



**JULY 18 - 26 2026**



**MUSKOKA PRIDE WEEK**

**2026 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 9 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 Gay AF comedy show, Flag raisings across Muskoka, several Drag Shows throughout Muskoka, the annual Festival in Bracebridge, and our annual Pride Parade.

**2026 Pride Week** also includes a church service, boat parade, musical performances, a film screening, educational events & more.

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

**Muskoka Queer Film Festival** screenings will be held monthly, April through July. Talk to us about opportunities to be the MQFF Presenting Sponsor, an Award Sponsor, or to sponsor a monthly screening.

## OUR REACH (2025 STATS)



PRIDE WEEK ATTENDEES	2,900+	WEBSITE VISITS	13,000
SPONSORS	30+	WEBSITE VISITS (JULY)	3,700
INSTAGRAM REACH	350,000	FACEBOOK REACH	720,000
INSTAGRAM REACH (JULY)	89,000	FACEBOOK REACH (JULY)	115,000
INSTAGRAM FOLLOWERS	3,000	FACEBOOK FOLLOWERS	4,600

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# STATISTICS

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

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

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

**43%** 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

**\$700** the average spent on a weekend vacation

**\$2100** 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 was 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

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# 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 a Signature Event 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      Full page ad: \$300  
 1/2 page ad: \$150      Full page ad: \$400  
 (inside cover)

## SPONSOR Muskoka Queer Film Festival

Presenting Sponsor: \$1000      **ADVERTISE IN THE PROGRAM:**  
 Sponsor a Screening: \$300      1/8 page: \$50      1/4 page: \$75  
 Sponsor an Award: \$200      1/2 page: \$100  
*Sponsorship Includes logo on promotional material and 4 free tickets*

We welcome cash or in-kind donations.

## To discuss sponsorship:

Email [sponsor@muskokapride.com](mailto:sponsor@muskokapride.com)

Muskoka Pride

P.O.Box 253

Bracebridge, ON P1L 1T6

E-transfers can be made to:  
[muskokapride@gmail.com](mailto:muskokapride@gmail.com)