

# **Marketing/ Sponsorship Opportunity with Pride In The Park in collaboration with Freebird Entertainment**

Pride in the Park is an all-ages community event taking place July 25 in Spruce Grove AB. The event brings together local residents, families, performers, vendors, and small businesses for a full day of live entertainment and community engagement in a public park setting.

We are reaching out to local businesses to invite participation through sponsorship or in-kind support. This is an opportunity to gain direct marketing exposure while also contributing to a locally run, volunteer-driven event that draws a broad and diverse audience from Stony Plain and surrounding areas.

What sponsors receive:

- On-site brand visibility (stage banners, signage, or booth presence depending on level)
- Inclusion in digital promotions and event materials
- Direct exposure to attendees throughout the day
- Public recognition as a community supporter

Sponsorship options are flexible and can be scaled to suit different business sizes and comfort levels. Participation does not require political messaging or advocacy—only support for a local community event.

If this is something your business may be open to discussing, I would be happy to share a short sponsorship overview or speak briefly by phone.

You can reply directly to this email, and I will follow up with details.

## About the Event

Pride In The Park is an annual Pride celebration bringing together LGBTQIA+ community members, allies, local businesses, creatives, and advocates for equality. This year's event will feature live performances, community resources, family-friendly activities, vendor booths, and a vibrant parade that celebrates diversity, visibility, and inclusion.

Date & Location: **July 25th 2026 Spruce Grove AB**

Organizer: **Pride In The Park**

Our mission is to foster a safe, joyful, empowering space where every identity is honored and represented.

## Values

**Advocacy** - to always advocate for inclusion and equity for members of the LGBTQIA2S+ Community

**Education** - to educate the LGTQIA2S+ community and the public on transphobia and racism within the movement of the community

**Celebration** - to celebrate the LGBTQIA2S+ Community for their uniqueness, diversity and strength

**Acceptance** - to acknowledge, respect and accept members of the LGBTQIA2S+ community for who they are

**Inclusion** - to be a community that does not exclude based on age, sexual orientation, gender, religious affiliation, culture, ethnicity or race

# Why Sponsor Pride?

Pride in the parks ability to produce an annual pride celebration is 100% dependant on the generous volunteers and sponsoring business

The magic of pride is only possible because of the amazing supporters like you.

Partnering with us demonstrates your organization's commitment to:

- LGBTQIA+ inclusion and equality
- Community engagement and social impact
- Positive brand visibility to a diverse and loyal audience
- Building long-term relationships with local businesses and organizations
- Supporting a safe and celebratory space for marginalized communities

Sponsorship directly funds event programming, accessibility services, youth initiatives, and community resources.

# Sponsorship Levels

## 1. **Rainbow** Title Sponsor — \$25,000

Top-tier, exclusive category sponsor

**Benefits:**

- Logo on all main promotional materials
- Speaking opportunity during opening ceremony
- Dedicated sponsor feature on social media + press release highlight
  - 10×10 premium booth space
- 2 minute Promotional Video for your business (From Freebird Entertainment)

## 2. **Red** Level Sponsor — \$10,000

High-impact visibility

**Benefits:**

- Prominent logo placement on posters, website, and event signage
  - Recognition in press releases
    - 10×10 booth space
- 2 minute Promotional video for your business (From Freebird Entertainment)
  - Social media spotlight post

### **3. Gold Level Sponsor — \$5,000**

**Strong brand presence**

**Benefits:**

- Logo on website + event program
- Booth space (standard 10×10)
- Social media thank-you post

### **4. Blue Level Sponsor — \$2,500**

**Community-focused visibility**

**Benefits:**

- Logo on event website
- Vendor Spot 10x10
- Social Media Thank you Post

### **5. Green Level Sponsor — \$1,000**

**Grassroots support**

**Benefits:**

- Logo listed on facebook
- Signage at event

# In-Kind Sponsorships

We also welcome contributions such as:

Food & beverage

Printing, décor, staging

Media & photography

Transportation services

Volunteer support

In-kind sponsors receive benefits aligned with the value of contribution.

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## Marketing & Media Reach

Social media audience: **1,200+**

Press & media partners: 3

Expected foot traffic: **1000+**

## Next Steps

To become a sponsor or request a customized package, contact:

**Name:** Dillion Clarke

**Email:** prideinthepark24@gmail.com

**Phone:** 780-504-4521

We look forward to partnering with you to celebrate Pride and uplift our vibrant community.