

SPONSORSHIP PACKAGE 2023



KAMLOOPS
PRIDE



Weyt-k, Hello,

My name is Alyssa Christianson (she/her) and I am the 2023 President of Kamloops Pride. I would like to acknowledge and thank the Tk'emlúps te Secwépemc nation, who's people are the stewards of the unceded lands and waterways situated within Secwepemculew, where Kamloops Pride graciously operates and hosts Kamloops Pride Week annually.

Kamloops Pride Week 2022 was a huge success in welcoming the community back to in-person celebrations and gathering. Our team of volunteers accomplished over twelve events in just seven days! I want to thank everyone who made Pride Week 2022 possible including the 2022 Board of Directors, our sponsors, local partners, volunteers, and the community that supported us by attending events.

Becoming a sponsor is more than supporting a pride parade. Kamloops Pride Week is a week-long celebration including performances, panels, art, community, learning, and gathering. Your donations will also support year-round programming and events for the whole community!

We want to draw attention to the importance of being a year-round ally. Allyship requires action. With the current climate around anti-trans and anti-drag legislation to the south, allies need to take action. At a local level, this may look like updating internal policies to be more inclusive, training staff with more inclusive procedures, or taking actions to support 2SLGBTQPIA+ causes and community in Kamloops.

This year, we have made a few changes to the sponsorship package.

We are focusing on promoting our sponsors' brands and logos through advertising in a variety of ways. We have also included a few tickets for the higher sponsor tiers and gift baskets with merch and goodies from local businesses and vendors. Thank you for taking the time to read through our 2023 Sponsorship Package.

Your support shows your commitment to the 2SLGBTQPIA+ community, and allows Kamloops Pride to continue to present Pride Week, throw year-round events, and support and advocate for the local 2SLGBTQPIA+ community.

*Kukwstsetsemc, Thank You,
Alyssa Christianson*

SPONSORSHIP TIERS

We can't do this alone. That's where you come in! Join the list of businesses and organizations who are passionate about equity, diversity, inclusion, and celebration by becoming an official Pride Week 2023 Sponsor! Apply on our website or email finance@kamloopspride.com to get started.

Double Rainbow \$10,000+

Rainbow sponsors will receive a Premium social media shoutout, logo on our website, free parade entry, prominently placed logo on Kamloops Pride banner displayed at events, logo on Pride Week event advertisements, company banner displayed at events, 4 complementary tickets to all official Kamloops Pride events, a double rainbow gift basket, and a "meet our sponsor" Instagram post.

Rainbow \$5000-\$9999

Rainbow sponsors will receive a Premium social media shoutout, logo on our website, free parade entry, prominently placed logo on Kamloops Pride banner displayed at events, logo on Pride Week event advertisements, company banner displayed at events, 2 complementary tickets to all official Kamloops Pride events, and a rainbow gift basket of KP merch and local goodies.

Gold \$3000-\$4999

Gold sponsors will receive a Premium social media shoutout, logo on our website, free parade entry, logo on Kamloops Pride banner displayed at events, logo on Pride Week event advertisements, and 2 complementary tickets to your choice of one (1) official Kamloops Pride event.

Silver \$1500-\$2999

Silver sponsors will receive a Deluxe social media shoutout, logo on our website, free parade entry, and logo on Kamloops Pride banner displayed at events.

Bronze \$500-\$1499

Bronze sponsors will receive a Deluxe social media shoutout, logo on our website, and free parade entry.

Sprinkle \$100-\$499

Sprinkle sponsors will receive a basic social media shoutout, logo on our website, and a discount on a booth for the Park Festival.

In-Kind

Kamloops Pride will work with in-kind contributors on an individual basis to determine sponsorship tier and conditions.

Goods and Services Prize Donations

Kamloops Pride is also accepting donations of local goods and services to use in social media giveaways, event prizes, honorariums, and supporter gifts. We will work with donors on an individual basis to determine appropriate conditions that may include social media shoutouts, logo placements, or business signage at events.

