

À LA CARTE MENU (REVISED FOR FALL)

UPDATED

NEW! Understanding that businesses come in all shapes and sizes, we've introduced new "à la carte" items that will help us provide necessary materials and services for Pride, while giving your business the exposure by **putting your brand on or at the front of the service you choose.** **These options are available without a Core Sponsorship commitment.** Be sure to check out our core options as they come with many benefits you may want to consider.

SUPPORT OUR VOLUNTEERS	By sponsoring our volunteer shirts, supplies, food, and party, you help us ensure the very people responsible for being on the ground during Pride can look good, have the tools to do the job, be fed, and celebrate a job well done. Branding: Your logo will be printed or applied on volunteer shirts.	Volunteers \$600
SUPPORT LOCAL ARTISTS AND PERFORMERS	Pride believes in always providing monetary compensation for all artists, performers, speakers, and presenters. By sponsoring a performer, you'll help ensure our local talent can take centre-stage at this year's festival. Branding: Your business name will be mentioned with artist introductions.	One Act \$150
SANITIZATION STATIONS	Keeping our festival-goers safe is a priority. With your help, we can ensure there are enough hand sanitization stations throughout our festival. Branding: Your logo will be placed on bottles and/or stands.	Sanitize \$300 <small>NEW</small>
PRIDE LIVES HERE POSTERS	Help ensure Pride remains visible even when we're stuck at home. Queen City Pride will be distributing "Pride Lives Here" posters for free to the community and local businesses to put up on display. Branding: Your logo will be placed on the back of the poster.	Posters \$250 <small>NEW</small>
THE TOILETS	Let's face it, toilets aren't the most glamorous of spaces, and yet, they're integral to a successful festival experience. You'll be happy to see them when you need them, so why not be the brand that provides this essential service? Branding: Your logo on the outside of the door and poster/ad on inside.	Parade \$725
RAINBOW CROSSWALKS	Help us repaint the rainbow Pride and Trans crosswalks in downtown Regina. Our team of volunteers are excited to add a fresh coat of paint for the 2020 season. Your support will help cover the supplies and paint needed. Branding: Your business name will be mentioned in posts/acknowledgements.	Paint & Supplies \$800 <small>NEW</small>
STREET BANNERS	Queen City Pride is replacing 50 banners in the downtown area. This year's banners will include the designs of several identities that help represent our community. Help us fly our flags all over the city. Branding: Your business name will be mentioned in posts/acknowledgements.	\$100 Per Banner <small>NEW</small>

Double your Impact in 2020!

See the next page to learn about our ArtsVest grant and their match-funding opportunity.

Let's Work Together!



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Business / Arts

If you're considering a new partnership with Regina Pride or you're a returning partner wanting to do more with us, this is the year to do it!

New Sponsor

100% Cash
50% In-Kind

2016-2019 Sponsor

100% of Increase Cash
50% of Increase In-Kind

New Multi-Year Commitment

100% of Cash (1st year)
50% of In-Kind (1st year)

Returning Past Sponsor

75% of Cash
25% of In-Kind

For the 2020 Festival, we've been approved for the 'ArtsVest' match-funding grant provided by Business / Arts, a national charitable organization that shows the power of partnership between business and arts.

Your contributions could be matched, up to 100%[†], simply by signing on as a new partner or increasing your contributions from last year. Let's build stronger communities, together!

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REGINA PRIDE INC. and the QUEEN CITY PRIDE FESTIVAL (collectively, "QCP") have final discretion on all event, publication, and sponsor arrangements for official festival materials, and QCP will prioritize cultural integrity over revenue. All potential sponsors will be considered on their current and historic relationship with the LGBTQ community and on QCP's ability to best serve/represent them as a sponsor. QCP Board of Directors have final discretion over any presenting event or named award sponsor appointments.

À LA CARTE SPONSORSHIP is open to direct financial support and/or in-kind ("value-for-service") consideration and includes the benefits as listed.

1 - All sponsorship package costs are listed per-year.

† - The ArtsVest program outlines certain eligibility criteria for match-funding and not all of our partners/sponsors will be eligible. Matched funds provided by Business / Arts do not change a Sponsor/Partner's tier or value. Eg: ABC Sponsor providing \$2,500 cash (Silver) is not considered Gold because of a \$2,500 match from ArtsVest.



2020 À la Carte Partnership
August 30 to September 5, 2020

queencitypride.ca