



Yellowknife NWT Canada | August 10th - 13th 2017

## NWT Pride 2017 Sponsorship Opportunities

Dear Potential Sponsor,

Thank you for interest in becoming a sponsor for NWT Pride's annual Pride Festival happening August 10<sup>th</sup>-13<sup>th</sup>, 2017. The NWT Pride Festival is a celebration of the diversity LGBTQ2+ communities of the Northwest Territories. Since our founding six years ago, NWT Pride has continued to raise the bar for diversity, acceptance, and inclusion in Yellowknife. Through our work, LGBTQ2+ communities across Canada recognize Yellowknife to be a safe and welcoming place for people of all sexualities and genders.

The theme for the 2017 NWT Pride Festival is *Bare It All*. *Bare It All* is about finding the safety and freedom to express our truest selves – to be who we want to be, to celebrate ourselves, and to share our stories in hopes of inspiring others to also live their truths. NWT Pride is dedicated to being a safe space for everyone to proudly be themselves and to share their stories with others, thereby encouraging conversation, acceptance, and self-expression.

Every year, the NWT Pride Festival attracts nearly 1,500 guests over the weekend events, and redistributes roughly \$45,000 back into the Yellowknife economy. We have updated our sponsorship program this year to offer companies and organizations like yours unique opportunities to invest in NWT Pride and increase market exposure.

On behalf of the NWT Pride Board of Directors, I invite you to consider joining our sponsorship program and supporting us to fight discrimination, provide a safe, accessible and inclusive festival for the LGBTQ2+ community and our allies, and celebrate LGBTQ2+ arts and culture in the NWT. I look forward to the possibility of working with you for NWT Pride 2017!

Best regards,

Jackie Siegel

President

nwtpride@gmail.com



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## Sponsorship Program

	Birch \$250	Ptarmigan \$500	Aurora \$1,000	Gold \$2,500	Diamond \$5,000	Rainbow \$10,000
Speaking opportunity at Pride Gardens						•
Speaking opportunities at Rainbows in the Park					•	•
Placement of banners at Festival events					•	•
Prominent logo placement on all printed and digital publications					•	•
Logo placement on Festival banners and advertisement				•	•	•
Thank you on Festival stages			•	•	•	•
Logo placement on Festival schedule		•	•	•	•	•
Logo placement on Festival poster	•	•	•	•	•	•
Logo placement on website for one year	•	•	•	•	•	•
Use of the official NWT Pride logo	•	•	•	•	•	•

### IN-KIND DONATIONS

All in-kind product and service donations will be valued at 100% cash value.

### VOLUNTEER HOURS

Support us by providing volunteers! We will value every hour of volunteer service at a \$30 cash value.

### WANT MORE INFORMATION?

Contact us at [nwtpride@gmail.com](mailto:nwtpride@gmail.com)