



2024 Event Sponsorship & Information Packet

Land Acknowledgement

We respectfully recognize that the activities of Pembina Valley Pride take place on Treaty One Territory; the traditional lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.

We acknowledge their ongoing stewardship of this land since time immemorial.

We also acknowledge that colonization, and the attitudes and practices that have accompanied it, contribute to systemic discrimination against Indigenous Peoples, including Two-Spirited people. We are grateful for the ongoing work of Two-Spirited people in Manitoba.

In response, we dedicate ourselves to move forward in a spirit of reconciliation and collaboration, and endeavour to make Pembina Valley Pride a safe place for all.

Our Mission

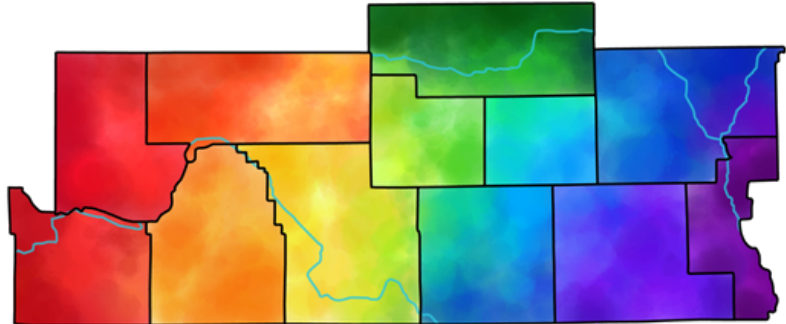
We strive to create and provide education, support, resources, community, and pride centering around 2SLGBTQIA+ experiences in the many communities of the Pembina Valley. We love and support Southern Manitoba's Rainbow community and want to help it flourish.

We are a proudly Rainbow-led volunteer initiative and are committed to doing our best to create accessible and diverse programming that meets the needs of all Rainbow community members.

Our Area

We serve all communities in the Pembina Valley, large, small, and in between. Whether you just moved here, you've lived here all your life, or you're otherwise connected, know that we are working to provide a safer space for all. Please note that the following list does not include every community we serve.

Altona	Morden
Carman	Morris
Cartwright	Pilot Mound
Crystal City	Plum Coulee
Emerson	Roland
Gretna	Somerset
Manitou	Winkler



2024 Event

As a regional organization that serves multiple communities, we rotate host communities for our annual Pride celebration. We're thrilled to be hosting our 2024 Pride event in Altona!

We will be gathering at Centennial Park in Altona on June 8 for an afternoon of celebration and community.

Why is Pride important?

For 2SLGBTQIA+ people in the Pembina Valley, it can sometimes feel like you're the only one. This can create feelings of loneliness and isolation. Pride sends a clear message that there **are** 2SLGBTQIA+ people here and provides people the opportunity to connect with their community. It also gives allies the chance to show their support in a very public and visible way.

What are the benefits of supporting Pembina Valley Pride 2024?

When you sponsor Pride you are not only taking advantage of a great marketing opportunity; you are also letting the community know that you support the positive social change that Pride represents.

By partnering with Pride, you're helping make the Pembina Valley an even better place to live.

Online Engagement

We have a dedicated audience year-round but we always seen a sharp increase in online engagement during the month of June for Pride Month.

Our Facebook reach* from June 1-30, 2023 was **20,709**.

Our Instagram reach* June 1-30, 2023 was **11,914**.

The sponsor thank you posts on Facebook and Instagram received **9,497 views**.

*Reach refers to the number of people who saw any content from a Facebook or Instagram Page or about a Facebook or Instagram Page.

Community Feedback for Pride 2023

Every year after Pride we send out a survey to receive feedback on what people enjoyed about the event and where we can improve for future events.

Here's some of the positive feedback we received after last year's event in Morden.

"I'm from Morden but moved away when I was 18 because I couldn't see a life for myself there as a queer person. It brings me so much joy to see a pride parade in Morden, and know that future queer kids like me get to see this kind of support from their community! Thanks for organizing this."

"My kids and I had such a wonderful time. Great job everyone!"

"The joy and the celebration [were my favourite parts]; I could not stop smiling the whole time. Everything about the event just brought so much joy and happiness. I didn't even initially realize that I was grinning from ear to ear. It was so incredible to see so many people coming together to celebrate love and acceptance and togetherness."

"I feel the event was well put together with the available resources. I hope it continues to grow each year."

"The atmosphere was so loving and welcoming - it felt like the most accepting, inclusive space and to see folks feel safe to be their authentic selves brought this ally to tears multiple times!"

"I loved the Queens!! But as this was our first pride event together as a family, it was the unity, love, tears and laughter we shared. The acceptance was everything!"

"Thank you to everyone involved in running this amazing event!"

"I enjoyed seeing so many people - both Queer and allies. It made me feel comfortable and supported. I liked the fact so many families were there."

"The sheer amount of people in attendance was great to see. I really enjoyed the speakers and the stories they shared inspired me to be a more outspoken ally."

Year Round Initiatives

One of the most challenging parts of living in the Pembina Valley as a member of the Rainbow community is the lack of visibility of other Rainbow community members. People are often afraid to come out due to fears of discrimination and harassment, making it difficult to find community and support.

Aside from our annual Pride event, we have programming all year round that celebrates and supports the Rainbow community by fostering connection and community.

Games Night

We host a monthly games night in Morden, Winkler, Carman, and Altona. The games nights are a safer space for 2SLGBTQ+ people and allies to gather for some fun!

