

# BECOME A SPONSOR



Together we are stronger.



**WE PROUDLY CELEBRATE OUR CANADIAN  
ROOTS AND THE SIGNIFICANT ROLE WE PLAY  
IN ADVOCATING FOR 2SLGBTQ+ RIGHTS  
WHILE PRODUCING NORTH AMERICA'S  
LARGEST PRIDE EVENT EACH YEAR.**

**#CELEBRATEDIVERSITY**

# WHO WE ARE AND WHY WE'RE HERE



Pride Toronto is a not-for-profit organization that supports the queer communities of our city and beyond.

We work to ensure equal rights and representation for every person of diverse sexual and gender identities.

# OUR MISSION

**PRIDE TORONTO CREATES AND SUPPORTS EVENTS AND PROGRAMMING THAT CELEBRATE THE DIVERSE TALENTS, STORIES, AND ACHIEVEMENTS OF ALL 2SLGBTQI+ COMMUNITIES, AND BOLDLY ADVOCATES FOR AND DEFENDS OUR HUMAN RIGHTS.**

Pride Toronto Sponsorship Deck • Who We Are and Why We're Here





Pride Toronto Sponsorship Deck • Who We Are and Why We're Here

# OUR VISION

**TO CREATE A WORLD IN WHICH ALL PEOPLE FEEL SAFER, VALUED, CELEBRATED, AND INCLUDED REGARDLESS OF HOW THEY IDENTIFY OR WHO THEY LOVE.**

# OUR VALUES

**AUTHENTICITY  
RESPECT  
INTEGRITY  
FREEDOM  
COMMUNITY  
DIVERSITY, EQUITY,  
AND INCLUSION**

Pride Toronto Sponsorship Deck • Who We Are and Why We're Here



# OUR STRATEGIC PILLARS

- LEADING AND SUPPORTING INTERSECTIONAL 2SLGBTQI+ ADVOCACY
- EXCELLENCE IN FESTIVAL AND PROGRAM DELIVERY
- STRENGTHENING COMMUNICATIONS WITH MEMBERS AND 2SLGBTQI+ COMMUNITIES
- LIVING OUR VALUES THROUGH DIVERSITY, EQUITY AND INCLUSION
- BUILDING ORGANIZATIONAL CULTURE AND HUMAN RESOURCES CAPABILITIES
- INCREASING FINANCIAL DIVERSIFICATION, GROWTH AND ACCOUNTABILITY

# LEADING AND SUPPORTING INTERSECTIONAL 2SLGBTQI+ ADVOCACY

- Fight actively and boldly against homophobia, biphobia, and transphobia locally and around the world
- Work with community leaders, grassroots groups and elected leaders to centre 2SLGBTQI+ issues
- Amplify community-led advocacy by leveraging our platforms





# EXCELLENCE IN FESTIVAL AND PROGRAM DELIVERY

- Launch and sustain Pride 365 model events and programming delivery with a focus on intersectionality and accessibility
- Promote and celebrate local queer artists, performers, and service-providers
- Prioritize safety and non-policing security practices, especially for the most marginalized in the 2SLGBTQI+ community



