



2022

Sponsorship Package for the Festival

Invitation and Welcome

We at the Surrey Pride Society would like to thank you for taking the time to review our Sponsorship Package to be a part Surrey Pride Festival, which will take place on June 25, 2022, at Central City Plaza, in the heart of downtown Surrey.

About Surrey Pride

Surrey Pride Society is a registered not-for-profit. It is the official producer of LGBTQIA+ and Two Spirit Pride in Surrey. The Pride movement has been at the forefront of equality for the past five decades ensuring that equal rights are secured and maintained for Lesbian, Gay, Bisexual, Transgender, Queer, Two Spirit + Communities

Spectacular festivals celebrating the pride of diversity are held annually in many cities, with the largest event in British Columbia held in Vancouver.

It is estimated that close to 3,500+ people attended-Surrey Pride in 2019. In 2020, due to Covid-19, we did a virtual event; due to continued pandemic-related provincial restrictions, there was no Pride celebration in 2021.

This year, it is our plan to increase the visibility and diversity of the LGBTQIA+ and Two Spirit communities in Surrey and accessibility of the festival itself. We will do this by once again ensuring the Pride venue is in one of the most trafficked areas of the city – Central City Plaza. Along with the plaza, we will have 102 Avenue closed between Civic Parkway and University Drive, enabling us to have many more booth spaces available. Our goal is to be spotlight LGBTQIA+ and Two Spirit entertainment with a focus on creating a celebratory atmosphere on the Plaza. This venue will put LGBTQIA+ and Two Spirit Surrey back on the map!

Our Facts

- We are a diverse team, and all the board members are volunteers with the organization.
- We have been in existence for 20 + years. In 2010, the festival was moved to Holland Park. In 2012, we officially became the Surrey Pride Society. Since the beginning, we have been an inclusive organization. The attendance in 1999 was approximately 400 people. In 2019 on the plaza, we had an attendance of 3,000. This year, we are projecting attendance of 5,000+.



2022

This year, the vision is a whole-of-community approach with a month-long series of events that showcase the past, present, and future (it's always good to reflect on the past and look forward to the future while celebrating the present) of the Pride community. It will also comprise of many literary and cultural events throughout the city in partnership with departments within the City of Surrey, local organizations, and local businesses. There will be more details released once they are available.

Sponsorship Opportunities 2022	Rainbow	Platinum	Gold	Silver	Bronze
	\$5,000	\$2,500	\$1,000	\$500	\$250
Display logo on display board events					
Display supplied banner on main stage					
On stage announced every hour					
On stage announced every 2 hours					
On stage announced once during the festival					
Exhibit booth preferred at festival					
Exhibit booth assigned at festival					
Logo on Surrey Pride festival poster					
First rights to sponsor 2023 Surrey Pride					
Logos and acknowledgement on all internet, printed, and social media					

All sponsorships can be tweaked to accommodate your needs!

Overview

Our plans for this year include:

- Inclusive, family-friendly festival featuring local community groups and a diverse selection of food, merchandise, resources, and non-profit vendors that support the LGBTQIA+ and Two Spirit communities.
- Live music and entertainers featuring local artists.
- Family-friendly activities for all ages.

New for Surrey Pride 2020: we will be offering the opportunity to host, partner with us, and/or collaborate on public events in each of the city's neighbourhood hubs throughout the month of June, subject to availability. If you are interested in hosting an LGBTQIA+ and Two Spirit event please contact us at president@surreypride.ca and vicepresident@surreypride.ca.

By sponsoring the Surrey Pride Festival, you are showing that you support the LGBTQIA+ and Two Spirit communities becoming more visible in the second largest city in British Columbia.



2022

Media Sponsorship

Please confirm what level of sponsorship you wish to be placed in. As a media sponsor of the Surrey Pride Festival 2022, you will provide a pre-determined amount of advertising at a negotiated value in-kind. Your company will receive recognition as a media sponsor based on the sponsorship level you choose.

Partners of Surrey Pride

The designation “Partner of Surrey Pride” will be granted to an individual or business that has donated resources throughout the year.

Whether through a financial contribution/s or in-kind donation/s to our organization, we wish to thank you and show our appreciation. “Partners of Surrey Pride” will receive recognition at the Surrey Pride Festival 2022, as well as recognition on our website.



