



AIRDRIE PRIDE MONTH

JUNE 2024

PERSEVERANCE
IN PRIDE



WHY SPONSOR AIRDRIE PRIDE 2024?

BUSINESS EXPOSURE

The past Airdrie Pride Festivals saw attendance of ~2000 people and was recognized across Canada!

SUPPORT YOUR COMMUNITY

Airdrie Pride is 100% volunteer-led which means all money raised goes directly into supporting our events in programming in Airdrie and surrounding area.

BE AN INCLUSIVE BUSINESS

Reinforce that your business is a safer place for 2SLGBTQ+ individuals in Airdrie and surrounding area - increase your client base!

Show your love and support for the 2SLGBTQ+ community in Airdrie and surrounding area!



SPONSORSHIP OPPORTUNITIES

GET INVOLVED THIS YEAR!

EVENT SPONSOR

Do you want to be a title sponsor for Airdrie Pride 2024? We are excited to once again offer Gold, Silver and Bronze sponsorship opportunities!

IN-KIND SPONSOR

Do you have a product or service that you feel could help positively contribute to another successful Pride Festival? If so, we would love to get you involved and will recognize the value of your product or service.

COMMUNITY EVENT SPONSOR

Do you want to organize your own Pride themed event during Pride Month at your business to support your community and raise money for our events and programs? This is a fantastic and fun way to engage the 2SLGBTQ+ community and raise money for our programs and services!

RAINBOW CHAMPION

Did you know that you can sell a rainbow? Airdrie Pride is excited to kick off our "Buy a Rainbow" campaign again in 2024. If you would like to sell rainbows at your business we would love to hear from you!

***DETAILS IN THE FOLLOWING PAGES**

FESTIVAL SPONSOR TIERS

SPONSOR BENEFITS	GOLD (\$2500)	SILVER (\$1000)	BRONZE (\$500)
Preferred booth location	●		
Promotional blog post on APS website and social media	●		
Feature business logo on APS website (3 months)	●		
Logo on official pride festival marketing material	●	●	
Logo on APS festival event page	●	●	
Name on APS festival event page	●	●	●
Tiered social media highlight on APS social media	●	●	●
Recognition in APS blog	●	●	●
Booth fees included	●	●	●
Business cards at APS booth	●	●	●

DETAILS

Preferred booth location: the first pick of booth location at Airdrie Pride Festival 2024

Promotional blog post on Airdrie Pride Society (APS) website and social media: a promotional blog post will be posted on the APS blog and social media

Feature business logo on APS website (3 months): will feature your business logo on our website every week leading up to Airdrie Pride Festival 2024

Logo on official pride festival marketing material: we will proudly feature your business logo on our printed material to be distributed throughout Airdrie and surrounding area

Logo on APS festival event page: we will feature your hyperlinked business logo on our Airdrie Pride Festival 2024 event page

Name on APS festival event page: we will feature your hyperlinked business name on our Airdrie Pride Festival 2024 event page

Tiered social media highlight on APS social media: recognition across our social media platforms during the weeks before Pride Festival - number of posts relevant to sponsorship tier

Logo on pride in the park map: your business logo printed on the official Airdrie Pride Festival 2024 Park Map to be handed out at the festival

Recognition in APS blog: Airdrie Pride will publish a blog in July recognizing all our community donors

Booth fees included: all booth registration fees are included in your sponsorship

Business cards at APS booth: your business cards on our table at the festival

IN-KIND SPONSOR

Do you have a product or service that you feel could help positively contribute to another successful Pride Festival? If so, reach out and we can try and make it work! In exchange, we will recognize the value of your product or service.



Things we will need:

FACE PAINTERS

WASHROOM FACILITIES

DJ SERVICES

PHOTOGRAPHERS

TENTS

OTHER!

COMMUNITY EVENT SPONSOR

The City of Airdrie will declare June 2024 to be Pride Month in Airdrie!

Are you a local business that wants to join the fun and host a Pride themed event to help raise money for our community? We would LOVE to work with you to plan your Pride event as your event will help us identify safe spaces for our community!



We are open to discuss any and all ideas. Airdrie Pride will be developing a Pride Events Calendar for June so don't hesitate to start planning today!

RAINBOW CHAMPION

Would your business like to sell RAINBOWS?!

Our Rainbow Cards are back for 2024! We ask for minimum donation of \$2.00 with all proceeds going to support those in our community!



This program is incredibly important to us as it:

- Raises money for our local programming
- Helps identify safer businesses for individuals in the 2SLGBTQ+ community
- Provides a much needed reminder to 2SLGBTQ+ people in airdrie that they are loved and supported

QUEER PROM

In 2024 we will be hosting Airdrie's third annual Queer Prom! This event will be held at the beginning of Pride month in June and could be supported by sponsorships and in-kind donations.



Do you have a product or service that you feel could help? If so, reach out and we can try and make it work! In exchange, we will recognize the value of your product or service at the event.

CONTACT

If you are interested in being involved in the AIRDRIE PRIDE FESTIVAL 2024 or working with us to host an event, please contact us today!

Rhianne Fiolka (She/Her)
rhianne@airdriepride.ca



LINKS

- Festival booth and food truck registration
 - [PerseveranceInPride.eventbrite.ca](https://www.eventbrite.ca)
- Volunteer sign up
 - Email Jordana@airdriepride.ca

COVID CONTINGENCY

We understand that the pandemic can shift in an instant. We are planning multiple contingency plans if Airdrie Pride Festival 2024 cannot be held in-person in Nose Creek Park. Rest assured that if you are a sponsoring partner you will be reimbursed if Airdrie Pride Festival 2024 gets cancelled or moved online.

LAND ACKNOWLEDGEMENT

In the spirit of reconciliation, we acknowledge that we live, work and play on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, theâyaxe Nakoda Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.