



VANCOUVER
PRIDE
SOCIETY

Partner with Pride 2017

better
together.





WELCOME TO VANCOUVER PRIDE

The **Vancouver Pride Parade and Festival** is a world-class event attracting close to a million participants annually during our full season. We are the most visible LGBTQ+ event in Western Canada and our Parade boasts the 8th largest attendance among global Prides. Our prominence has made it possible to promote social issues faced by the LGBTQ+ community and ensure the dialogue for change continues to reflect ongoing challenges at home and abroad.

What started as a small protest march has grown to include five signature events during Pride month in July. The **Vancouver Pride Society** works directly with 20 official community partners to enhance our event season. This collaborative work ethic has

immeasurable impact on the LGBTQ+ community and allows us to develop future leaders. By standing together in solidarity with corporate and government agencies, **Vancouver Pride** has become a recognizable force in the region.

As we march through the streets of Vancouver with our rainbow flags, feather boas & costumes, we must remember that during the other 364 days of the year, walking down those same streets with the people we love still takes a great deal of courage. **Vancouver Pride** understands that equality written into law is far from equality in our daily lives. We are actively engaged year round in outreach and educational initiatives with other LGBTQ organizations throughout the province.

Photo credit: Ziyang Zhang



Last season, **Vancouver Pride** enhanced the Family Fun Zone with the help of our partners. This area is now ready for its own programming and we plan to include roving entertainers and musical buskers.

Providing accessibility options at our events continues to be a priority for the society including ASL interpretation at our all festival stages and descriptive narration during the parade. However, we are receiving more demand for special access programming. Vancouver Pride will be looking to our partners for additional support to improve services along the parade route at Alexandra Park including shade tents and dedicated on-site hosts. With the help of our partners, these programs will return in 2017 and we will work to create brand impact.

Updates to the **VPS** website and app platform were completed on schedule last season. Our technology partner is offering innovative updates for the 2017 season including geo-fence messaging, digital publishing of the Official Pride Guide and Parade Voting system via APP

platform. We are integrating a third party platform that will allow us to improve rotation of digital ads and provide detailed reporting.

Our enhanced web & app system allowed community groups to publish their own events and news posts; which resulted in more content and significantly higher web traffic. The next stage in our web/app strategy is to showcase LGBTQ organizations and invite Queer writers to submit stories throughout the year. We understand that sponsors want to be a part of the community dialogue and wear the colors of pride. VPS digital mediums provide numerous ways to get your message across and connect with our fan base.

Vancouver Pride constantly strives to develop innovative ways to enhance the festival experience while showcasing our Partners as global leaders. The **VPS** team is dedicated to working with you to develop distinct opportunities to promote your brand. Our Partnership Coordinator can help determine which events are the right fit for your company.

2017 PARTNERSHIPS at a glance

There are many ways to partner with **VPS** and our **2017 Partnership Matrix** provides a general overview of the benefits. Our team is excited to work with you and can develop a custom program to position your brand across our mediums.

	Gold	Silver	Bronze	Rainbow
Advertising and Promotion	\$28,000	\$18,000	\$14,000	\$6,500
Exclusivity in business category and first right of refusal	●			
Banner at all signature Pride events	Multiple	Three	Two	One
Logo placement in print media buys	●	●	●	
Logo placement on pride transit posters	●	●	●	
Pride Guide ad	1/2 page	1/4 page	50% off	25% off
Feature in VPS monthly newsletter	3 per year	2 per year	1 per year	1 per year
Full use of VPS logo	●	●	●	●
Awareness and Recognition				
Thank-you on Festival Stages	peak hours	peak hours	peak hours	non-peak hours
Logo placement on Pride event posters	●	●	●	●
Partner feature page on VPS web	●	●	●	
Exposure on Pride mobile app	●	●	●	●
Digital ad on Pride mobile app & website	●	●	●	●
Exposure on volunteer shirts & ID badges	●	●	●	●
Exposure on Pride website	●	●	●	●
Exposure on all Partner recognition ads	●	●	●	●
Event Activation				
Pride Parade Entry	Free	50% off	35% off	25% off
Sunset Beach Festival - Vendor booth	10x10	50% off	35% off	25% off
Vendor booth O Davie St, Picnic in Park or East Side Pride	10x10	10x10	10x10	roving team
Option for product placement in 400 volunteer gift bags	●	●	●	●
Event tickets for Official Pride Events	8	6	4	2