Definitions

Basic social media shoutout: 1 tagged Instagram story

Deluxe social media shoutout: 1 tagged Instagram story and highlighted in our "2023 Sponsors"

Premium social media shoutout: 1 tagged Instagram story and highlighted in our "2023 Sponsors", 1 Facebook post with logo and tagged Facebook page (if applicable)

Logo on website: Logo placement includes a hyperlink to website of your choice. All sponsors will have their logo with hyperlink on the Pride Week sponsor page. Bronze sponsors and up will also have their logo (no hyperlink) on a home page banner.

Rainbow gift basket: Kamloops Pride merch and local Kamloops goodies

Meet our Sponsor Post: 1 Instagram post featuring your logo and tagged Instagram account with a business write up and thank you from KP as the caption. Sponsors must submit their own write up caption about their business and related it to Pride. A deadline will be communicated via email upon acceptance.

Terms

Payment: Kamloops Pride accepts sponsorship payments in the form of cheques, Interac e-transfers, or electronic funds transfers. We may be able to accept a credit card payment for the lower sponsorship levels, but you will be responsible for the 3% additional transaction fee on top of your sponsorship amount. Payment instructions will be provided from our finance email address, so please be sure to add finance@kamloopspride.com as a contact.

Parade Entry: Sponsors must register for the parade separately. Questions may be repeated in the application form, but sponsors may note "see sponsorship application" to minimize duplication of efforts.

Logo Use: Sponsors must submit their logo to KP promptly after receiving notice of acceptance to receive the full benefits of shoutouts, website placement, and printed materials.

KP Banner: Sponsors Silver and higher must provide a high quality logo by the deadline to make it on to the printed banner. The deadline will be communicated via email upon acceptance.

Corporate Banner: Rainbow Sponsors and higher may provide KP with a branded banner that must stand on its own to be displayed at some events. Sponsors are responsible for picking up their own banner at the Park Festival on August 27 or making alternate arrangements at KP's convenience. KP will arrange pick up the week before Pride Week.

Park Festival Booth Discount: The discount will only be offered to Sprinkle sponsors who are more likely to be small businesses and small non-profits who would most benefit from the Park Festival event.

Sponsorship Matrix

In order to make decisions regarding sponsorship with the best interests of the 2SLGBTQIA+ community in mind, we developed a Sponsorship Matrix to assist us with discussion and decision making. We are committed to approaching decisions from a variety of perspectives to ensure safety and celebration for our community members, all while balancing budgetary needs to pull off a festival and event of this size. We have also committed to move away from a title sponsorship model to address corporatization in an effort to ensure Pride celebrations remain in the spirit of how they were started, as much as possible.

Sponsorship applications will be reviewed by a small team of Kamloops Pride volunteers and we do our best to ensure that each Sponsor aligns with our values, our Sponsorship Matrix, and the 2SLGBTQIA+ and intersecting communities. However, we can only use the information submitted to us by each organization or brought to our attention by the community. Kamloops Pride will do our best to score each Sponsor fairly based on the information that we have. We trust that Sponsors will answer the application questions truthfully and completely, to the best of their knowledge.

Sponsorship Scoring Matrix

- The business or organization actively supports the 2SLGBTQIA+ community in Kamloops
- The business or organization does not sell products that harm the 2SLGBTQIA+ community or intersecting communities
- The business or organization has policies that encourage diversity and inclusion as a whole, but with particular regard to sexual orientation and/or gender identity/expression
- The business or organization, in the past 3 years, has not had any reported incidents of homophobia, transphobia, or discrimination towards any other marginalized communities, that were not addressed and rectified in a way that ensures no further harm to the complainant(s), and has not partnered or made contributions to businesses, organizations, groups or political campaigns that have
- If the business or organization, in its history, has had instances of homophobia, transphobia, or discrimination towards any other marginalized communities, or if the business or organization has partnered or contributed to a business, organization, group or political campaign that has, we have since made steps to rectify them in a way that ensures they are not repeated in the future
- The business or organization has not placed implicit or explicit conditions on Kamloops Pride in exchange for sponsorship

*Thank You for
Reading!*

Apply now on our website:



Have questions?

Email us at



finance@kamloopspride.com



**KAMLOOPS
PRIDE**

**Want to hold your own
Pride Week event?**

Email us for promotion
info@kamloopspride.com

  @kamloopspride
www.kamloopspride.com
finance@kamloopspride.com