



JULY 18 - 26 2020



MUSKOKA PRIDE WEEK

2020 SPONSORSHIP PACKAGE

muskokapride.com
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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 the annual Pride celebrations throughout Muskoka.

What started as a grassroots LGBTQ+ community event in 2009 with 26 participants has grown to be a 9-day Week of events across all 6 municipalities of Muskoka. Attendance has risen to over 2000 participants during the Week – including local residents, cottagers, and visitors to the region.

The Pride Week reaches an LGBTQ+ and LGBTQ-friendly audience of several thousand followers through marketing, social media, and word-of-mouth.

We regularly welcome followers from across Ontario and beyond. Our core participation outside Muskoka comes from regions like Simcoe County, Barrie, Kawartha Lakes, Haliburton, and the Greater Toronto Area.

Our 12th annual Pride Week builds on and celebrates the success of the past 11 years.

Signature Events include: the 8th annual Launch event in Huntsville, Flag raisings in all municipalities, a Drag Show in Gravenhurst, the 12th annual Festival in Bracebridge, and our 3rd annual Pride Parade.

The **2020 Muskoka Pride Week** also includes the Pride Church service, Bala Pride-BQ, mini-golf tourney, & more. We welcome you to join in the Muskoka Pride Week celebrations.

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 in December and March. In 2020 we are planning a **music concert** in the fall (tentatively scheduled for October). A **Diversity Conference** is held in the late fall. We participate in six **Santa Claus Parades**. In spring we hold the **Muskoka Queer Film Festival**.

OUR REACH (2019 STATS)

PRIDE WEEK ATTENDEES	2,000+	WEBSITE VISITS	12,082
SPONSORS	40+	WEBSITE VISITS (JULY)	5,017
TWITTER REACH	95,300	FACEBOOK REACH	1,337,259
TWITTER REACH (JULY)	34,100	FACEBOOK REACH (JULY)	338,650
TWITTER FOLLOWERS	826	FACEBOOK LIKES	2,700
INSTAGRAM FOLLOWERS	1,188		

2020 Muskoka Pride Sponsorship Package



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

98% were more likely to shop at a Muskoka Pride sponsor

99% would recommend Muskoka as a tourist destination

32% were visiting from outside Muskoka

91% 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

Top 5 things LGBTQ tourists enjoy in Muskoka

LGBTQ TRAVEL

- The LGBTQ travel market is worth \$9.4 billion in Canada
- The LGBTQ population has a higher disposable income than the general public
- LGBTQ travellers spend twice as much per trip compared to others
- LGBTQ travellers travel more frequently than others
- Canada is 5th in the world as an LGBTQ travel destination
- 83% of LGBTQ travellers believe Canada to be a place that goes out of its way to welcome them

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SPONSORSHIP LEVELS

	PRESENTING SPONSOR \$2,000+	SIGNATURE SPONSOR \$1,000+	EVENT SPONSOR \$500+	SUPPORTING SPONSOR \$250+	SUPPORTER \$100+	DONOR Under \$100
ONLINE EXPOSURE						
Listing on sponsorship webpage	✓	✓	✓	✓	✓	✓
Listing on sponsorship webpage with hyperlink	✓	✓	✓	✓	✓	
Listing on sponsorship webpage with logo and hyperlink	✓	✓	✓	✓		
Prominent logo placement on front page of website	✓	✓				
Title sponsor placement on front page of website	✓					
BRAND EXPOSURE						
Name on Sponsorship poster at annual Festival	✓	✓	✓	✓	✓	✓
Logo on Sponsorship poster at annual Festival	✓	✓	✓	✓		
Logo on Pride Week poster	✓	✓	✓			
Business promoted through our social media networks	✓	✓	✓			
Promotional banner at signature events	✓	✓				
Named as an event sponsor of a selected (non-signature) event on press releases & other marketing/promotional materials			✓			
Named as an event sponsor of a selected signature event on press releases & other marketing/promotional materials		✓				
Named as a Festival title sponsor on press releases & other marketing / promotional materials	✓					
RECOGNITION IN PRIDE GUIDE						
Alphabetical listing on Sponsorship Page	✓	✓	✓	✓		
1/4 page ad			✓			
1/2page ad		✓				
Full page ad	✓					

ADDITIONAL ADS IN PRIDE GUIDE

1/8 page ad:	\$ 50
1/4 page ad:	\$ 75
1/2 page ad:	\$100
Full page ad:	\$200
Full page ad (inside cover):	\$300
Full page ad (outside back cover):	\$400

IN-KIND SPONSORSHIP

Muskoka Pride welcomes the opportunity to partner with you in whatever capacity that works best! If you are interested in sponsoring in-kind, please contact us to find out more and discuss the sponsorship opportunities.