

Sponsorship Package for the Surrey Pride Festival 2027

******Surrey Pride has contracted M&M XV Productions to produce all official events for 2027********

Invitation and Welcome

We at M&M 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 26 2027, 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 2027 we have again contracted M&M XV Productions to produce the annual Pride Festival and 2 other related events. Surrey Pride represents the2SLGBTQIA+ 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, Transgender, Queer, and Two Spirit + Communities.

It is estimated that 5000+ people attended Surrey Pride in 2026.
As we always do, we plan to highlight local talent with an emphasis on the LGBTQIA+ community.

This coming year Surrey Pride will be hosting 2 special events along with the festival. M & M Productions is the events' organizer. In April we will be hosting the 4th So YOU think YOU can DRAG. This event has community leaders performing in drag to raise funds for a charity of their choice. Surrey Pride Society will match the winner's total up to a maximum of $5000. In May we will be hosting our 3rd Annual Roof Top BBQ to kick off Pride Month. Tickets will be offered at no cost in those categories, number based on sponsorship category.

Our Facts

- Surrey Pride is a diverse team, and all the board members are volunteers.
- We have been in existence for 20 + years.
- 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 plaza, we had an attendance of 3,000. This past year (2026) we had an estimated attendance of 5000.

Sponsorship Opportunities

RAINBOW $15,000
This level of sponsorship is the highest available outside of the Presenting Sponsor (Prospera). In return we would offer you 10 tickets to each of So YOU think YOU can Drag scheduled for April 2027 and for our Kick off to Pride Rooftop BBQ at the Civic Hotel scheduled for the end of May. Your logo will be attached to all print and social media and will be located in a prime space at the Festival. This level of sponsorship guarantees hourly mentions on the mic at the Festival proper and acknowledgement as a sponsor at events leading up to the Festival

PLATINUM $10,000
Offers you 5 tickets to each of So YOU think YOU can Drag scheduled for April 2027 and for our Kick off to Pride Rooftop BBQ at the Civic Hotel scheduled for the end of May. Your logo will be attached to all print and social media and will be located in a prime space at the Festival. This level of sponsorship guarantees hourly mentions on the mic at the Festival proper and acknowledgement as a sponsor at events leading up to the Festival

DIAMOND $5000
Offers you 2 tickets to each of So YOU think YOU can Drag scheduled for April 2027 and for our Kick off to Pride Rooftop BBQ at the Civic Hotel scheduled for the end of May. Your logo will be attached to all print and social media and will be located in a prime space at the Festival. Mentioned twice throughout the Festival.

GOLD $2500
Offers you 1 ticket to each of So YOU think YOU can Drag scheduled for April 2027 and for our Kick off to Pride Rooftop BBQ at the Civic Hotel scheduled for the end of May. Your logo will be attached to all print and social media and will be located in a prime space at the Festival. Mentioned once throughout the festival.

****OF COURSE, AS IN THE PAST, WE CAN TWEAK SPONSORHIP LEVELS TO MATCH YOUR NEEDS***

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 2SLGBTQIA+
- Live music and entertainers featuring local artists.
- Family-friendly activities for all ages.

Continued for 2027: 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 2027 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 2027, 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,- DIAMOND SPONSORSHIP - $5,000, GOLD SPONSORSHIP - $2,500

In consideration therefore, SURREY PRIDE FESTIVAL shall provide the 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 February 28 2027. Failure to pay fees when due may result in termination of this agreement. Representatives of SURREY PRIDE FESTIVAL 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 TBA.

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 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 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 assign

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 the space you have been allocated. We can offer a contact, if needed, for acquiring a tent rental. No backs on any tents to prevent blocking the views of other booths.

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.comand include **sponsor and company/organization** in the note.

Instructions

Please return pages 4 through 6 with sponsorship amount to M&M XV Productions:

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 the SPONSORSHIP APPLICATION & the AGREEMENT are required to process.

The application **deadline** for all Surrey Pride 2027 sponsors is **February 28 2027**, and the application MUST include your sponsorship amount.

Thank you!

Surrey Pride 2027 Contacts

Martin Rooney
Event Organizer
mandmxv@gmail.com

Jen Marchbank
Vendor Chair
marchbank.consultancy@gmail.com

Jasmine Broeder
Treasurer
treasurer@surreypride.ca

(778) 888-3671

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 q̓icə̓y̓, q'ʷa:n̓ƛ'ən̓, kʷikʷəƛ̓əm, qiqéyt, SEMYOME, and xʷməθkʷəy̓əm First Nations, and the ancestral and traditional territories of the sc̓awaθənməsteyəxʷ First Nation.