



2024

## Sponsorship Package

### 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 22, 2024, at CITY HALL (Civic Plaza) , in the heart of downtown Surrey. This coming year the Festival will celebrate the 25<sup>th</sup> Anniversary festival and the 12<sup>th</sup> Anniversary of the Surrey Pride Society being a stand alone not for profit. This year we are reaching out for sponsorship of the Society that will also include the festival. We are once again thrilled that Prospera Credit Union is our presenting sponsor for 2024. It is estimated that 5000+ people attended-Surrey Pride in 2023.

### 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 over five decades, working to ensure 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.

This year, it is our plan to increase the visibility and diversity of the Rainbow community in Surrey and accessibility of the festival itself. We will do this by once again ensuring the Pride venue is in one of the most accessible areas of the city. Our goal is to spotlight 2SLGBTQIA+ entertainment with a focus on creating a celebratory atmosphere on the Plaza.

### Our Facts

- We are a diverse team, and all the board members are volunteers with the organization. We have been in existence for 20 + years. In 2010, the festival was moved to Holland Park. In 2012, we officially became the Surrey Pride Society

In the past year we have developed Seniors Rainbow programs and plan to extend our programming to include many areas of the Rainbow community.

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 is the Silver Anniversary year of the Festival and we envision 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 ensure 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 2024	Silver Anniversary	Rainbow	Platinum	Pride	Gold
	\$15,000	\$10,000	\$5000	\$2500	\$1,000
Display logo on Surrey Pride events	✓	✓	✓		
Display supplied banner on main stage	✓	✓			
On stage announced every hour	✓	✓			
On stage announced every 2 hours			✓		
On stage announced once during the				✓	✓
Exhibit booth preferred at festival	✓	✓	✓		
Exhibit booth assigned at festival				✓	✓
Unlimited Ads on Video wall	✓	✓			
Logo on Surrey Pride posters	✓	✓	✓		
Logos and acknowledgement on all internet, printed, and social media	✓	✓	✓	✓	✓
VIP Tickets to ALL major events	10	6	4		

## Overview

This Year's plans include:

- Inclusive, family-friendly festival featuring local community groups and a diverse selection of food, merchandise, resources, vendors that support the Rainbow Community
- Live music and entertainers featuring local artists.

**Continued for 2024:** we will be offering the opportunity to host, partner, and/or collaborate on public events 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](mailto:president@surreypride.ca) and [vicepresident@surreypride.ca](mailto:vicepresident@surreypride.ca).

*By sponsoring the Surrey Pride, 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 2024 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 25, as well as recognition on our website.



**2024  
Sponsor Agreement**

**General:** The sponsor hereby agrees to sponsor the event SURREY PRIDE described in the SPONSORSHIP PACKAGE of their Choice. The Sponsor agrees to provide to SURREY PRIDE the following in-kind services and/or pay the following: SILVER ANNIVERSARY SPONSORSHIP \$15000 (2 ARE AVAILABLE) PRIDE SPONSORSHIP \$10000,(2 ARE AVAILABLE) - RAINBOW SPONSORSHIP - \$5000,- PLATINUM SPONSORSHIP - \$2500, GOLD SPONSORSHIP - \$1000

In consideration therefore, SURREY PRIDE shall provide Sponsor with the benefits described in the SPONSORSHIP PACKAGE OF THEIR CHOICE. SURREY PRIDE 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 2024. Failure to pay fees when due may result in termination of this agreement. Representatives of SURREY PRIDE 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 (with the festival ) to be held June 22<sup>nd</sup> 2024

**License and Usage:** Sponsor hereby grants SURREY PRIDE 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 agrees that the Proprietary Information will be used only in connection with the SURREY PRIDE'S SILVER JUBILEE YEAR to provide the benefits set forth in the Package and such other benefits as Sponsor and SURREY PRIDE may agree. SURREY PRIDE'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; 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 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 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. Sponsor shall not terminate this agreement without the approval of SURREY PRIDE.

**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** \_\_\_\_\_

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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## 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](mailto:president@surreypride.ca).

### Sponsorship Package Includes:

- One table
- Two chairs both of which will be in prime location at the festival

If you require extra tables and/or chairs, please contact:

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For the festival proper 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 on the Plaza or the south side of 102 Ave, we ask that your booth has a see-through option (no back flap cover).

### Sponsorship Amount:

Cheque \$ \_\_\_\_\_

Make cheque payable to **Surrey Pride Society**.

or

e-Transfer \$ \_\_\_\_\_

Send e-Transfer to [treasurer@surreypride.ca](mailto: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](mailto:president@surreypride.ca) and [treasurer@surreypride.ca](mailto: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 2024 sponsors is **February 28<sup>th</sup> 2024**, and the application **MUST** include your sponsorship amount.

Thank you!

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## Surrey Pride Contacts

Martin Rooney  
President  
[president@surreypride.ca](mailto:president@surreypride.ca)  
(778) 888-3671

Zach Sapers  
Vice President  
[zsapers@gmail.com](mailto:zsapers@gmail.com)

Sayan Baiyda  
Treasurer  
[treasurer@surreypride.ca](mailto:treasurer@surreypride.ca)

*Find Surrey Pride online!*



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