

# SPONSORSHIP PACKAGE

2020



**KAMLOOPS**  
PRIDE

Kathryn McLaren Photography



# Greetings!



Thank you for taking the time to look through our 2019/2020 Sponsorship Package! My name is Nicole Stanchfield and I'm the President of Kamloops Pride. I'd first like to acknowledge the Secwépemc people and the unceded traditional territory of Secwépemc'ulucw, on which we hold this annual event.

The past year has been an important one for members of the lesbian, gay, bisexual, trans\*, queer/questioning and Two-Spirit (LGBTQ2S+) community. Locally, we commemorated 50 years since the decriminalization of homosexuality with a flag-raising, supported the installation of a rainbow crosswalk in downtown Kamloops and completed a needs assessment to better serve those in our community. At the national level, the Federal government is finally taking steps to end the harmful and dehumanizing practice of conversion therapy. As well, we see folks continue to challenge the Canadian Blood Services donation eligibility policies and we would like to extend our thanks to the folks at the TRU Students' Union for their advocacy on this issue.

With your support, Kamloops Pride and the annual Pride Week festivities can continue to march on for the equity of all.

With gratitude,

A handwritten signature in white ink that reads "Nicole Stanchfield".

**1,400+**



registered marchers  
in last year's parade!

**57**



groups

**37**



booths





# Helping out

We can't do this alone. That's where you come in! Join the list of businesses, organizations and individuals passionate about equity, diversity, inclusion and celebration of those who are different by becoming an official sponsor! Check out our sponsorship levels below. Email [info@kamloopspride.com](mailto:info@kamloopspride.com) to get the ball rolling!

## Rainbow (\$5,000+)

Rainbow sponsors will receive prominent logo placement on printed materials, mention in KTW's Pride Guide, sponsor banner displayed at events, social media shout out, free parade entry, logo on website and 14 complimentary Pride Week event tickets.

## Gold (\$3,000)

Gold sponsors will receive logo placement on printed materials, mention in KTW's Pride Guide, social media shout out, free parade entry, logo on website and 10 complimentary Pride Week event tickets.

## Silver (\$1,500)

Silver sponsors will receive mention in KTW's Pride Guide, social media shout out, free parade entry, logo on website and 6 complimentary Pride Week event tickets.

## Bronze (\$500)

Bronze sponsors will receive a social media shoutout, free parade entry and logo on website.

## In-kind

Kamloops Pride will work with in-kind contributors on an individual basis to determine sponsorship conditions.

# An entire week of fun

The downtown Pride Parade is just one part of our annual Kamloops Pride Week celebration. From inclusive art events like sign-painting and button-making, to meaningful panel discussions that tackle important issues and performances by top-tier drag artists and comedians, our schedule includes something for everyone. Your contribution allows us to add to the festivities that make Pride Week unforgettable!





show your true  
*colours*



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