

SPONSORSHIP OPPORTUNITIES  
**PRIDE WEEK 2017**  
[www.centralabpride.ca](http://www.centralabpride.ca)

# CENTRAL ALBERTA PRIDE SOCIETY

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Central Alberta Pride Society was founded in 2012 to bring LGBTQ+ awareness and community to Red Deer and surrounding areas. The name was intentionally chosen to be inclusive of urban and rural areas surrounding Red Deer, recognizing that LGBTQ+ people exist beyond city limits.

*Our mission is to strengthen our community and cultivate social change through support, awareness and education.*

*Our vision is a safe community that values, embraces and celebrates Central Alberta's diversity.*

## PRIDE WEEK: AUGUST 13 - 20, 2017

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**CENTRAL ALBERTA PRIDE WEEK** is packed full of fun events, most of them family friendly, to welcome members of our Community as well as friends, family, and allies to participate in fun, social activities and to foster a sense of pride and community in Central Alberta. Here's this year's schedule of events:

- **WORSHIP** Sunday, August 13 @ Gaetz United Church | 10:30 a.m.
- **PRIDE IN THE PARK** Sunday, August 13 @ Bower Ponds | 11 a.m. - 5 p.m.  
Mayoral Proclamation, live music, food trucks, fun and games for the whole family
- **RAINBOWLING** Thursday, August 17 @ Heritage Lanes | 6 p.m.  
Family friendly bowling night
- **FAIRY TALES QUEER FILM FESTIVAL** Friday, August 18 @ Welikoklad Event Centre | 7 p.m.  
Double feature of queer films
- **DRAG SHOW & DANCE** Saturday, August 19 @ Sheraton Hotel Red Deer | Doors @ 7, Show @ 8  
Featuring some of Alberta's most talented drag queens
- **"RECOVERY" FRUIT FLOAT** Sunday, August 20 @ Bower Ponds | Launch @ 12 p.m. NOON  
A family friendly float down the Red Deer River



# SPONSORSHIP OPPORTUNITIES \* Sponsorship may be cash or V.I.K. (Value-In-Kind)

|   |          |  |
|---|----------|--|
| Presenting Sponsor:<br><b>CENTRAL ALBERTA PRIDE WEEK</b>      | \$10,000 | <ul style="list-style-type: none"> <li>Naming rights for <b>Central Alberta Pride Week</b></li> <li>Sponsor name in all advertising and logo on all print material</li> <li>Recognition at Platinum Level</li> </ul>       |
| Presenting Sponsor:<br><b>PRIDE IN THE PARK</b>               | \$5,000  | <ul style="list-style-type: none"> <li>Naming rights for <b>Pride in the Park</b> event</li> <li>Signage at event, name on print material, mentions from the stage</li> <li>Recognition at Silver Level</li> </ul>         |
| Presenting Sponsor:<br><b>RAINBOWLING</b>                     | \$1,000  | <ul style="list-style-type: none"> <li>Naming rights for <b>RAINBOWling</b> family bowling event</li> <li>Signage at event</li> <li>Recognition at Bronze Level</li> </ul>   |
| Presenting Sponsor:<br><b>FAIRY TALES QUEER FILM FESTIVAL</b> | \$1,000  | <ul style="list-style-type: none"> <li>Naming rights for <b>Fairy Tales Queer Film Festival</b></li> <li>Signage at event</li> <li>Recognition at Bronze Level</li> </ul>  |
| Presenting Sponsor:<br><b>DRAG SHOW &amp; DANCE</b>           | \$5,000  | <ul style="list-style-type: none"> <li>Naming rights for <b>Drag Show &amp; Dance</b> event</li> <li>Signage at event, name in print material, mentions from the stage</li> <li>Recognition at Gold Level</li> </ul>       |
| Presenting Sponsor:<br><b>PRIDE WEEK VOLUNTEERS</b>           | \$2,000  | <ul style="list-style-type: none"> <li>Official <b>Volunteer Sponsor</b> for Central Alberta Pride Week</li> <li>Exclusive logo opportunity on front of volunteer t-shirts</li> <li>Recognition at Silver Level</li> </ul> |

| RECOGNITION   | PLATINUM  | GOLD              | SILVER            | BRONZE            | FRIEND        | SUPPORTER   |
|---|-----------|-------------------|-------------------|-------------------|---------------|-------------|
|   | \$10,000+ | \$5,000 - \$9,999 | \$2,500 - \$4,999 | \$1,000 - \$2,499 | \$500 - \$999 | Under \$499 |
| Acknowledgement in media releases and radio ads           | ●         | ●                 |                   |                   |               |             |
| Logo on Pride Week promotional posters                    | ●         |                   |                   |                   |               |             |
| Company listing on Pride Week promotional posters         |           | ●                 | ●                 | ●                 |               |             |
| Logo on volunteer t-shirts                                | ●         | ●                 |                   |                   |               |             |
| Company listing on volunteer t-shirts                     |           |                   | ●                 | ●                 |               |             |
| 10 x 10' space at Pride in the Park event                 | ●         | ●                 | ●                 |                   |               |             |
| Banner display opportunity during Pride in the Park event | ●         | ●                 | ●                 | ●                 | ●             | ●           |
| Social media mentions during Pride Week                   | ●         | ●                 | ●                 | ●                 | ●             | ●           |
| Link to company website on CAPS website                   | ●         |                   |                   |                   |               |             |
| Acknowledgement in post-event marketing                   | ●         | ●                 | ●                 | ●                 |               |             |

# THANK YOU





## to our generous 2016 sponsors

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TD Canada Trust  
Candy Coated Photography & Design Studio  
Revera Retirement Living  
Stantec

|                                       |                                |
|---------------------------------------|--------------------------------|
| Little Ice Cream & Soda Shoppe        | Troubled Monk Brewery          |
| Babycakes Cupcakery                   | Sandman Hotel                  |
| Turning Point                         | Uptown Parties & Balloons      |
| The City of Red Deer                  | Harley Davidson Gasoline Alley |
| Red Deer Museum + Art Gallery         | Paper2Petals                   |
| Golden Circle Seniors Resource Centre | Alberta Federation of Labour   |
| International Beer Haus & Stage       | Alberta Teachers Association   |
| Heritage Lanes                        | Big 105.5                      |
| Bull Skit Comedy                      | 106.7 The Drive                |
| Royal Canadian Legion                 | Sunny 94                       |
| Red Deer Public Library               | rdnewsNOW                      |
| Downtown Business Association         | Red Deer Express               |
| Hudson's Candas Pub                   | Red Deer Advocate              |
| Dance Traxx Studios                   | Lacombe Globe                  |
| ABC Country Restaurant                | CTV                            |
| Radio-Canada Television Calgary       | CBC Radio Calgary              |
| Super 8 Motel                         | Shaw Cable Red Deer            |
| Lethbridge Pride Society              |                                |



 /RedDeerPrideDays  
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