Additional partnership opportunities

Pride Guide Advertising

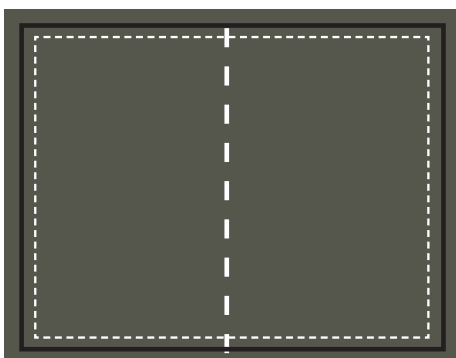
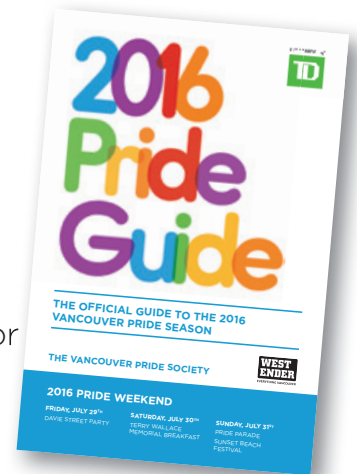
The **Official Pride Guide** is the premiere publication of Vancouver's world class Parade and Festival. We pack the guide with stories and features written by members of the Queer Community as well as exclusive information about the outdoor festivals, stage line-ups and LGBTQ visitor attractions. It's the only guide circulated around Vancouver at official Pride events and marquis festivals.

Last year the **Vancouver Pride Society** joint ventured with the Westender as exclusive publisher of the **Official Pride Guide**. We produce a quality publication and support it with an advanced distribution of 15,000 within the downtown core, Commercial Drive area and New Westminster. Additional distribution channels included

hotel partners, Tourism Vancouver centers and select TD branches. For 2017 we are considering a larger production run and expanding content to handle the large demand for community event listings.

Advertising in the **Official Pride Guide**

promotes your business and directly supports **Vancouver Pride Society** with profits going to enhance our Accessibility Programming. Ask about COMBO advertising rates and promote your image on VPS website & mobile app platforms. During the off season **Vancouver Pride** will offer WRAP around ad campaigns on our website home page.



2 PAGE SPREAD: \$4,495

Trim: 10.5" wide x 8" tall

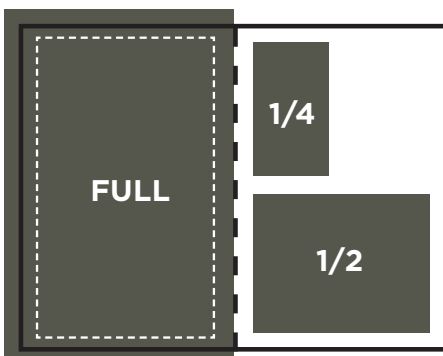
Safe Image Area: 10" wide x 7.5" tall, plus a 0.5" strip down the centre to account for page break

Bleed: 0.25"

SPONSORED CONTENT: \$4,995

Trim: 10.5" wide x 8" tall

Westender provides an editorial write-up and professional photography on your business.



QUARTER PAGE: \$675

2.29" wide x 3.58" tall

HALF PAGE: \$1,295

4.75" wide x 3.58" tall

FULL PAGE: \$2,495

Trim: 5.25" wide x 8" tall

Safe Image Area:
4.75" wide x 7.5" tall

Bleed: 0.25"

To book your ad, contact **Glenn**, our Partnership Coordinator, at **604-687-0955 ext 104** or prideguide@vancouverpride.ca



Pride Youth Scholarships

There are many ways to support the community and **Vancouver Pride** has teamed up with LOUD business to create our **Pride Youth Scholarship Program**. During the LOUD Gala event in June (2016), three outstanding individuals each received a \$2000 grant.

