



**JULY 19 - 28 2024**



**MUSKOKA PRIDE WEEK**

**2024 SPONSORSHIP PACKAGE**

[muskokapride.com](http://muskokapride.com)  
[muskokapride@gmail.com](mailto:muskokapride@gmail.com)

# WHO WE ARE



Muskoka Pride is a registered not for profit, volunteer led, organization promoting gender and sexual diversity and inclusiveness. Muskoka Pride plans and organizes annual Pride celebrations throughout Muskoka.

A grassroots 2SLGBTQ+ community event in 2009 has grown to 10 days of events across Muskoka. Attendance has risen to well over 2500 participants during the Week – including local residents, cottagers, and visitors to the region.

We reach an audience of thousands of followers through marketing, social media, and word-of-mouth.

We regularly welcome visitors from Simcoe County, Barrie, Kawartha Lakes, Haliburton, the Greater Toronto Area, across Ontario, nationally, and internationally.

Our annual Pride Week:

**Signature Events** include: the Disco Muskoka event in Huntsville, Flag raisings across Muskoka, a Drag Show in Gravenhurst, the annual Festival in Bracebridge, and our annual Pride Parade.

**2024 Pride Week** also includes the Pride Church service, mini-golf tournament, musical performances, comedy show, Rainbow Road Tour, & more.

We welcome you to join us in celebrating Muskoka Pride Week!

**Shoulder Season Events:** Muskoka Pride holds events year-round, and we would welcome the chance to speak with you about sponsorship opportunities for these events. **Drag Shows** are held during the year. A **Diversity Conference** may be held in the fall. We participate in **Santa Claus Parades and other Festivals**. The **Muskoka Queer Film Festival** is held annually in the spring.

## OUR REACH (2023 STATS)



PRIDE WEEK ATTENDEES	2,500+	WEBSITE VISITS	12,000
SPONSORS	20+	WEBSITE VISITS (JULY)	5,000
TWITTER REACH	26,000	FACEBOOK REACH	220,000
TWITTER REACH (JULY)	10,000	FACEBOOK REACH (JULY)	50,000
TWITTER FOLLOWERS	890	FACEBOOK FOLLOWERS	4,400
INSTAGRAM FOLLOWERS	2,150	INSTAGRAM REACH (JULY)	23,000

**2024 Muskoka Pride Sponsorship Package**



# STATISTICS

Muskoka Pride conducts a post-Pride survey to get a better understanding of our Festival attendee demographics. Our survey found:

**96%** were more likely to shop at a Muskoka Pride sponsor

**99%** would recommend Muskoka as a tourist destination

**41%** were visiting from outside Muskoka

**96%** of tourists said they would return to Muskoka again

**38%** have children

**2-3** the average number of nights spent on vacation

**\$600** the average spent on a weekend vacation

**\$1700** the average spent on a week vacation.

**Restaurants, Attractions, Festivals, Scenic/Nature, & Water activities** are among the top things 2SLGBTQ+ tourists enjoy in Muskoka

## 2SLGBTQ+ TRAVEL

- The 2SLGBTQ+ travel market is worth \$12 billion in Canada
- The 2SLGBTQ+ population has a higher disposable income than the general public
- 2SLGBTQ+ travellers spend 7 times as much per trip compared to others
- 2SLGBTQ+ travellers travel more frequently than others
- In 2023, Canada is ranked as the safest destination for 2SLGBTQ+ travellers
- 83% of 2SLGBTQ+ travellers believe Canada to be a place that goes out of its way to welcome them

**2024 Muskoka Pride Sponsorship Package**

# SPONSORSHIP LEVELS

	PRESENTING SPONSOR \$7,500+	SIGNATURE SPONSOR \$5,000+	SILVER SPONSOR \$2,000+	BRONZE SPONSOR \$1,000+	SUPPORTING SPONSOR \$500+	SUPPORTER \$250+
Speaking Opportunities	✓	✓				
Named as Festival Title Sponsor in promotional materials	✓					
Named as Title Sponsor for Signature Events in promotional materials		✓				
Named as Event Sponsor of a selected (non-signature) event in promotional materials			✓	✓		
Verbal Recognition at events	✓	✓	✓			
Prominent Logo placement on front page of Website	✓	✓	✓			
Logo on Pride Week poster	✓	✓	✓	✓		
Dedicated Social Media Posts	4	3	2	1		
Prominent position in Pride Parade	✓	✓	✓	✓		
20' x 10' Booth Space at Festival main event	✓	✓				
10' x 10' Booth Space at Festival main event			✓	✓		
Full-Colour Ad in Pride Guide	Back Cover	Full Page	Half Page	Quarter Page	Listing	
Logo on a banner at Festival Main event	✓	✓	✓	✓	✓	
Logo and hyperlink on sponsorship webpage	✓	✓	✓	✓	✓	✓

## ADVERTISE IN THE PRIDE GUIDE

1/4 page ad: \$100  
1/2 page ad: \$150

Full page ad: \$300  
Full page ad (inside cover): \$400

We welcome cash or in-kind donations.

## To discuss sponsorship:

**Merv Taylor-Morin – President**  
**705-641-8535    mtm691953@gmail.com**

Muskoka Pride

P.O.Box 253

Bracebridge, ON P1L 1T6

E-transfers can be made to:  
**muskokapride@gmail.com**