



Pride[™] **Sponsorship Prospectus**
TORONTO *Pride Festival 2023*

Be our Partner



This is your opportunity to get creative, do something unique, and showcase your commitment to supporting and uplifting 2SLGBTQI+ communities.

Being a partner of Pride Toronto is an opportunity like no other. With over 42 festivals under our glitter-covered belt, we know how to throw an unbelievable experience for our partners and event participants.

Who is Pride Toronto?

Pride Toronto is a not-for-profit organization with a mission to bring people together to celebrate the history, courage, and diversity of the 2SLGBTQI+ communities.

Over the past 42 years, Pride Toronto has developed community-based programs, produced special events, and engaged in community advocacy work to unite and empower people with diverse sexual orientations, gender identities, and gender expressions year-round.



Who is Pride Toronto?

The centrepiece of our programming is our annual Pride Festival, a major Canadian Arts and Cultural event that brings over two million people together during June to rally and celebrate diversity, inclusion, and vibrant creativity in solidarity.

Our festival includes performances, marches, panels, exhibitions, youth and family events, a street fair, and celebration parties, culminating in North America's largest Pride Parade celebration.



2022 Recap



462
2SLGBTQI+
Artists, Curators,
Speakers



98%
Local
Canadian
Lineup

130
Community
Events



2.4 million attendees
at Pride Festival
activations

87%
BIPOC Artists,
Curators, Speakers



3.42 million
online
impressions



Marketing Highlights

Pride Toronto Pageviews	1,193,233
Page First Impressions	2,009,000
Estimated Social Media Audience	25,000,000+
Facebook Impressions	997,000
Twitter Impressions	184,000
Instagram Impressions	2,006,000
Media Articles	6,900+
Potential Broadcast Reach	560,000,000



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Pride Festival Pre COVID-19 vs 2022

Comparison	Pre COVID-19	2022
# of attendees	1.7 million	2.4 million
# of Canadian attendees from outside of Greater Toronto Area	570,000	288,00
# of attendees from outside of Canada	340,00	216,00
\$ contribution to Ontario's GDP	\$347 Million	\$590 Million
# of direct jobs	3,392	4,806
\$ combined tax revenue	\$149 Million	\$231 Million

2023 Opportunities

Financial Opportunities

Presenting Sponsorship	\$500,000 +
Platinum Sponsorship	\$200,000+
Gold Sponsorship	\$105,000+
Silver Sponsorship	\$65,000+
Bronze Sponsorship	\$45,000+
Custom Sponsorship	\$25,000+

In-Kind Opportunities

Media Sponsor	Market Value
Tourism Sponsor	Market Value

À la Carte

A variety of assets are available to meet the needs of your organization.

2023 Benefits

Brand Awareness

Corporate Social Responsibility

Donor Chart Recognition

Education Opportunities

Employee Volunteer Program

Foster Positive Reputation

Gain Competitive Advantage

Increase Your Network

Investing in the 2SLGBTQI+ Community

Marketing Opportunities to Niche Market

Participation in Parade or StreetFair

Return on Investment

Sampling Opportunities

Social Media Posts

Showcasing Solidarity for Marginalized Folk

VIP Passes

Next Steps



This is the starting point as we work together to create a comprehensive benefits package customized to deliver authentic value to your brand and organization's objectives.

Unite with us as we create a memorable and welcoming experience for all.

For more information, contact our Sponsorship Team:
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