In 2016 the Society worked with a select group of LGBTQ friendly businesses to develop in-store campaigns that supported our fundraising goals. **VPS** promoted all these initiatives through our Pride mediums and in some cases additional media advertising was included. This season **VPS** is looking to joint venture with official Fundraising Partners to build awareness and raise funds for **Pride Youth Scholarships**.



We would love to discuss how to structure a cause marketing campaign that drives traffic and creates engagement for your business. Donations are tax deductible and 100% of proceeds fund **Pride Youth Scholarships**. Ask about how your organization can create a tax incentive through a retail campaign or employee funded micro-grant program.

Photo credit: Derek Bedry/Daily Xtra



Demographic Reach

Since 2013, **Vancouver Pride** has teamed up with Sentis Measuring to determine trends at our festival sites. Here are some of the highlights:

Gender	2013	2014	2015	2016
Male	58%	56%	54%	52%
Female	42%	44%	46%	48%

Age	2013	2014	2015	2016
15-24	28%	19%	23%	29%
25-34	44%	27%	33%	30%
35-44	4%	22%	24%	19%
45-54	13%	14%	12%	14%
55-64	7%	11%	5%	6%
65+	4%	7%	3%	2%

Transportation	2013	2014	2015	2016
Bicycle	6%	8%	15%	9%
Drive	22%	12%	6%	11%
Transit	28%	33%	30%	37%
Walk	13%	14%	12%	14%

Attendance Group	2013	2014	2015	2016
1 person	26%	31%	24%	14%
2 -4 people	64%	51%	62%	71%
5-8 people	11%	17%	14%	15%

Attendance Trend	2013	2014	2015	2016
Yes, have been before	41%	55%	63%	56%
No, this is first time	59%	45%	37%	44%

Festival Experience*	2013	2014	2015	2016
Overall experience	8.38	8.63	8.67	8.48
Likely to recommend to family & friends	8.77	9.25	9.10	8.98

*Scale of 1-10

Photo credit: Mikul Culver



The power of partnering with Pride

EVENT REACH

Estimated attendance based on a turn-over of 2.5 times.

PARADE:	550,000	PICNIC IN PARK:	1,200
SUNSET BEACH:	165,000	UNTOXICATED:	3,000
BLOCK PARTY:	18,000		

Estimated total direct & social media reach 2016:

915,000+

WEB REACH

Online at vancouverpride.ca

TOP WEEK JULY

2016 - TOTAL UNIQUE:	156,296	83,000
2016 - WEB SESSIONS:	216,822	109,000
2016 - PAGE VIEWS:	433,990	220,000

DIGITAL AD REACH

Via VPS web & mobile app platforms

2016 - Pride season impressions:	1,361,585
2016 - Average campaign impressions:	68,069
2016 - Average click-through rate:	0.03%

SOCIAL REACH

Via Facebook & Twitter

2016 Top reach - targeted FB:	25,728
2016 Top reach - organic FB:	31,203
Top monthly reach - Twitter:	342,000
Top weekly reach - Twitter:	214,500

Google Searches

Vancouver Pride continues to be the most searched summer festival in Vancouver, The Celebration of Lights, which hosts their events during Pride week, receives less than 50% of the searches that VPS receives.

At the peak of Vancouver Jazz Festival, they receive less than 35% of the Google searches Pride receives during its peak.

Comparative analysis of Google searches for prominent festivals in Vancouver



3 year Average
2013 - 2015



The power of partnering with Pride

FACTS AND FIGURES

Partnering with Pride is not only the right thing to do but it is also good for business:

- **95%** of consumers said they are more likely to switch brands to support a cause
- **94%** of consumers say companies need to address human rights
- **66%** said my opinion of a company is "More positive" after learning of their pride partnership
- **87%** said they are more likely to support a business that partners with pride
- **76%** said they take note of Pride Partners for future reference
- **41%** said they consider Pride Partners when making relevant purchases
- **71%** of LGBT consumers said they are likely to remain loyal to a brand that is supportive of the queer community, even if comparable, cheaper, and more convenient options are available.

