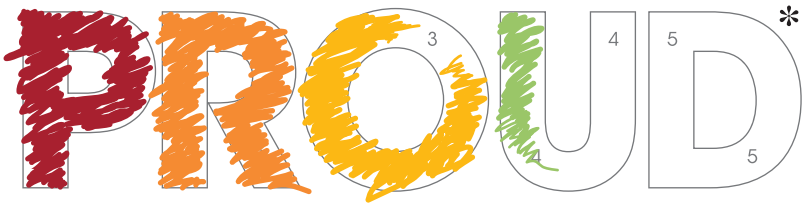




victoria pride society

# 5 SIMPLE STEPS TO BEING



# STEP 1

## GET TO KNOW US

and what we do.

The Victoria Pride Society was born from a casual picnic in Beacon Hill Park over 15 years ago. Since the time of its creation, the Victoria Pride Society has focused on supporting the inclusiveness, accessibility, and diversity of Pride Week events. Today, we are one of a few national Pride Societies who encourage all people to walk the Pride parade route – generating thousands of people ‘proudly’ walking the streets of Victoria for themselves, colleagues, or loved ones.

As our community, sponsors, and supporters grow, so too does the opportunity to share who we are, where we come from, and most importantly, our personal pride. Being ‘proud’ transcends any one week of any given year. Being ‘proud’ is an achievement garnered throughout a lifetime. The Victoria Pride Society is here to provide support, connection, education, and celebration for every individual in their own quest to be proud.

# STEP 2

## FOLLOW OUR LEAD

and see where we’re going.

The mission of the Victoria Pride Society is founded on empowerment. We empower those who are – or think they might be – gay, lesbian, bisexual, transgendered, two-spirited, or intersex. We continuously strive to empower our friends, allies, and community at large.

The Victoria Pride Society fosters learning and empowerment through social celebration and networking. We endeavour to create a better awareness and understanding of our community’s history, courage, diversity, and future.

# STEP 3

## GIVE A LITTLE...

...and get a lot in return.

SPONSORSHIP AMOUNT	Friend of Pride	Bronze	Silver	Gold	Platinum
	\$50	\$500	\$1000	\$2000	\$5000
Acknowledgement on our web site <sup>1</sup>	●	●	●	●	●
Pride T-Shirt	●	●	●	●	●
Name and logo on our web site		●	●	●	●
Free vendor space at annual Pride Festival			●	●	●
Acknowledgement in annual Pride Program			●	●	●
Logo and link on our web site				●	●
Logo on annual Pride Promotional material				●	●
Guaranteed signage / banner at selected annual Pride events					●
Recognition in some press releases					●
Designation of official Pride Sponsor					●
Pride Parade entry fee waived					●
Recognition by announcement at select events					●
Two complimentary tickets to Annual Boat Cruise					●
Recognition in the AGM report					●

<sup>1</sup> Acknowledgement is text only, and does not include link or company logo.

## why give?

With crowds of more than **15,000** at the festival, and **45,000** at the annual parade, becoming a sponsor of Victoria Pride will give you access to a loyal customer base, and one of the most sought after consumer spending demographics.



Each year, we continue to build our community, and maintain our fiscal responsibility. We are committed to ensuring that our events are family oriented, and inclusive to all members of the community.

Become a sponsor of Victoria Pride, and see what we, and our community can do for you.

## how do i give?

You can email the Victoria Pride Society Sponsorship Coordinator at [sponsorship@victoriapridesociety.org](mailto:sponsorship@victoriapridesociety.org) or pick up the phone and call us at 250.483.6846.



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# STEP 4 STRUT YOUR STUFF

at some (or all) of the **Pride Week 2010** events: **JUNE 27** to **JULY 4**.

The Victoria Pride Society is pleased to host or sponsor the following events during Pride Week 2010. Many more events are happening during Pride Week, so be sure to check out the complete list of events at [www.victoriapridesociety.org](http://www.victoriapridesociety.org).

JUNE  
27

## **Pride Flag Raising** // Time TBD, Victoria Inner Harbour

Join us in the Inner Harbour as we raise the Pride Flag above the city of Victoria. Hear the Mayor's Proclamation, commencing Pride week, and show how 'Proud' you are of your community.

FREE ADMISSION // For more info visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

## **Big Gay Dog Walk** // 1 pm - 3 pm, Dallas Road at Cook Street

Bring your best friend to the 6th annual dog walk, and let them show you how 'Proud' they are. With agility try-outs, musical doggies, fancy costume competitions, and local dog-friendly businesses, you can't help but learn a few new tricks.

FREE ADMISSION // For more info visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

JULY  
01

## **Marcus Tipton Memorial Drag Baseball Game** // Starts at 12:00 pm, Vic West Park

Take sides in the annual contest to see who will reign supreme: the Kings, or the Queens. Don't miss the Queens running in their heels, or the Kings massing on second base. This ballgame breaks all the rules, and is sure to entertain the entire family.

FREE ADMISSION // For more info visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

JULY  
02

## **Sunset Harbour Cruise** // 7 pm - 10 pm

This annual event will take you on a breathtaking tour of the Inner Harbour, and surrounding area. See cruise ships, the Johnston Street Bridge, and everything in between. Fantastic music, company, and giveaways help make this a memorable evening you won't forget.

TICKETS and INFORMATION // visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

JULY  
03

**Pride and the Word // 7 pm, location TBD**

Featuring impressive local talent of LGBTQ writers, hear excerpts from recent works, and stories from their personal point of view. Past contributors included: Amber Dawn, Mette Bach, Hiromi Goto, Sean Horlor, Billeh Nickerson, and Arleen Paré.

TICKETS and INFORMATION // \$10 at the door (no advance tickets). For more info, visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

JULY  
04

**Annual Pride Parade // 12 pm, route TBD**

Follow along and enjoy with the marching bands, floats, and a colourful display of Pride.

FREE ADMISSION // For more info visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

**Annual Pride Festival // 1 pm, location TBD**

Live bands, drag performances, vendors, food fair, community groups, children's entertainment, beer garden... the list of activities grows each year. Display how 'Proud' you are and join us for an afternoon of festivities as we display our colors and share our Pride.

FREE ADMISSION // For more info visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

TBD

**Pink Whale Boat Cruise // Time and location TBD**

Allow the Prince of Whales to take you on a '3-hour tour' of the local islands, admiring the beauty of nature around you, and getting acquainted with the local wildlife. Don't miss out on the opportunity to see Victoria and the surrounding sea-scape from a whole new perspective.

FOR TICKETS and INFORMATION // visit [www.victoriapridesociety.org](http://www.victoriapridesociety.org)

# how can i...?

- ...list a Pride event?
- ...join the parade?
- ...be a vendor at the festival?
- ...volunteer?

VISIT:  
[www.victoriapridesociety.org](http://www.victoriapridesociety.org)



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STEP  
**5**

# STAY CONNECTED

with each other, and with us.

## VICTORIA PRIDE SOCIETY

Box 8607  
Victoria BC V8W 3S2

P: 250.483.6846  
F: 250.483.6857

### VOLUNTEER INQUIRIES:

[volunteer@victoriapridesociety.org](mailto:volunteer@victoriapridesociety.org)

### ANNUAL PARADE INQUIRIES:

[parade@victoriapridesociety.org](mailto:parade@victoriapridesociety.org)

### FESTIVAL VENDOR INQUIRIES:

[vendor@victoriapridesociety.org](mailto:vendor@victoriapridesociety.org)

### FESTIVAL INQUIRIES:

[festival@victoriapridesociety.org](mailto:festival@victoriapridesociety.org)

### EVENT INQUIRIES:

[events@victoriapridesociety.org](mailto:events@victoriapridesociety.org)

### MARKETING INQUIRIES:

[marketing@victoriapridesociety.org](mailto:marketing@victoriapridesociety.org)

### MEDIA INQUIRIES:

[media@victoriapridesociety.org](mailto:media@victoriapridesociety.org)

### SPONSORSHIP INQUIRIES:

[sponsorship@victoriapridesociety.org](mailto:sponsorship@victoriapridesociety.org)

### ALL OTHER INQUIRIES:

[info@victoriapridesociety.org](mailto:info@victoriapridesociety.org)

[www.victoriapridesociety.org](http://www.victoriapridesociety.org)



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## IN COOPERATION WITH:

The Victoria Pride Society is working in partnership with the City of Victoria to bring our yearly Pride Celebration to the Community. We wish to thank the City for their assistance and are grateful for their continued cooperation in the production of our Pride events.

