



2025 Pride Week

SPONSORSHIP PACKAGE



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OVERVIEW

Thank you for your interest in supporting Pride Week 2025 - Pride on the Shore! Your generous contribution—whether financial or in-kind—helps create an inclusive celebration of diversity, love, and community. We are thrilled to partner with you to make this year's events unforgettable and impactful!



THE HISTORY OF PRIDE IN NOVA SCOTIA, AND WHY JULY

Pride in Nova Scotia has a rich and transformative history. The first March for Gay Rights in the province took place in July 1988 when a small group of activists in Halifax organized got together and called for equity. At that time, the 2SLGBTQIA+ community lacked the legal protections we are fortunate to have today. Many marched with their faces covered by paper bags, due to the threats of discrimination, violence, and legal repercussions.

Since then, Pride in Nova Scotia has blossomed into an essential annual celebration—one that honors the strength, resilience, and progress of the 2SLGBTQIA+ community. This year marks the third Pride Parade in Lunenburg County, continuing the tradition of advocating for equal rights and celebrating the diverse communities that call Nova Scotia home.

While much progress has been made, the 2SLGBTQIA+ community still faces significant challenges. Pride Week remains as crucial as ever. By celebrating Pride in July, we not only honor the trailblazers of the 1988 march—some of whom are part of our community today—but also those who continue to advocate for equity and a more inclusive future.





THE IMPORTANCE OF PRIDE WEEK TO THE COMMUNITY

Pride Week **is far more than just a celebration**—it is a vital and unwavering stand against the emboldened hate and discrimination we are seeing locally and globally today. We are seeing intolerance and exclusion becoming increasingly visible, and Pride Week provides an essential platform for the 2SLGBTQIA+ community to be seen, heard, and celebrated. It is a powerful **opportunity for individuals to come together**, find strength in each other, and share their stories in an environment rooted in acceptance, respect, solidarity, and safety.

This week-long celebration allows individuals, especially those who continue to face rejection or discrimination in their homes, workplaces, and communities, to experience the freedom of being unapologetically themselves. It is a proud declaration that **love, diversity, and human dignity are forces that cannot be silenced or erased**.

In addition to being a rallying cry for equality, **Pride Week serves as an educational opportunity** to challenge harmful stereotypes, reduce stigma, and foster a deeper understanding of 2SLGBTQIA+ identities. The week's events—ranging from senior socials and to dynamic performances—highlight the richness of 2SLGBTQIA+ culture and the immense contributions the community has made to our society. This celebration not only honors progress, but reminds us of the ongoing work needed to build a more inclusive world for all.





SNAPSHOT OF PRIDE WEEK 2025

1 Pride Parade

The Pride Parade is the heart of the festival, with participants from all walks of life marching in solidarity to celebrate the 2SLGBTQIA+ community. Expect vibrant floats, colorful costumes, and an outpouring of love and support as we fill the streets with joy, pride, and visibility.

The estimated cost for this event is estimated to be \$6751.68, with \$751.68 currently unfunded. This \$751.68 unfunded cost includes water bottles, sun safety supplies, safety supplies, and printing.

2 Kick Off Event

Join us to officially kick off Pride Week! The Kick-Off Event will feature live entertainment, local speakers, and a welcoming atmosphere to bring the community together in celebration. It's the perfect way to start a week of pride, unity, and festivities.

The estimated cost for this event is estimated to be \$7482.46. This cost includes performers, professional fees, security, safety supplies, printing, and activity materials.

3 Senior Social

The Senior Social is a special gathering for older members of the 2SLGBTQIA+ community. This relaxed event offers a space for socializing, sharing stories, and connecting with others in a comfortable, welcoming environment.

The estimated cost for this event is estimated to be \$850. This cost includes light refreshments, rental costs, and a small amount of general activity materials.

4 Flag Raisings & Community BBQs

This event features the raising of the Pride flag at key local landmarks, delicious refreshments, and the opportunity to mingle with neighbors and fellow Pride supporters in a relaxed, fun setting.

The estimated cost for these six events are estimated to be \$3160. This cost includes materials, professional fees for ASL, which is a new cost to make these more accessible, light refreshments, and the annual community BBQ which occurs at the Town of Bridgewater Flag Raising.



SNAPSHOT OF PRIDE WEEK 2025

5 Youth Social

The Youth Social provides a safe and vibrant space for young members of the 2SLGBTQIA+ community to connect, make friends, and celebrate who they are. Expect music, games, and an inclusive, supportive atmosphere where everyone can express themselves freely.

The estimated cost for this event is estimated to be \$1350. This cost includes materials, professional fees, facility rental, and refreshments.

