

Pride™

TORONTO

PRIDE 2021 MARKETING REPORT



Illustration by Jenelle Lewis



2021 MARKETING NOTES

Pride Toronto's main goal for marketing Pride 2021 was our continued mission of authentic visibility, a focus on highlighting visual artists, and our social media presence online. Using our resources and platform to highlighting the individuals and artists within our community, we focused on our local talent and it's diverse representation.

Our owned & earned social media content was 100% organic posting with nothing receiving paid boosts or partnerships. Our social media content strategy proved many key content learnings which will be addressed in our fall Partner Symposium.

Reporting Numbers are from Meltwater, Google Analytics, and Riverr Channel Analytics. Range of data is from January 1, 2021 to August 1, 2021 unless stated.

Thank you to all of the sponsors, volunteers, staff, media partners, vendors, artists, and the entire community for staying proud, staying safe, making history & celebrating with us. See you in person next year!



PRIMEAU
Branding & Marketing Manager
Pride Toronto

PRIDE 2021 - FAST FACTS

LAUNCH OF THE BLACK QUEER AND TRANS EXCELLENCE PODCAST

BLACK HISTORY MONTH PROGRAMMING OF **THREE** WORKSHOPS AND **ONE** CELEBRATION

ASIAN HERITAGE MONTH PROGRAMMING OF **TWO** WORKSHOPS AND **ONE** CELEBRATION

70 INDIVIDUAL FESTIVAL EVENTS

255+ 2SLGBTQ+ ARTISTS, CONTENT CREATORS, AND SPEAKERS

98% LOCAL CANADIAN LINE UP

14 PARTY COLLECTIVES

SEVEN COMMUNITY COMMITTEE PROGRAMS

TWO FESTIVAL WEEKENDS ON JUNE 18-19-20 AND JUNE 25-26-27

73% OF THE ARTISTS, CONTENT CREATORS, AND SPEAKERS HIRED ARE BIPOC

86% OF THE EVENTS CONTAINED A LINEUP OF **50%** BIPOC ARTISTS

60+ FREE MEALS GIVEN TO 2SLGBTQ+ BLACK COMMUNITY MEMBERS

37 OFFICIAL PRIDE 2021 SPONSORS

78 PARADE PARTICIPANTS

138 BUSINESS PARTNER PROGRAM PARTICIPANTS

THREE POP UP VENDOR EVENTS

53 AFFILIATE EVENT PARTNERS

78 COMMUNITY EVENTS

25 NOT FOR PROFIT PARTNER PARTICIPANTS

SIX LOCAL 2SLGBTQ+ ILLUSTRATORS SHOWCASED

NINE VISUAL ART INSTALLATIONS THROUGHOUT THE CITY

40+ COMMUNITY CONNECT VOLUNTEERS

39 VIRTUAL MONITOR VOLUNTEERS

440+ VOLUNTEER HOURS DONATED

580+ VOLUNTEER TRAINING HOURS COMPLETED

1020 VOLUNTEER HOURS DONATED

13 COMMUNITY COMMITTEES

59 VOLUNTEERS AODA TRAINED

62 VOLUNTEERS NALOXONE TRAINED

147 THOUSAND+ SOCIAL MEDIA FOLLOWERS

3.87 MILLION IMPRESSIONS (+258% FROM 2020)

2000+ NEWS ARTICLE

3 BILLION POTENTIAL MEDIA REACH

\$36.5 MILLION ADVERTISEMENT VALUE ESTIMATE

3.26K WEBSITE CLICKS FROM INSTAGRAM

12 STAFF LEAD TRAININGS COMPLETED IN 2021

LAUNCH OF CREATIVE STUDIO & RESIDENCY PROGRAM

44 ARTISTS PARTICIPATING IN THE RESIDENCY PROGRAM

THREE REMOTE WORKSHOPS FACILITATED TO RESIDENCY PROGRAM

SIX 2SLGBTQ+ MERCHANDISE PARTNERS



MEDIA HIGHLIGHTS

**2000+ News Articles 3 Billion Potential Reach
\$36.5 Million Advertisement Value Estimate**

"Not allowing police officers at Pride isn't new. In 2017, Pride Toronto banned uniformed police officers and their floats from participating." - CNN