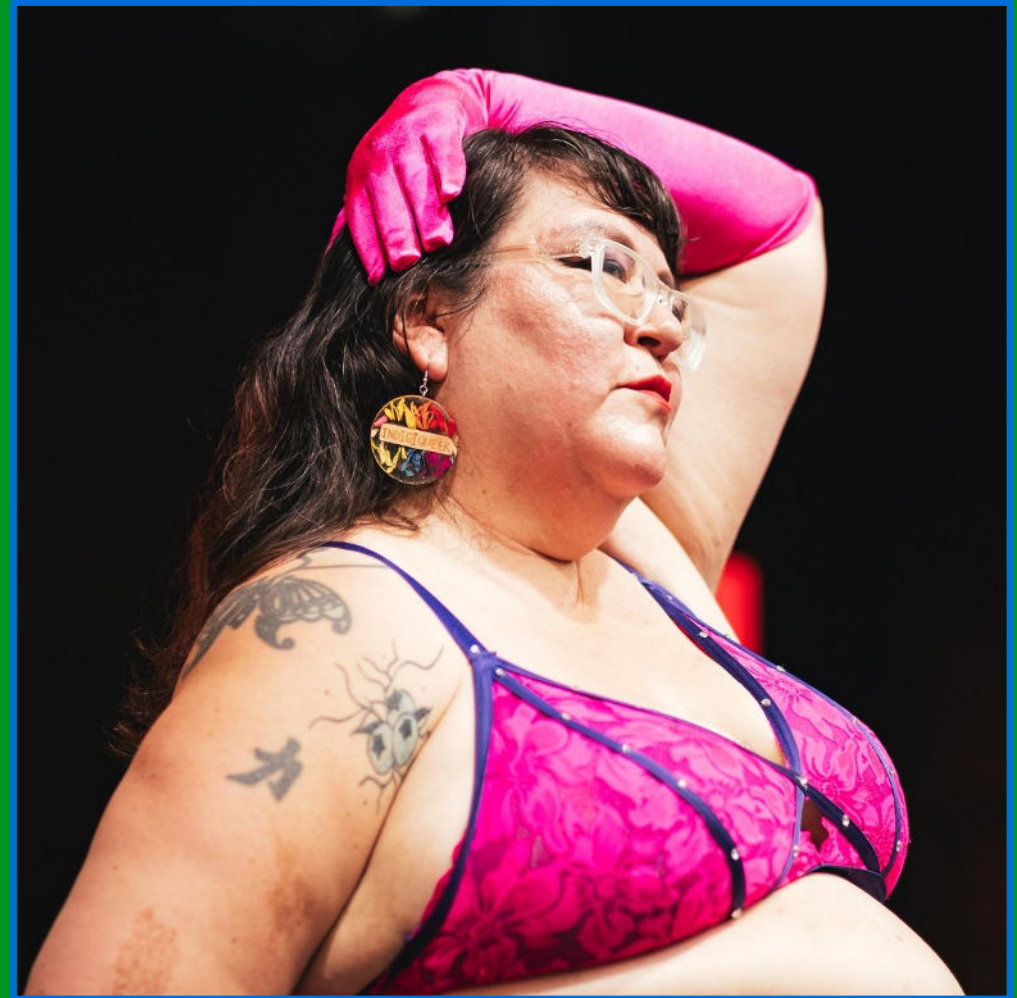
# STRENGTHENING COMMUNICATIONS WITH MEMBERS AND 2SLGBTQI+ COMMUNITIES

- Develop consistent and transparent practices and protocols for both internal and external communications and marketing
- Building and promoting communication excellence across staff and teams
- Support the development and distribution of accessible 2SLGBTQI+ resources



# LIVING OUR VALUES THROUGH DIVERSITY, EQUITY, AND INCLUSION

- Actively work toward achieving Truth and Reconciliation with Two-Spirit and Indigenous Peoples
- Create an Anti-Racism and Anti-Oppression Framework for all aspects of work
- Address Anti-Black and Anti-Indigenous racism within the organization
- Build trusting relationships with community groups to enhance engagement with and supports for the most underserved and underrepresented within the 2SLGBTQI+ community



# BUILDING ORGANIZATIONAL CULTURE AND HUMAN RESOURCES CAPABILITIES

- Increase staff and board retention rates and solidify succession planning
- Enhance internal human resources capability and diversity of skills
- Promote and actively support professional and personal development
- Create processes for securing institutional knowledge



# INCREASING FINANCIAL DIVERSIFICATION, GROWTH AND ACCOUNTABILITY

- Secure long-term, stable, and flexible sponsorships and funding
- Increase transparency and accountability practice and processes
- Build meaningful partnerships aligned with our mission, vision, and values, and with the goals of uplifting 2SLGBTQI+ communities and defending our human rights.



# MESSAGE FROM THE BOARD

As we look toward the 2024 Pride Festival, the 2SLGBTQI+ community is at a tipping point. Homophobia, biphobia, and transphobia continue to persist in deeply troubling ways across society.

Transgender, gender-diverse, and non-binary folks, in particular, face heightened and increasing hatred and threats to their safety. Even provincial governments in New Brunswick and Saskatchewan are jumping on the transphobic bandwagon.

The work of Pride Toronto, and indeed of all Pride organizations across Canada and worldwide, has never been more important in creating safe spaces for 2SLGBTQI+ people. To be with community. To celebrate. To protest. To come out.

We can't do this without financial support. Our sponsors enable us to put our mission, vision, and strategic goals into action and to continue Pride Toronto's excellence in organizing the largest festival in Canada and one of the largest Pride festivals in the world.

Pride Toronto is proud to collaborate with our sponsors and partners who centre the needs of the 2SLGBTQI+ community and are willing to demonstrate allyship visibly and actively during a deeply difficult period for our community.