6 Pride Picnic

Pack your picnic basket and join us for an afternoon of fun in the sun with games, music, and a sense of community! The Pride Picnic is a casual event that brings people together to relax, socialize, and enjoy each other's company while celebrating Pride.

The estimated cost for this event is estimated to be \$870. This cost includes safety and security professional fees, materials, and light refreshments.

7 Family Social

The Family Social is a family-friendly event with activities for children and adults alike. With a variety of fun activities, this event offers families the opportunity to come together and celebrate Pride in a supportive, inclusive environment.

The estimated cost for this event is estimated to be \$1075. This cost includes facility rental, refreshments, and activity materials.

8 Drag Story Time

Drag Story Time is a magical and whimsical event for children and families, where drag performers read 2SLGBTQIA+ themed stories to young audiences. It's a fun and engaging way to introduce children to the concepts of inclusion, diversity, and love through colorful storytelling.

The estimated cost for these three events is estimated to be \$6000, with up to \$4500 funded. The \$1500 unfunded cost includes ASL, and light refreshments.

8 Author Talk

Join us for a special Author Talk featuring engaging, meaningful conversations about queer literature and representation. This event offers the opportunity to hear from voices shaping 2SLGBTQIA+ narratives and stories in the literary world.

The estimated cost for this event is estimated to be \$925. This cost includes professional fees for the author, audio technician, ASL, audio equipment rental.



SNAPSHOT OF PRIDE WEEK 2025

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Drag Show & Dance (19+ Event)

Get ready for a night of high-energy performances and fierce fashion at the Drag Show & Dance! This event brings together stunning drag performers for an unforgettable evening of entertainment, followed by a dance party where everyone can let loose and dance the night away.

The estimated cost for this event is estimated to be \$5642. This cost includes performer fees, audio technician fees, ASL interpretation, audio equipment rentals, decor, facility rental, safety and security supplies.

10

Pride Picnic

Pack your picnic basket and join us for an afternoon of fun in the sun with games, music, and a sense of community! The Pride Picnic is a casual event that brings people together to relax, socialize, and enjoy each other's company while celebrating Pride.

The estimated cost for this event is estimated to be \$870. This cost includes safety and security professional fees, materials, and light refreshments.

11

2SLGBTQ+ Arts Showcase

The 2SLGBTQIA+ Arts Showcase is a celebration of LGBTQ+ creativity, featuring art, photography, and performances by local artists. This event is tentative pending funding and partnerships.

The estimated cost for this event is estimated to be \$3000. This cost includes professional fees for artists.

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Door Prizes and Gifts

These costs do not include door prizes and other incentives for attendance. We welcome all donations for door prizes.

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General Week Logistics

General Week costs bring together all the essential components to ensure a smooth and successful week for everyone involved.

The estimated cost for this event is estimated to be \$9340.51. This cost includes printing, marketing, volunteer identification (i.e t-shirts), signage, registration supplies, information packages, and transportation for professionals.

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Transit for Attendees

We hope to be able to support transit for participants. Cost of \$7,500 would support 500 attendees between the different events.



SPONSORSHIP LEVELS



1. COMMUNITY CONTRIBUTOR

Contribution: \$100–\$500

Benefits:

- **Social Media Recognition:** Your business will be thanked on our social media platforms.
- **Name on Event Materials:** Recognition as a Community Contributor on our website and printed festival materials.

2. EVENT ADVOCATE

Contribution: \$501–\$1,000

Benefits:

- All benefits from Community Contributor and;
- **Logo Placement:** Your logo will be featured on our festival website and promotional materials.
- **Full Event Sponsorship:** If your funding covers the entirety of an event or a significant section of the festival (e.g., covering all performer fees for the Kick Off Event), your business will be recognized as the "Presented by [Your Business Name]" sponsor for the entire event or section. This includes featured recognition in all related materials (website, printed, and social media).

3. FESTIVAL ALLY

Contribution: \$1,001–\$5,000

Benefits:

- All benefits from Community Contributor and Event Advocate, and;
- **Prominent Recognition:** Your logo will be prominently displayed on signage at key festival locations.
- **Event Passes:** Your organization will be given 2 event tickets for the final Drag Show and Dance hosted on Saturday.

4. RAINBOW RAISER

Contribution: \$5000+

Benefits:

- **All of the Above, plus:**
- **Exclusive Naming Rights:** Your business will be recognized as the primary sponsor of Pride Week Festival, with your name/logo included in all major communications and materials.
- **Custom Recognition:** Tailored partnership opportunities to showcase your business through additional promotional efforts, such as dedicated thank-you messages or advertising space.
- **Event Passes:** Your organization will be given 4 event tickets for the final Drag Show and Dance hosted on Saturday.



