



VERNON PRIDE 2024 SPONSORSHIP

Vernon Pride Week 2024 August 12-18th

**Sponsors are not only integral to our annual pride week!
With your donations, VPS will be able to foster peer support, education, community, visibility and networking for and with the 2SLGBTQIA+ people of the Greater Vernon area all year. We appreciate your commitment to inclusivity, diversity, and pride in Vernon!**

way', hello!

Vernon Pride Society thanks and acknowledges the Syilx Okanagan people who are the stewards of the unceded and ancestral lands on which Vernon Pride lives, learns, and operates.

kukwstsétsemc, thank you!



SPRINKLE
\$50

- social media shoutout



SPARKLE
\$100

- social media shoutout
- logo on website



FRIENDS OF PRIDE
\$500

- social media shoutout
- logo on website
- social media post w/ logo



RAINBOW
\$1000

- social media shoutout
- logo on website
- social media post w/ logo
- meet the sponsor post



DOUBLE RAINBOW
\$2500

- social media shoutout
- logo on website
- social media post w/ logo
- meet the sponsor post
- spoken shout out at events
- logo on promotional material



UNICORN
\$5000

- social media shoutout
- logo on website
- social media post w/ logo
- meet the sponsor post
- spoken shout out at events
- logo on promotional material
- logo on volunteer t-shirt

Definitions of Sponsorship Tier Incentives:

“Social Media Shoutout” - The donor will be mentioned (and tagged if they have social media) on social media in a story as a sponsor.

“Logo on Website” - The donor’s logo will be shared on our website under “sponsors”.

“Social Media Post w/ Logo” - The donor’s logo will be shared in a social media post along with the other donors in their same tier. There will be a separate post for each tier.

“Meet the Sponsor Social Media Post” - The donor will receive a dedicated social media post that includes a photo of them, their logo, and an optional blurb. These three items must be provided to Vernon Pride Society by August 1. The posts will be made after pride week has taken place.

“Spoken Shout Out at Events” - The donor’s name will be thanked as a sponsor during any pride week events where there is a speech from Vernon Pride.

“Logo on Promotional Material” - The donor’s logo will be featured on any digital promotional material (PDFs, schedules, etc). If received by July 15, the business logo or individual name will be featured on print promotional material as well.

“Name on Press Releases” - The donor’s name will be mentioned in any applicable press releases made by Vernon Pride regarding pride week schedules or details.

“Logo on Volunteer T-shirt” - The donor’s logo will be featured on the volunteer t-shirts for pride week.

Incentives for event sponsorship, in-kind sponsorship, and goods and services donations will be agreed upon on an individual basis according to their applicable tiers.



Vernon Pride Sponsorship Matrix

All sponsors will be reviewed by a small team at Vernon Pride to ensure that each sponsor aligns with our values, matrix, and the 2SLGBTQIA+ and intersecting communities.

Each sponsor does start with a blank slate and we trust that if you are applying to sponsor Vernon Pride, you are acknowledging that you do meet these requirements to the best of your knowledge. If there is any negative, proven incident submitted to us from the community in relation to these aspects, depending on the severity, Vernon Pride has the right to deny sponsors future involvement with pride if steps are not taken to rectify the situation.

We are always open to sharing knowledge and assisting in making local business more 2SLGBTQIA+ friendly.

- 1) This organization actively supports the 2SLGBTQIA+ community.**
- 2) This organization does not sell or advertise products that are harmful to the 2SLGBTQIA+ community.**
- 3) This organization has an active policy to support diversity based on gender identity/expression and orientation.**
- 4) To the best of this organization's knowledge, there has not been any reported incidents of discrimination to the 2SLGBTQIA+ community or any other marginalized community that has not been addressed and rectified.**
- 5) This organization is not partnered with any organizations that harm the 2SLGBTQIA+ community or any other marginalized community.**
- 6) This organization has policies and procedures to address xenophobia and racism.**
- 7) This organization's services are accessible to individuals of all disabilities.**