THE VALUE OF YOUR INVESTMENT

- Activate Future Customers – Sample your product
- Diversify Your Visibility – LGBTQ+ & our allies
- Build momentum for your cause
- Integrated Year-round Partnership – Cross Media and Cross Events
- Increase Brand Recognition – Get them to connect online
- Employment Opportunities – Increase staff volunteerism

Stats compiled by TheSocialSkinny.com

On average, a
Facebook user has
160 friends

The average Facebook
fan of Vancouver Pride
has
535 friends

OUR VALUES

- Human Rights
- Inclusiveness
- Volunteerism
- Individual Potential
- Partnership
- Transparency
- Sharing Knowledge

*Photo credit: Ziyang Zhang (left) and
Jen Gauthier (right)*

**To get involved as an Official Partner, contact Glenn at
604-687-0955 ext 104 or Partnerships@vancouverpride.ca**

Media campaigns

Over the past three years the **Vancouver Pride Society** has received solid coverage in the market due to the support of our Media Partners. During the 2016 Pride season VPS had access to almost \$250,000 of in-kind media coverage. We purchased additional media ad space from select media partners at a non-profit rate.

Publication insert dates:

Daily Hive – Pride Week content plus on-line contesting generating 50,000+ page views*

Metro News – Pride Weekend edition July 22 including extended editorial content.

Half page ad insert with logo exposure for Bronze to Presenting Partners.

Westender – Weekly edition July 21, 28 & August 4 issues*
Pre-Pride advertising inserts with logo exposure Bronze to Presenting Partners
Post-Pride advertising inserts with logo exposure for ALL Partners.

TV campaign (30 second spots) Prime Time & Run of Schedule

CTV Vancouver – incl presenting partner logo*
Appx 4 to 6 spots per day x 14 days**
Live “weather hit” plus promo team at Davie Street block party

Global & BC1 – promo with presenting partner mention*
Appx 4 to 6 spots per day x 14 days**

OUT TV – promo with presenting partner mention
Appx 4 to 6 spots per day x 10 days
Parade Re-broadcast – 3 airings

Shaw Cable: promo with presenting partner mention*
Appx 4 to 6 spots per day x 14 days**
LIVE Streaming of Parade including internet simulcast.
Parade Re-broadcast – 2 airings

Radio campaigns produced promos & live liners

Roundhouse Radio 98.3: Promo campaign incl paid 3 week ad campaign***

Week 1: Pride Premiere incl mention for presenting partner
Week 2: Davie Street incl mention for event partners
Week 3: Davie Street incl mention for event partners

KISS FM: Promo campaign incl appx 4 mentions per day x 3 weeks***

Live broadcast during Davie Street block party + promo team at Sunset Beach 19+ zone

The Fox 99.3: Promo campaign incl appx 3 mentions per day x 2 weeks*

AM980 CKNW: Promo campaign incl appx 3 mentions per day x 2 weeks*

QM/FM 103.5: Promo campaign incl appx 3 mentions per day x 2 weeks*

The Peak 102.7: Promo campaign incl appx 3 mentions per day x 1 week*

Outfront Media:

Transit shelter campaign – July
15 faces – Metro Vancouver
Average daily reach: 130,000
Campaign reach: 3,648,736

38th Annual Vancouver Pride

Sunday, July 31st
11am - 6pm • Sunset Beach

2016 PRIDE SEASON EVENTS

July 24 Pride Run & Walk + Picnic
July 25 Pride Proclamation
July 29 Davie Street Party
July 30 Terry Wallace Memorial Breakfast
July 31 Pride Parade
July 31 Sunset Beach Festival

FIND OUT MORE:

vancouverpride.ca
facebook.com/vancouverpride
twitter.com/vancouverpride

Presented By:



* Web coverage & social media

** Editorial – Community Calendar – News Crawler & web coverage

*** Social media – Newsletter – Web coverage – Studio interview & Parade Reports