For those considering a new partnership with Pride Toronto, know that your support has a huge positive impact not just for Pride Toronto but for the entire 2SLGBTQI+ community in Toronto and beyond.

Whether it's paying amazing and talented local artists and performers, securing headliners who attract international tourists, ensuring accessibility, or keeping Festival attendees safe, the collective support of our sponsors and partners allows us to make amazing things happen.

On behalf of Pride Toronto's Board of Directors, thank you for your ongoing support and commitment to uplifting the 2SLGBTQI+ community. We look forward to working with you in the lead-up to the 2024 Pride Festival.

**BE SAFE. BE WELL. BE GOOD. BE FIERCE.**



**Grant Gonzales**  
(he/him)  
Co-Chair,  
Board of Directors



**leZlie lee kam**  
(gender mysterious)  
Co-Chair,  
Board of Directors

# MESSAGES FROM THE COMMUNITY



For me, this was not only my first Pride but my first real experience with a large number of Queer youth and elders. Even though I am mostly a shy and closed-off person, Pride helped me open up more and gave me the courage to come out to my mother, something I thought I would never do. Thanks to my short time as the Youth Pride Ambassador I got an opportunity to get involved with the Ballroom Community as well as a great chance to learn more about problems both the youth and elders of my community face from the government and society. Watching as my fellow ambassadors explained their struggles and how we can best help and support each other was something that I never thought I would be able to experience. I was inspired by the genuine care and love they all had for each other.



To me, Pride isn't only a celebration of all those before us and their great accomplishments that helped our community thrive, and not only the freedom that we have gained, Pride is learning that we still have to work for our Indigenous elders and youth, our youth who suffer from mental health issues and our elders and youth who may not be as fortunate to be able-bodied. Pride is understanding that bickering with each other is not going to get us far and we need to communicate and listen to each other so we could all have a better life in this world and our community.

— **Tariq Richardson,**  
**2022 Youth Ambassador**

# MESSAGES FROM THE COMMUNITY

““

Pride Toronto gave me many ways to take up space. Which was an incredible opportunity for me as a Drag King. Being able to showcase my talents to many different crowds was not only important for me as an artist, but for the audience as well. After I performed for the Trans and Non- Binary stage, I had a group of younger queer folks approach me and tell me how inspiring it was to see me on stage, and I was just as inspired to hear that. Being able to be the artist my younger self would have loved to see is important to me.

””

— **Manny Dingo,  
2022 Drag Performer**

““

As a newcomer to Canada, the Pride Month events have been one of the best times since I came! As if I got to know myself more deeply. I am grateful for the opportunity to volunteer with Pride Toronto.

””