"Similar demands have been made of other Pride events across the world, with Toronto Pride banning uniformed officers from taking part in the parade in [2017]" - The Guardian

"activists have debated the role uniformed police officers should have at Pride marches, which formed as a response to a violent police raid... In 2017, Pride Toronto started barring police from participating in its march, amid demands from the local Black Lives Matter chapter" - ABC News

"The 40th edition of Toronto Pride is going virtual with a 70 events spread over a month, including two festival weekends" - Now Magazine

"The most anticipated entertainers slated to perform at this years festival include Canada's Drag Race's Tynomi Banks, Juno-nominated vocalist STORRY, Toronto-based R&B duo TRP.P and musician and multidisciplinary musician Shi Wisdom" - BizBash





WEBSITE ANALYTICS

June 2021

PrideToronto.com
160,000 Page Views
56,000 Unique Visitors

PrideToronto.com/PrideGuide
41,200 Page Views
14,300 Unique Visitors

Google Search
 1.875M Impressions
 57.8K Clicks from Canada

62.8K Clicks
 2,011 Pages with First Impressions
 1.03M Impressions from Canada

PrideToronto.com/streetfair
6,000+ Unique Page Views

Affiliate Events Page
9,000+ Unique Page Views

PrideToronto.com/2021-parade-participants
13,600+ Unique Page Views



Illustration by Mitch Duncan

SOCIAL MEDIA

147K Total Fans

1.65K Total Posts

4.32M Total Impressions

TWITTER

35.9K Total Followers

37.2K Total Engagements

1.58M Total Impressions

14.1K Total Video Views

INSTAGRAM

35.2K Total Followers

65.9K Total Engagements

1.82M Total Impressions

76.46K Reel Views

53.2K Profile Views

3.35K Website Clicks

FACEBOOK

76.3K Total Followers

35.7K Total Engagements

1.13M Total Impressions

8.05K Total Video Views

DEMOGRAPHICS

18-24	20%
25-34	35%
35-44	18%
45-54	15%
55-64	7%
65+	5%



ONLINE PROGRAMMING

These figures represent the majority of our Virtual Pride Events. Select events were hosted exclusively in Zoom, select events were also streamed to YouTube.

IGTV

5 weekly series with 19 episodes

9468 Views 928 Likes 48 Comments

PRIDETORONTO.COM/WATCH

45 programs aired 6453 Unique Viewers in June

PRIDE PARADE 2021

1 hour of Programming, hosted by Priyanka

78 Parade Participants

1612+ Unique Live Viewers

PRIDETORONTO.COM/REPLAY

10,900+ Replay Views



COMMUNITY CONNECT

14,300 bags delivered across the City of Toronto

All 25 wards in Toronto visited, including:

- 315 bags distributed at Mel Lastman Square
- 400 bags distributed at Port Union Waterfront Park
- 315 bags distributed at Humbertown Plaza
- 210 bags distributed at Yonge-Dundas Square
- 605 bags distributed at Jane-Finch Mall
- 576 bags distributed at Bridlewood Mall

28 politicians attended pop-ups including:

- 8 Councillors from the City of Toronto
- 7 Members of provincial Parliament (MPPs)
- 12 Members of Parliament (MPs)
- 1 Federal Party Leader



ART INSTALLATIONS

8 visual art installations

13 artists

5 different locations

A Reflection on the Invisible by Aude Guivarc'h

Pride Community Mural by Ness Less & Chief Lady Bird (As Pictured)

Come to my Window by Roxanne Luchak

The Invisible Majority by Zahra Siddiqui

No Skateboarding by DIY Skate Toronto X Tea Base

Pride is a Protest by Rob Shostak & Dioisios Vrinotis

Return, Seek, Carry by Jocelyn Reynolds (Co-Presented with Buddies in Bad Times)

Let is Grow by Terran McNeely

**For all images and artist statements visit
PrideToronto.com/Art**