

# Partners Program Packages

*Pride Toronto 2019*

---

## Partner Program Overview

Pride Toronto's Partner Program is a partnership program between Toronto's local businesses and Pride Toronto. The program allows local businesses to financially support Pride Toronto and be recognized as a Pride Toronto "Proud Business Supporter" or "Premium Pride Partner".

## Base Packages

There are two base packages to choose from with add-ons for each package.

### Proud Business Supporter

- Permissions to be listed as an "Official Proud Business Supporter of Pride Toronto"
- Permissions to use the titles and trademark "Pride Toronto", "Pride", "Pride Festival 2019", and "Pride Week 2019" solely in the promotion of the Pride Toronto Partners Program. This does not include events that are not registered with Pride Toronto as a Community Event. Events registered as a Community Event with Pride Toronto must use the Pride Toronto Community Event logo and may not be referred to as a Pride Toronto-partnered event. More information on Community Events can be found here: [www.pridetoronto.com/community-events](http://www.pridetoronto.com/community-events)
- Official Pride Toronto branded window decal celebrating Pride Toronto's 2019 theme
- Your business' logo included on our "Pride Toronto Partners" page on the official Pride Toronto website from the date of payment to December 31, 2019
- Three social media acknowledgments to the Partners Program with a link to "Partners" page on Pride Toronto website
- One free Community Events registration for your business or establishment (valued at \$50 per listing) and extra registrations at 25% off.

### Premium Business Partner

- Permissions to be listed as an "Official Proud Business Supporter of Pride Toronto" or "Official Premium Partner of Pride Toronto"
- Permissions to use the titles and trademarks "Pride Toronto", "Pride" and "Pride Week 2019" solely in the promotion of the Pride Toronto Partnership. This does not include events that are not registered with Pride Toronto as a Community Event. Events registered as a Community Event with Pride Toronto must use the Pride Toronto

## Partners Program Packages

*Pride Toronto 2019*

---

Community Event logo and may not be referred to as a Pride Toronto-partnered event. For more information on community events, please visit

[www.pridetoronto.com/community-events](http://www.pridetoronto.com/community-events)

- Official Pride Toronto branded window decal celebrating our 2019 theme
- Your business logo included on our "Pride Toronto Partners" page on the official Pride Toronto website from the date of payment to December 31, 2019
- Your business name listed as a VIP Pride Partner in our printed Pride Guide for Pride 2019
- Two VIP tickets, valued at \$500 each, with access to our VIP spaces on the festival weekend as well as free entry and VIP, where applicable, to Pride Toronto special events
- Three social media acknowledgments to the Partners Program with a link to "Partners" page on Pride Toronto website
- Three free Community Events registrations for your business or establishment (valued at \$50 per listing) and extra registrations at 50% off.
- Invitations where possible to Pride Toronto exclusive events

### Optional Add-ons

New in 2019: You must purchase *Hours of Alcohol Service* and *Patio Extensions* separately.

#### Hours of Alcohol Service Extension

Extension of hours for alcohol service to 4:00 AM from Wednesday, June 19th, 2019 to Saturday, June 22nd, 2019 (officially ending at 4:00 AM Sunday, June 23rd). Regular serving hours will resume Sunday, June 23rd, 2019. *\*\*\*This option is only available to establishments with an existing liquor license. The dates for liquor license extensions are not guaranteed. The dates are subject to approval by the City of Toronto and the Alcohol and Gaming Commission of Ontario (AGCO). Please see "Liquor License Extensions" under Terms and Conditions.*

#### Patio Extension

Permissions to extend business outdoor patio throughout Friday, June 21st, 2019 at 6:00 PM until Sunday, June 23rd, 2019 at 11:00 PM. The extension of hours for alcohol service until 4:00 AM cannot be used on the patio. The patio must operate at regular patio serving hours. *\*\*\*This*

# Partners Program Packages

Pride Toronto 2019

*option is only available to businesses in the Church-Wellesley Village as it requires street closures.*

## Pricing

All prices below are subject to HST and a 4% credit card processing fee. The prices listed below do not reflect HST nor credit card processing fees.

### Base Packages

| Categories                      | Early Bird<br>January 28 - March 1,<br>2019 | Regular<br>March 2 - April 30,<br>2019 | Late<br>May 1 - May 31,<br>2019 |
|---------------------------------|---|--|---------------------------------|
| <b>Proud Business Supporter</b> | \$500                                       | \$750                                  | \$1,250                         |
| <b>Premium Business Partner</b> | \$1,000                                     | \$1,250                                | \$1,750                         |

### Optional Add-Ons

| Categories  | Early Bird<br>January 28 - March 1,<br>2019 | Regular<br>March 1 - April 30,<br>2019 | Late<br>May 1 - May 31,<br>2019 |
|---|---|--|---------------------------------|
| <b>4 AM Hours of Service Extension:</b><br>Wed June 19, 2019<br>Thurs June 20, 2019<br>Fri June 21, 2019<br>Sat June 22, 2019 | \$2,000                                     | \$3,000                                | \$4,000                         |
| <b>Patio Extension:</b><br>Fri June 22, 2019 (6pm-2am)<br>Sat June 22, 2019 (11am-2am)<br>Sun June 23, 2019 (11am-11pm)       | \$4,000                                     | \$5,000                                | \$6,000                         |