

SPONSORSHIP PROSPECTUS

Pride Festival 2023



For more information, contact our
Lead Pride Coordinator:
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queer
yukon

INVEST WITH THE COMMUNITY

This year marks the 10th annual Pride Festival in the Yukon Territory. With active and growing queer communities across the territory, this year's celebrations will take place in Watson Lake, Dawson City, and Whitehorse throughout the month of August 2023.

The annual festival brings together the 2SLGBTQIA+ community and allies, celebrates the Two-Spirit/queer/and trans-identified artists and businesses in our community, and builds strong queer families for community member support across the Yukon while paying marginalized artists and performers for their work.



THIS YEAR'S PRIDE

Pride doesn't look the same for each community member. Queer Yukon Society is committed to serving and representing all facets of our 2SLGBTQIA+ community and making Pride 2023 accessible, community-led and diverse. Pride 2023 will have activities and events for a range of ages to ensure that those across our queer community will be able to participate, build community, and see themselves represented and welcomed.

Planned events include a Pride Parade, Downtown Scavenger Hunt, Dance Party, Pop-Up Queer Cafe, and more!



BENEFITS OF BEING A PRIDE SPONSOR

There are many benefits to becoming a Pride sponsor, including brand awareness, supporting the 2SLGBTQIA+ communities, and participating in our events or Pride Parades – just to name a few. Look through our 2023 Sponsorship Matrix to see what you can expect when you become a part of making Yukon Pride happen!

2023 OPPORTUNITIES

Friend of Pride	\$150-249
BFF of Pride	\$250-499
Queer Cafe Host	\$250-499
Scavenger Hunt Host	\$250-499
Parade Entry (Corporate Branded)*	\$500
Event Presenter	\$1,000-\$4,999

All sponsorship levels of \$500+ receive the benefit of a branded parade entry

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ABOUT QUEER YUKON SOCIETY

Queer Yukon Society is a community-led initiative with community centres across the Yukon that offer safer spaces, resources, supports, online and in-person programming, and community connection to 2SLGBTQIA+ Yukoners and their loved ones. We advocate for the health, well-being, and human rights of 2SLGBTQIA+ Yukoners, offer education and training to the broader community, and organize Pride celebrations across the territory.

Recognizing the history of Two-Spirit people on these lands, our vision is for the Yukon to once again be a welcoming, safe home for 2SLGBTQIA+ people with strong, connected queer communities.



	Friend of Pride	BFF of Pride	Queer Cafe Sponsor	Scavenger Hunt Host	Parade Entry (Corporate)	Event Presenter
THE PERKS	150-\$249	250-\$499	250-\$499	250-\$499	\$500	\$1000-\$4999
SOCIAL MEDIA PERKS						
Social media post	x	x	x	x		x
Mentioned with the event everytime we post about it on social						x
LOGO PERKS						
Logo on website	x	x	x	x	x	x
Logo and name on event pages (Web event and any other event pages)			x			x
Logo on festival print ads						x
Logo on festival poster						x
Logo on festival trailer						x
Logo on Scavenger Hunt materials				x		
Logo as a Presenting Sponsor						Sponsored Event
VIP EXPERIENCE						
Pride festival sticker	1	2	2	2	4	4
Pride festival t-shirt		1	1	1	1	2
Tickets to Event of Choice						2
Parade Float with visible name/logos					x	x
Scavenger Hunt Booth - host / name recognition at booth				x		
Photo opp with visiting queens						x
NAMING AND MENTIONS						
Name mentioned as presenting sponsor of event						x
Verbal mention at event if applicable						x
Named Presenting Sponsor of festival						
Thank you sign at event			x			x