Cards

Whether it's a birthday, anniversary, coming out day, transition day, or anything else, we love to help our community celebrate important milestones! This is especially meaningful for people who may not have supportive family or friends to celebrate with.

Facebook Group

As an organization that serves people across a large area of southern Manitoba, our Facebook group is a place where people can connect with other likeminded people, no matter where they're located.

Community Fund

We started our Pride flag fund in response to the sharp increase in hate motivated vandalism in 2023. Anyone in the Pembina Valley who has had their Pride flag stolen or vandalized can have their flag replaced at no cost to them. We have renamed the fund to better support community members in times of need.

Educational Events

We host in-person and virtual events that foster understanding and inclusion. Members of our board have presented educational sessions in various communities across southern Manitoba and we've had a number of professionals present virtual events on topics like mental health and healthcare.

2024 Sponsorship Levels

Presenting Sponsor - \$5000+ (Claimed - 0 available)

- Top tier sponsorship location on the website with logo and link
- Named as the Presenting Sponsor on the Pride 2024 page of the website
- 2 dedicated posts on social media, one the week before Pride and one the day of
- Announced as top tier sponsor at the event; once before and three times after the march
- Opportunity to have exclusive signage displayed on the stage. Must be pre-approved.
- 4 Presenting Sponsor Pembina Valley Pride stickers
- Permission to use caption “Official Presenting Sponsor of Pembina Valley Pride 2024 Festival”
- Corporate logo on front of volunteer t-shirts (**Deadline for this perk is May 1st**)

Platinum Sponsor - \$2000+ (2 available)

- Platinum tier sponsorship location on the website with logo and link
- Dedicated post on social media the day of Pride
- Announced as Platinum sponsor at the event; once before and twice after the march
- Opportunity to have signage displayed at the family area. Must be pre-approved.
- 2 Platinum Sponsor Pembina Valley Pride stickers
- Permission to use caption “Official Sponsor of Pembina Valley Pride 2024 Festival”
- Corporate logo on back of volunteer t-shirts (**Deadline for this perk is May 1st**)

Diamond Sponsor - \$1200+

- Diamond tier sponsorship location on the website with logo and link
- Dedicated post on social media the day of Pride
- Announced as Diamond sponsor at the event; once before and after the march
- 2 Diamond Sponsor Pembina Valley Pride stickers
- Permission to use caption “Official Sponsor of Pembina Valley Pride 2024 Festival”
- Corporate logo on back of volunteer t-shirts below Platinum sponsors (**Deadline for this perk is May 1st**)

Gold Sponsor - \$900

- Gold tier sponsorship location on website with logo and link
- Post on social media the day of Pride with other gold sponsors
- Announced with other gold tier sponsors when we return from the march
- 2 Gold Sponsor Pembina Valley Pride stickers
- Permission to use caption “Official Sponsor of Pembina Valley Pride 2024 Festival”

2024 Sponsorship Levels

Silver Sponsor - \$600

- Silver tier sponsorship location on website with logo and link
- Post on social media with silver and bronze sponsors the day of Pride
- 2 Silver Sponsor Pembina Valley Pride stickers
- Permission to use caption “Official Sponsor of Pembina Valley Pride 2024 Festival”

Bronze Sponsor - \$300

- Bronze tier sponsorship location on website with logo and link
- Post on social media with silver and bronze sponsors the day of Pride
- 2 Bronze Sponsor Pembina Valley Pride stickers
- Permission to use caption “Official Sponsor of Pembina Valley Pride 2024 Festival”

Friend of Pembina Valley Pride - \$75

- Friend of Pembina Valley Pride tier sponsorship location on website with link
- 2 Pembina Valley Pride stickers

In-Kind Sponsor

We welcome the opportunity to partner with organizations in whatever capacity works best! In-kind agreements, such as a product or service in exchange for sponsorship benefits, are negotiated on a case-by-case basis. If you would like to contribute, contact us to sort out the details.

Becoming a Sponsor

If you are interested in becoming a sponsor for Pembina Valley Pride 2024, please fill out [the sponsorship form here](#). Please see the payment options on the following page.

Deadline for Sponsorship

Please note that if we receive sponsorship payment after May 25, we cannot guarantee you will receive all the benefits. In order for us to have volunteer t-shirts printed, Presenting, Platinum and Diamond sponsors wanting this benefit will need to provide their logo before May 1.

Payment Options

By E-Transfer

The quickest and easiest way to send your sponsorship payment is by sending us an e-transfer. Our account is set up with automatic deposit. Please include your name or business name that you used on the sponsorship form in the note of the e-transfer.

Email address for e-transfer: treasurer@pembinalvalleypride.ca

By Mail

You can also mail us a cheque to the address below. Please make cheques payable to Pembina Valley Pride, along with a note with your name or business name that you used on the sponsorship form.

Mailing Address

Pembina Valley Pride
PO Box 26
Morden, MB
R6M 1A2

Questions?

Feel free to reach out over email or our social media pages.



info@pembinalvalleypride.ca



facebook.com/pembinalvalleypride



instagram.com/pembinalvalleypride

Please note - Pembina Valley Pride is not a registered charity, therefore no tax receipts will be issued. In order to be recognized as a registered charity, we would have to forego any political activism. That's something we simply aren't willing to do.



Thank you for all your support in the past and your continued support in making each Pride the best one yet.