ADDITIONAL PERKS FOR SPONSORS

Parade Participation Fee Waiver

All sponsors who make **significant contributions** to Pride Week will be offered a **waiver of Parade Participation Fees**. This allows your group to join the parade and celebrate with us in full force!

What qualifies as a significant contribution for the Parade Participation Fee Waiver?

- **Monetary Donations:** Contributions of \$501 or more.
 - This could include sponsorships in the Community Contributor (\$100–\$500), Event Advocate (\$501–\$1,000), Festival Ally (\$1,001–\$5,000), or Rainbow Raiser (\$5,000+) tiers.
- **In-Kind Contributions:** Donations that are equivalent in value to the specified monetary amounts or that provide essential goods or services for the event. Examples include:
 - Donating materials or products + (e.g., food, drink, decorations, event supplies)
 - Offering services worth (e.g., advertising, sound equipment, transportation, printing, marketing)
 - Providing a venue or offering staff or volunteers for festival operations
- **Volunteer Support:** Donating volunteer time and labor that significantly supports the event. For example, providing volunteer hours equivalent to \$501 or more as an organization to event setup, coordination, or management, may be considered a significant contribution.





IN-KIND DONATIONS

We greatly appreciate in-kind contributions such as supplies, services, and volunteer support. These donations play a critical role in making the Pride Week Festival a success and allow us to allocate financial resources where they are most needed.

In-kind donations are considered a form of sponsorship and will be recognized at a level that corresponds to the value of the donation and its impact on the event. Whether you provide products, services, or support in the form of time and labor, we value your contribution and will ensure it is celebrated in a meaningful way. Your in-kind donation not only makes Pride Week possible but also showcases your business's commitment to supporting and strengthening the community.

Examples of In-Kind Contributions Include:

- **Products & Supplies:** Items such as decorations, food & beverages, merchandise, or festival materials.
 - For example water bottles, audio equipment rentals, paint and paint brushes, and catering are all in-kind offerings that have been provided in the past.
- **Services:** Offering services like printing, media, marketing, sound & lighting, venue space, or transportation.
 - For example printing, facility rentals, and audio equipment, have been provided in the past.
- **Volunteer Support:** Providing staff or volunteers to assist with event operations, set-up, or logistical support.
 - For example BBQ staff, first aid, and event set-up, have been provided in the past.
- **Event Space:** Donating or offering discounted rates for venues where festival activities may take place.
 - For example discounted rates and facility fee waivers have been provided in the past.

Recognition for In-Kind Donations:

- In-kind sponsors will receive the same benefits as monetary sponsors at equivalent levels, including recognition on our website, event materials, and social media platforms.
- Larger in-kind contributions may be eligible for event-specific recognition, such as being listed as the "Presented by" sponsor for a particular event or activity, based on the scope of the donation.



HOW TO BECOME A SPONSOR

Your support is integral to bringing these vibrant events to life, ensuring Pride Week remains a standout celebration in Lunenburg County's cultural calendar. Whether you're passionate about supporting youth, advocating for LGBTQIA+ arts, or any other part of the festival, your sponsorship can help make a meaningful impact.

Early confirmation of sponsorship allows your business to enjoy extended visibility and greater recognition in promotional materials leading up to Pride Week.

1. Choose Your Level:

- a. Review the sponsorship levels and select the one that best aligns with your goals, and abilities.

2. Get in Touch:

- a. Contact us at lunenburgpride@gmail.com to confirm your sponsorship and discuss next steps.
 - i. Include sponsorship form on next page to expedite this conversation.
- b. If there is a specific event within Pride Week that aligns with your business's values or mission, we invite you to consider sponsoring that event to ensure its success.

3. Submit Your Contribution:

- a. Whether monetary or in-kind, your donation will help make Pride Week a vibrant and inclusive event for all.

Sponsorship Deadline

To ensure your business receives the full benefits of sponsorship, including inclusion in promotional materials, website recognition, and event visibility, **please submit your sponsorship commitment by June 2, 2025.**

This allows us to confirm sponsorships and finalize all event promotions ahead of Pride Week. We look forward to partnering with you and celebrating Pride together!





2025 PRIDE SPONSORSHIP FORM

BUSINESS NAME:

CONTACT NAME:

CONTACT PRONOUNS & PREFIXES:

CONTACT EMAIL:

CONTACT PHONE:

SPONSORSHIP LEVEL:

- ☐ COMMUNITY CONTRIBUTOR (\$100–\$500)
- ☐ EVENT ADVOCATE (\$501–\$1,000)
- ☐ FESTIVAL ALLY (\$1,001–\$5,000)
- ☐ RAINBOW RAISER (\$5,000+)

MONETARY CONTRIBUTION:

IN-KIND CONTRIBUTION:

NAME (PRINT):

SIGNATURE:

DATE: