

PETERBOROUGH
PRIDE

www.peterboroughpride.ca



September 19 - 27, 2009

Show me Love!

Sponsorship Guide



Who we are:

Peterborough Pride is a non-profit coalition of the primary organizations in the Peterborough area serving the LGBT and allied community. These organizations include:

- *PARN Your Community AIDS Resource Network* – www.parn.ca
- *Rainbow Service Organization* – www.rainbowservice.org
- *Rainbow Youth Coalition* - www.rainbowyouth.ca
- *Trent Queer Collective* - www.trentqueercollective.ca
- *OPIRG Peterborough* - www.opirgpeterborough.ca
- *PFLAG Peterborough* - www.pflagcanada.ca

Our Mission:

Peterborough Pride exists to celebrate the history, courage, diversity and future of the Lesbian, Gay, Bisexual, Transgender, Transsexual, Queer, Intersex and Two-Spirited (LGBTQI2-S) communities.

Values we believe in:

1. Treating each other, volunteers, stakeholders, and participants with respect and dignity;
2. Recognizing and valuing the contribution of volunteers, staff, and stakeholders;
3. The transparency and accountability of our actions;
4. Celebrating diversity by accepting and respecting differences and working to understand the diverse cultural complexities that influence identity, assumptions, behaviours, expectations, and beliefs;
5. Honouring our past by remembering our history and educating both the LGBTQI2-S communities and the communities in which we live.

2009 Theme

The theme for this the 7th Peterborough Pride celebration is ***Show Me Love!*** The theme is meant to remind those in the community that we are all worthy of loving regardless of our sexual preferences. It also reaches back 40 years to the “summer of love” and the demand for rights and recognition that the Stonewall riots that same year have inspired.

2009 EVENT LINE-UP (go to www.peterboroughpride.ca for up-to-date info)

Saturday, Sept 19, 2009

- "Glitter Ball" Dance Party @ the Gordon Best Theatre*

Wednesday, Sept. 23, 2009

- Film Festival of Pride and OPIRG Film Night

Thursday , Sept. 24, 2009

- Poetry Slam at the Spill*
- Drag Bingo! at the Sapphire Room*

Friday, Sept. 25th, 2009

- Kate Reid performs at the Spill*

Saturday, Sept. 26, 2009

PFLAG Youth and Parents Brunch *

Everyone is welcome. Come out and meet others in the community!

Food provided at no cost but donations will be accepted.

Everyone Loves a Pride Parade! @ 2pm sharp

Where: Peterborough City Hall, 500 George St. N.

Proclamation followed by the 7th Peterborough Pride Parade down George Street

Community Fair @ 3pm

Hang out and meet friends or participate in some great activities after the parade. Check out all the informative booths from organizations supporting the queer community! There will also be performers!

Pride Follies and Dance - starting @ 7:30pm

Where: The Market Hall, 336 George Street N.

All ages event (wet/dry based on age)

Pride Follies featuring live performances followed at 10pm with a Dance with DJ

Sunday, Sept. 27th, 2009

- Worship Service @ the Unitarian Fellowship*
- Hike (stroll really!) @ 2 pm starting at Millennium Park

* Note - These events are "associated" with Pride but are not run or otherwise under the control of Peterborough Pride. As a result, Peterborough Pride takes no responsibility for the proceedings or outcome of these events.

Sponsorship Opportunities

Funding for Peterborough Pride comes entirely from ticket sales and donations or in-kind services provided by our gracious sponsors. Participation at each of the main events last year was over 350 people and we expect that to grow this year. We have launching a new website that will give profile to our sponsors.

For 2009 the following sponsorship packages are available:

GOLD: \$1000+ or equivalent

- Your logo/advertisement on event promotions (1/2 page)**, event signage, and on our website
- Right to use "Gold Sponsor of Peterborough Pride 2009"
- Priority booth space at Community Fair (non-vendor)

SILVER: \$500+ or equivalent

- Your logo/advertisement on event promotions (1/4 page)**, event signage, and on our website
- Right to use "Silver Sponsor of Peterborough Pride 2009"

BRONZE: \$100+ or equivalent

- Your logo/advertisement on event promotions (1/8 page)**,
- Your name on event signage and on our website
- Right to use "Bronze Sponsor of Peterborough Pride 2009"

We are happy to discuss other options and in-kind arrangements that serve both Pride and our sponsors. Please indicate your interest in sponsorship by emailing contact information and your proposal to peterboroughpride@yahoo.ca. Peterborough Pride reserves the right to refuse sponsorship offers that are not in keeping with the mission and values of the organisation.

****Note:** To have your logo/Ad in the Pride guide/program please respond before August 30th

