



2023

Sponsorship Package Surrey Pride 2023

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 of the Surrey Pride Festival, which will take place on June 24, 2023, at **CITY HALL** (Civic Plaza) , in the heart of downtown Surrey. The Pride flag will fly on a city flagpole for the first time during the month of June. In the early evening the plaza will be lit in Pride colours. We are excited by this historic partnership. A once in a generation move to embrace the Rainbow community like never before in our city

About Surrey Pride

Surrey Pride Society is a registered not-for-profit. It is the official producer of Surrey Pride Festival. 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, and 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 5000+ people attended-Surrey Pride in 2022.

This year, it is our plan to increase the visibility and diversity of the Rainbow community in Surrey and accessibility of the festival itself. With partnering with the city and Mayor we have finally made our community fully relevant and part of our great city. Our goal is to be spotlight 2SLGBTQIA+ entertainment with a focus on creating a celebratory atmosphere on the Plaza. This venue will put Rainbow 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 plus 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 past year (2022) we had an estimated attendance of 5000.

In the spirit of respect, honour and tradition, we recognize that we gather together on the unceded traditional territories Semiahmoo, Katzie, Kwikwetlem, Kwantlen, Qayqayt and Tsawwassen First Nations.



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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 2023	Rainbow	Platinum	Pride	Gold
	\$10,000	\$5000	\$2500	\$1,000
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				
Logos and acknowledgement on all internet, printed, and social media				
VIP Tickets to ALL Events & Festival	3	2	1	

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 2SLGBTQIA+
- Live music and entertainers featuring local artists.
- Family-friendly activities for all ages.

Continued for 2023: 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 a 2SLGBTQIA+ 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 2SLGBTQIA+ communities becoming more visible in the second largest city in British Columbia.

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Media Sponsorship

Please confirm what level of sponsorship you wish to be placed in. As a media sponsor of the Surrey Pride Festival 2023 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 2023, as well as recognition on our website.



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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: RAINBOW SPONSORSHIP \$10000, - PLATINUM SPONSORSHIP - \$5000,- PRIDE SPONSORSHIP - \$2500, GOLD SPONSORSHIP - \$1000

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 2023. 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 24th 2023.

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 2023 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, of which approval should 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** _____

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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 Yasmin events@surreypride.ca

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You are encouraged to bring your own tent or booth structure for your space, if needed, to guard against the elements as 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 6 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 2023 sponsors is **February 28th 2023**, and the application **MUST** include your sponsorship amount.

Thank you!

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Surrey Pride Contacts

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(778) 888-3671

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Vice President
vicepresident@surreypride.ca

Jasmine Broeder
Treasurer
treasurer@surreypride.ca

Find Surrey Pride online!



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