



Sponsorship Package for the 27th Surrey Pride Festival

******NEW THIS YEAR******

**Surrey Pride has contracted M&M XV Productions to produce all official events for
2026**

DUE TO FIFA (WORLD CUP)..... VENUE CHANGE – CENTRAL CITY MALL PLAZA

Invitation and Welcome

We at M&M XV Productions and 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 20 2026, on the plaza at Central City Mall in the heart of downtown Surrey.

About Surrey Pride

Surrey Pride Society is a registered not-for-profit. For 2026 we have contracted M&M XV Productions to produce the annual Pride Festival and 2 other related events. Surrey Pride represents the 2SLGBTQIA+ in Surrey. The Pride movement has been at the forefront of equality for the past five decades ensuring that equal rights are secured and maintained for Lesbian, Gay, Bisexual, Intersex, Transgender, Queer, and Two Spirit + Communities.

It is estimated that 5000+ people attended Surrey Pride in 2025.

This year, it is our plan to increase the visibility and diversity of the 2SLGBTQIA+ communities 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 trafficked areas of the city – Central City Plaza in front of Central City mall. Our goal is to spotlight the 2SLGBTQIA+ entertainment with a focus on creating a celebratory atmosphere on the Plaza.

This coming year Surrey Pride will be hosting 2 special events along with the festival. M&M XV Productions is the events organizer. On April 18th 2026 we will be hosting the 4th Annual So YOU think YOU can DRAG. This event has community leaders performing in drag and raising funds for a charity of their choice. Surrey Pride will match the winner's total up to a max of \$5000. And in May we will be hosting our 2nd Annual Roof Top BBQ to kick off Pride Month. Depending on level of sponsorship tickets will be offered at no cost in those categories.



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. Since the beginning, we have been an inclusive organization. The attendance in 1999 was approximately 400 people. In 2019 on the Central City Plaza, we had an attendance of 3,000. This past year (2025) we had an estimated attendance of 5000. We anticipate attendance of 5000 again in 2026.

Sponsorship Opportunities 2025	Rainbow	Platinum	Pride	Gold
	\$15,000	\$10,000	\$5,000	\$2,500
Display supplied banner on main stage				
On stage announced every hour				
On stage announced every 2 hours				
On stage announced once during the festival				
Exhibit booth prioritized at festival site				
Exhibit booth assigned at festival				
Logos and acknowledgement on all internet, printed, and social media				
VIP Tickets to ALL Events & Festival	10	5	2	

We are open to negotiating any and all sponsorship proposals that fit your budget!

Overview

Our plans for this year include:

- Inclusive, family-friendly festival featuring local community groups and a diverse selection of food, merchandise, resources, and non-profit vendors that support the 2SLGBTQIA+
- Live music and entertainers featuring local artists.
- Family-friendly activities for all ages.



Continued for 2026: we will be offering the opportunity to host, partner with us, and/or collaborate on public events in each of the city's neighborhood hubs throughout the month of June, subject to availability. If you are interested in hosting a 2SLGBTQIA+ event please contact us at events@surreypride.ca and mandmxv@gmail.com

By sponsoring the Surrey Pride Festival, you are showing that you support the 2SLGBTQIA+ communities becoming more visible in the second largest city in British Columbia. As well as affirming that you and/or your organization support/s the mandate and mission of the Surrey Pride Society, including SOGI 123.

Media Sponsorship

Please confirm what level of sponsorship you wish to be placed in. As a media sponsor of the Surrey Pride Festival 2026 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 Festival 2026, SYTYCD as well as recognition on our website.



Sponsor Agreement

General: The sponsor hereby agrees to sponsor the event SURREY PRIDE FESTIVAL described in the SPONSORSHIP PACKAGE of their choice. The Sponsor agrees to provide to SURREY PRIDE FESTIVAL the following in-kind services and/or pay the following: RAINBOW SPONSORSHIP \$15,000, - PLATINUM SPONSORSHIP - \$10,000,- RAINBOW SPONSORSHIP - \$5,000, GOLD SPONSORSHIP - \$2,500

In consideration therefore, SURREY PRIDE FESTIVAL shall provide Sponsor with the benefits described in the SPONSORSHIP PACKAGE OF THEIR CHOICE. SURREY PRIDE FESTIVAL may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment: Due as follows: on or before March 28 2026. Failure to pay fees when due may result in termination of this agreement. Representatives of SURREY PRIDE FESTIVAL– in this case M&M XV Productions - 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 FESTIVAL to be held at Central City Plaza, Surrey, BC.

License and Usage: Sponsor hereby grants SURREY PRIDE FESTIVAL 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 FESTIVAL agrees that the Proprietary Information will be used only in connection with the 2026 SURREY PRIDE FESTIVAL to provide the benefits set forth in the Package and such other benefits as Sponsor and SURREY PRIDE FESTIVAL may agree. SURREY PRIDE FESTIVAL'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 FESTIVAL; 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 FESTIVAL and their representative M&M XV Productions 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 FESTIVAL and their representative M&M XV Productions 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 FESTIVAL. Sponsor shall not terminate this agreement without the approval of SURREY PRIDE FESTIVAL.

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 _____ M&M XV Productions _____

Signature _____ Signature _____



Sponsor Application

Sponsorship Level:

Organization Name: _____

Contact Name: _____

Note: Please send your company / organization logo in original high definition colour and grayscale by email to mandmxv@gmail.com



You are encouraged to bring your own tent or booth structure for your space, if needed, to guard against the elements long as it fits within 10 feet by 10 feet. We can offer a contact, if needed, for acquiring a tent rental. No backs on any tents to prevent views.

Sponsorship Amount:

Cheque \$ _____

Make cheque payable to **M&M XV Productions**. If paying by cheque please reach out to arrange pick up or delivery.

e-Transfer \$ _____

Send e-Transfer to mandmxv@gmail.com 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 **AND** Event Organizer mandmxv@gmail.com
- b) Contact M&M XV Productions for collection.

Please note that receipt of both SPONSORSHIP APPLICATION & AGREEMENT are required to process.

The application **deadline** for all Surrey Pride 2026 sponsors is **March 28th 2026**, and the application **MUST** include your sponsorship amount.

Thank you!



Surrey Pride 2026 Contacts

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Event Organizer
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Jen Marchbank
Vendor Chair
marchbank.consultancy@gmail.com

(604) 356 0231

Jasmine Broeder
Treasurer
treasurer@surreypride.ca

Find Surrey Pride online!

www.surreypride.ca

Surrey Pride

@srypride

Surrey Pride Society recognizes that our work takes place on and that our livelihoods are nourished by the ancestral, traditional, and unceded territories of the q̓ic̓áy̓, q'w̓a:n̓l'əh̓, k'w̓ik'w̓əł̓əm, qiqéyt, SEMYOME, and x'w̓məθ̓k'w̓əy̓əm First Nations, and the ancestral and traditional territories of the sc̓awaθ̓anməsteyəx'w̓ First Nation.