— **Volunteer, 2023**

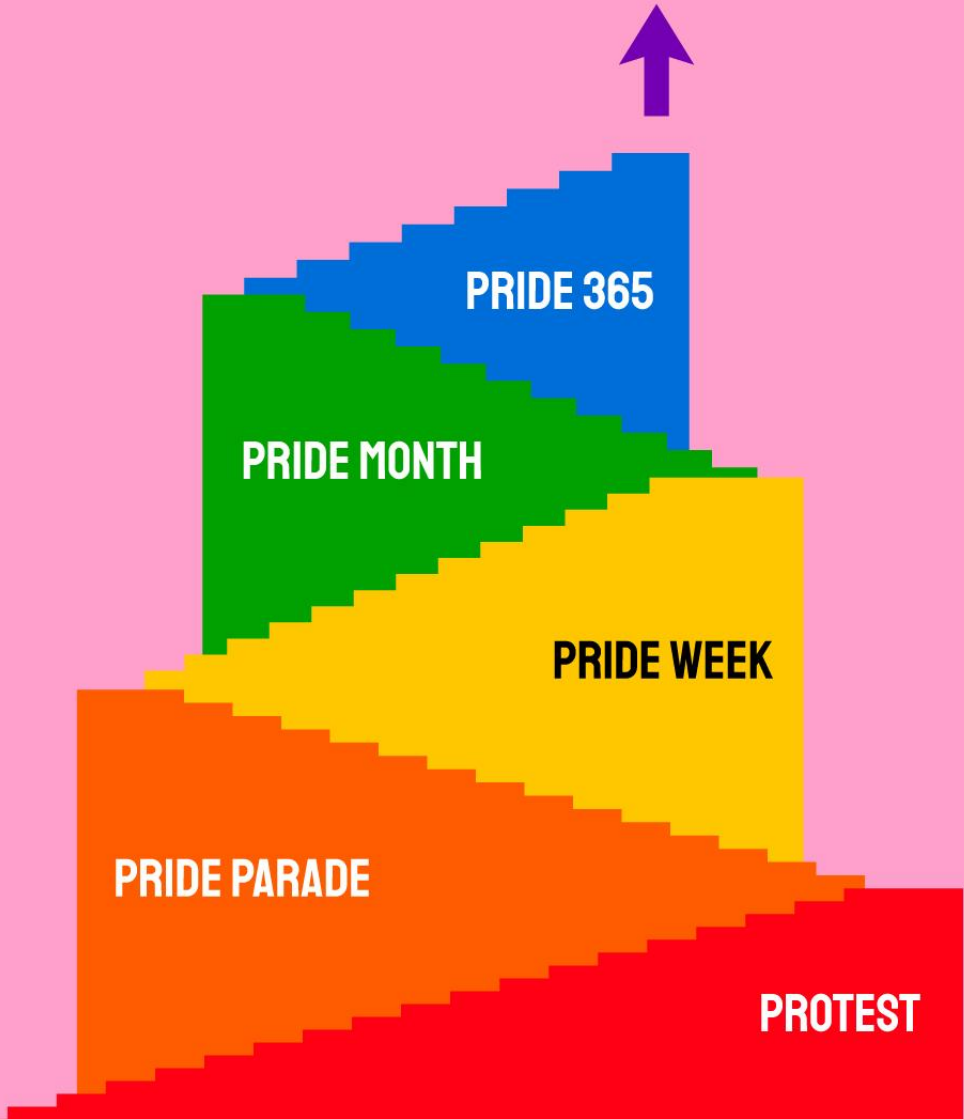


# OUR PROGRAMMING 🌸



**IT'S TIME FOR US TO  
SAY MORE, DO MORE,  
EXPAND OUR FOOTPRINT,  
AND ENGAGE OUR COMMUNITY  
OUTSIDE OF JUNE.**

**IT'S TIME FOR US TO HAVE  
A YEAR-ROUND PRESENCE.**





Pride Toronto Sponsorship Deck • Our Programming

# THE FESTIVAL

- The annual Pride Toronto Festival will endure as our biggest rallying point.
- Over 3 million people of every race, religion, colour, creed, sexual orientation, and gender expression come together to celebrate what the Pride movement has accomplished and to pursue what still needs to be done.
- The Festival is highlighted by the Pride Parade, the largest Pride celebration in North America and a major cultural event on the world stage.

**3.1M**

Attendees in 2024

**\$474M**

Contribution to GDP

**\$195M**

Generated in combined tax revenues

**4,156**

Jobs created

# COMMUNITY PROGRAMMING

Pride Toronto is more than just a festival. We are also heavily involved in community programming throughout the year in collaboration with dozens of community partners and organizations with impact felt locally, nationally, and even internationally.





Pride Toronto Sponsorship Deck • Our Programming

## PRIDE 365

- Pride Toronto is more than just an arts and music festival; we support 2SLGBTQI+ communities in pursuing our unequivocal human rights to be known, heard, understood, accepted, and respected and to celebrate the beauty of who we are
- Over the past year, we have started using the term “Pride 365” when discussing Pride Toronto’s activities outside of the festival, because Pride and queerness is a way of life, not just to be celebrated and highlighted once a year
- Pride 365 is a variety of programming beyond what the Festival offers
- Artists that speak to the diversity of the community’s wants and needs

### Example

Nuit Blanche is one of the art events in which Pride Toronto participates to promote the art, history, and culture of the 2SLGBTQI+ community. It typically takes place during the first week of October or the last week of September. Nuit Blanche Toronto is the city’s annual all-night celebration of contemporary art, organized by the City of Toronto in collaboration with the city’s vibrant arts community. This event highlights Pride Toronto’s commitment to showcasing the creative expressions of the 2SLGBTQI+ community, contributing to the promotion of its rich cultural heritage.



## COMMUNITY CONNECT

Community Connect is designed to connect members of the 2SLGBTQI+ community outside of the downtown core. This event aims to create spaces where people can participate in and celebrate Pride through the inclusiveness of diverse backgrounds or identities. This event promises to be amazing as we will have some great performances from Drag Queens, Spoken Word Artists, DJs, and more.