2022

Sponsor Agreement

General: The sponsor hereby agrees to sponsor the event SURREY PRIDE FESTIVAL described in the SPONSORSHIP PACKAGE of their Choice. The Sponsor agrees to provide to SURREY PRIDE FESTIVAL the following in-kind services and/or pay the following: PRESENTING SPONSOR \$10,000, RAINBOW SPONSORSHIP \$5000 + - PLATINUM SPONSORSHIP - \$2500, GOLD SPONSORSHIP - \$1,000, SILVER SPONSORSHIP - \$500.00, BRONZE SPONSORSHIP - \$250.00, MEDIA SPONSORSHIP – IN-KIND SERVICES.

In consideration therefore, SURREY PRIDE FESTIVAL shall provide Sponsor with the benefits described in the SPONSORSHIP PACKAGE OF THEIR CHOICE. SURREY PRIDE FESTIVAL may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment: Due as follows: on or before February 28th 2022. Failure to pay fees when due may result in termination of this agreement. Representatives of SURREY PRIDE FESTIVAL and Sponsor shall schedule in-kind services in writing.

Limitation of Sponsorship: Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are solely to the SURREY PRIDE FESTIVAL to be held June 25th 2022.

License and Usage: Sponsor hereby grants SURREY PRIDE FESTIVAL a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. SURREY PRIDE FESTIVAL agrees that the Proprietary Information will be used only in connection with the 2019 SURREY PRIDE FESTIVAL to provide the benefits set forth in the Package and such other benefits as Sponsor and SURREY PRIDE FESTIVAL may agree. SURREY PRIDE FESTIVAL's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval not be unreasonably withheld.

Sponsor Understandings: Sponsor understands as follows: the dollar values set forth in the Package are estimates based upon general sponsorship information available to SURREY PRIDE FESTIVAL; the audience multiplier based upon estimates of SURREY PRIDE FESTIVAL attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to refund for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Package.

Termination: SURREY PRIDE FESTIVAL may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, SURREY PRIDE FESTIVAL may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by SURREY PRIDE FESTIVAL. Sponsor shall not terminate this agreement without the approval of SURREY PRIDE FESTIVAL.

Amendments: Only a written instrument executed by both parties may amend this agreement.

Miscellaneous: This agreement governed by British Columbia law, is binding upon all parties, successors, and assigns.

Dated _____

Package _____

Sponsor _____

Pride-Coordinator _____

Signature _____

Signature _____



2022

Sponsor Application

Sponsorship Level: _____

Organization Name: _____

Contact Name: _____

Contact Information

Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Note: Please send your company / organization logo in original high definition colour and grayscale by email to president@surreypride.ca.

Sponsorship Package Includes:

- One table
- Two chairs

If you require extra tables and/or chairs, please contact Catherine Bellamy at vicepresident@surreypride.ca or (604) 401-1887.



2022

You are encouraged to bring your own tent or booth structure for your space, if needed, to guard against the elements long as it fits within the space you have been allocated. We can offer a contact, if needed, for acquiring a tent rental. If your booth is in one of the two “front row” sections, we ask that your booth has a see-through option (no back flap cover).

Sponsorship Amount:

Cheque \$ _____

Make cheque payable to **Surrey Pride Society**.

e-Transfer \$ _____

Send e-Transfer to treasurer@surreypride.ca and include **sponsor and company/organization** in the note.

Instructions

Please return pages 3 through 5 with sponsorship amount to SURREY PRIDE SOCIETY:

- a) via email to president@surreypride.ca and treasurer@surreypride.ca
- b) or snail mail to:

Surrey Pride Society
13780 102 Ave, Surrey, BC V3T 1P1

Please note that receipt of SPONSORSHIP APPLICATION & AGREEMENT are required to process.

The application **deadline** for all Surrey Pride 2022 sponsors is **February 28th 2022**, and the application **MUST** include your sponsorship amount.

Thank you!



2022

Surrey Pride Contacts

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President
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(778) 888-3671

Catherine Bellamy
Vice President
vicepresident@surreypride.ca
(604) 401-1887

Jasmine Broeder
Treasurer
treasurer@surreypride.ca

Find Surrey Pride online!



Surrey Pride Society recognizes that our work takes place on and that our livelihoods are nourished by the ancestral, traditional, and unceded territories of the ǫ́icǎ́y, q'w'a:nǎ'ǎ́, k'w'ik'wǎ́ǎm, qiqéyt, SEMYOME, and x'w'mǎθk'wǎ́ǎm First Nations, and the ancestral and traditional territories of the scǎwǎθǎn mǎsteyǎx'w First Nation.