ] Sixth Page ($200)

- [ ] PARADE ENTRY

- [ ] ENTRY TYPE
  - [ ] Non-Profit/School/Faith Based $100
  - [ ] Small Business (<25 employees) $150
  - [ ] Union or Political Group $175
  - [ ] Large Business (>25 employees) $400

- [ ] HYDRO NEEDED? Yes / No

**TERM & CONDITIONS**

**PRIDE GUIDE:** All advertisements must be paid in full prior to Friday, May 10th, 2024. 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. Unpaid invoices as of Friday May 10th, 2024 will incur a late deposit of 10% per month on their bill.

**VENDORS:** All vendors & exhibitors must adhere to all City of London Vendor Policies & Procedures, as outlined in Section 16.0 of the 2024 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, 2024. After that date, no refunds or exchanges will be issued and any unpaid amounts will be invoiced. Vendors must be paid in full no later than July 1st, 2024. Unpaid Vendors and exhibitors will incur a 10% late payment per month on unpaid invoices. 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 King Street, London, Ontario, N6A 1C9