## HONOURED POSITIONS

The Honoured Positions are selected in recognition of their leadership and achievements in human rights issues. These positions are selected based on their contribution to fighting against discrimination and for equality; violence, torture and abuse; and criminalization of 2SLGBTQI+ people, identities, and activities on a national and global level. They will lead the Pride Parade and act as an ambassador to represent their communities throughout the year with a focus on Pride Month initiatives.



## INTERNATIONAL IMPACT FUND

In many countries, homosexuality is still illegal and punishable by fines, imprisonment, life imprisonment, and even the death penalty. Pride Toronto would like to help support the advocacy and community-building work that organizations and collectives are doing around the world, particularly in countries where there are huge legal and social challenges for our communities. Pride Toronto is accepting applications for funding of up to \$1500 CAD to be put towards initiatives or events that will make a difference for 2SLGBTQI+ individuals around the world.



## COMMUNITY ADVISORY GROUPS

Community Advisory Committees are responsible for creating meaningful conversations and a deeper connection with marginalized members of the committee they represent. Committee members will engage in key discussions, outreach, and development of best practices at Pride Toronto. Fostering a culture of honest and courageous conversations by creating safer spaces where our community's voices are heard, acknowledged, and actioned. Responsibilities include, but are not limited to, the planning and execution of community prides that take place during the Pride Festival.

# PARTNERING WITH US



We will never regard your support as a donation. We respect that you invest your budgets in us and expect a marketing return on that investment. To that end, we are working to expand your opportunities with us starting now!



# LET'S DO THIS TOGETHER

**PRIDE TORONTO DOES NOT EXIST WITHOUT YOUR SUPPORT. WE BELIEVE A DEEPER, MORE AUTHENTIC CONNECTION BETWEEN YOUR BRAND AND THE 2SLGBTQI+ COMMUNITY IS ACHIEVABLE. WE ARE COMMITTING TO GREATER COLLABORATION SUCH THAT YOUR SPONSORSHIP PACKAGE IS MORE OBJECTIVES-BASED.**

Pride Toronto Sponsorship Deck • Partnering With Us



# AUDIENCE & REACH

Pride Toronto presents a significant marketing opportunity for any brand interested in joining as a partner. We have significant marketing reach from a multitude of different physical and digital platforms.

## Demographics

**53%**

Of attendees were 18-34 years old

**41%**

of attendees were 35-54 years old

**48%**

reported a household income of \$80K-\$149K

## Social Media Impact

**17.44M**

Impressions

**436K**

Engagements in 2024

**168.2K**

Followers across all platforms

## Events

**779**

Artists

**5**

Main Stages

**5**

Community Stages

**12**

Signature Events

**22**

Major Cultural Events

**97**

Affiliate Events

**33**

Art Exhibits & Installations

# SPONSORSHIP OFFERINGS



## Street Fair

Be part of one of the largest street fairs in the world, attracting over 3 million visitors during Pride Weekend! With hundreds of vendors and endless energy, this vibrant space is the perfect platform to showcase your products and services. Engage directly with a diverse and enthusiastic audience while being part of an unforgettable celebration of community and culture.

Pride Toronto Sponsorship Deck • Partnering With Us

## Parade

Join one of the most iconic and largest Pride Parades globally, reaching an estimated 2.5 million viewers in person and online! This unparalleled experience is the highlight of Pride Month, and the perfect stage to connect with millions. If you're not part of it yet—what are you waiting for? Make your mark in this celebration of love, freedom, and diversity!

## LED KIOSKS

Elevate your brand visibility with our 6 LED kiosks strategically placed across the festival footprint. These high-impact screens attract millions of views, impressions, and attention, providing a powerful medium to showcase your activation, product, or message. This is your opportunity to captivate a massive audience in the most dynamic way possible!

# START PLANNING WITH US

What are your objectives for a partnership with Pride Toronto?

What are the 2SLGBTQI+ programs that your company has in place (employee programs, promoting diversity & inclusion to your customers, support of an 2SLGBTQI+ cause)?

What kind of involvement with Pride Toronto will allow you to deliver on your objectives and drive awareness for your support of the 2SLGBTQI+ community (events, programs, owned channels, etc.)?

Can we develop an owned program specific to your brand? What is an asset relevant to this property that only (insert brand name here) could use?

# THANK YOU!

Get In Touch!  
sponsorships@pridetoronto.com

Visit us [here](#)

