



*In Support of Cornwall's Pride Festival*

**July 12 - 21, 2024**

**PRIDE SPONSORSHIP PACKAGES**

Diversity Cornwall is a non-profit organization founded to coordinate the annual Cornwall Pride Festival and other community events with the goal of fostering visibility, inclusion and acceptance of 2SLGBTQ+ individuals in Cornwall, Akwesasne and SD&G. This year's Pride festival will run for 10 days, from July 12 – 21<sup>st</sup>, 2024 and will include many events throughout the week such as a Pride brunch, a Pride service, a beach day, a trans, non-binary and two spirit panel discussion, art workshops, a fundraising event featuring drag performances and more. Our parade and festival at Lamoureux Park will be a free festival on July 20<sup>th</sup> featuring musical performances, drag performances, vendor booths, a children's tent including face painting, bouncy castles, and carnival games, a petting zoo, a BBQ, beer tent, and many other activities to attract folks from Cornwall, Akwesasne, SD&G and beyond for an all ages celebration. We are inviting businesses, studios, and restaurants in Akwesasne and SD&G to host their own Pride celebrations, fundraisers and events in partnership with Diversity/Diversité Cornwall (*if you'd like to host an event, please let us know!*). The annual Pride Parade and festival in the park will take place on July 20<sup>th</sup>, from 11am – 6pm. Supporters will march through the downtown core showing their Pride colours, ending with a festival at Lamoureux park. The event is free to attend and open to folks of all ages and demographics. Diversity Cornwall is seeking sponsors for our 2024 Pride Festival.

**ULTIMATE PRIDE ALLY (Maximum Exposure)**

**For cash donations valued at \$2500+ you will receive:**

- ✓ Individual thank you post on the Diversity/Diversité FB Page with group photo and tag
- ✓ Recognition with logo on our website
- ✓ Special tag in a thank you post on the Diversity/Diversité FB Page with other sponsors
- ✓ Free participation of the business/organization in the 2024 Pride Parade (value of \$200)
- ✓ Free vendor booth on July 20<sup>th</sup> (value of \$60)
- ✓ Organization's Banner or Poster placed by the bandshell at Lamoureux Park on July 20<sup>th</sup>;
- ✓ Largest logo with best placement on event posters
- ✓ Special mention at Lamoureux Park on July 20<sup>th</sup>
- ✓ Special mention at the Pride Gala on July 12<sup>th</sup>
- ✓ Token of appreciation (\$200 of Diversity/Diversité Cornwall merchandise)
- ✓ 4 free tickets for a Diversity/Diversité Cornwall Pride event

Note:

- Sponsorship of \$12,000 would cover the FULL cost for our MAIN PERFORMANCE at this year's festival at Lamoureux Park on July 20<sup>th</sup>;
- Sponsorship of \$5,000 would cover ALL entertainment at the Pride festival other than the MAIN PERFORMANCE;
- Sponsorship of \$2,500 would cover ALL drag performances at the Pride festival on July 20<sup>th</sup>;
- Sponsorship of \$2,500 would cover the FULL cost of the Pride fundraising gala on July 12<sup>th</sup>; OR
- Sponsorship of \$2,500 would cover the FULL cost of the Children's Tent at the Pride festival on July 20<sup>th</sup>.

**PLATINUM SPONSORS**

**For cash donations valued at \$1000+ you will receive:**

- ✓ Individual thank you post on the Diversity/Diversité FB Page with group photo and tag
- ✓ Recognition with logo on our website
- ✓ Special tag in a thank you post on the Diversity/Diversité FB Page with other sponsors
- ✓ Free participation of the business/organization in the 2024 Pride Parade (value of \$200)
- ✓ Free vendor booth on July 20<sup>th</sup> (value of \$60)
- ✓ Largest logo on event posters
- ✓ Special mention at Lamoureux Park on July 20<sup>th</sup>

- ✓ Token of appreciation (\$100 of Diversity/Diversité Cornwall merchandise)

**Note**

Sponsorship of \$1,000 or more would cover the full cost of:

- Volunteer Recognition at Pride on July 20<sup>th</sup>.

Sponsorship of \$2,000 or more would cover:

- FULL sponsorship of an individual event offered during Pride week (does not include the Pride gala); OR
- FULL sponsorship for the BBQ at Pride (volunteer opportunities are also available for increased visibility of the organization).
- FULL sponsorship of Pride security.

### **GOLD SPONSORS**

**For cash or in-kind donations as well as raffle or auction items valued at \$500+ you will receive:**

- ✓ Individual thank you post on the Diversity/Diversité FB Page with group photo and tag
- ✓ Recognition on our website
- ✓ Special tag in a thank you post on the Diversity/Diversité FB Page with other sponsors
- ✓ Free participation of the business/organization in the 2024 Pride Parade (value of \$200)
- ✓ Free vendor booth on July 20<sup>th</sup> (value of \$60)
- ✓ Logo on event posters
- ✓ Special mention at Lamoureux Park on July 20<sup>th</sup>
- ✓ Token of appreciation (\$50 of Diversity/Diversité Cornwall merchandise)

**Note:**

Sponsorship of \$500 or more would cover the full cost of the first aid tent at Pride on July 20<sup>th</sup>; OR  
Sponsorship of \$500 or more would cover the full cost of the opening band at Pride on July 20<sup>th</sup>.

### **SILVER SPONSORS**

**For cash or in-kind donations as well as raffle or auction items of \$250+ you will receive:**

- ✓ Special thank you post on the Diversity/Diversité FB Page with other sponsors
- ✓ Recognition on our website
- ✓ Business name/logo on sponsor banner
- ✓ Acknowledgement at Lamoureux Park on July 20<sup>th</sup>

### **BRONZE SPONSORS**

**For all other donations you will receive:**

- ✓ Recognition on our website and social media
- ✓ Business name on sponsor banner

**\*\*\*Be sure to ask about renting a vendor booth at Lamoureux Park\*\*\***

THANK YOU! We look forward to including your organization as a sponsor of the Cornwall Pride Festival.

For more information, please contact:

president.diversity@gmail.com

Visit our website at [diversitycornwall.ca](http://diversitycornwall.ca), or find us on Facebook and Instagram @diversitycornwall