



WHEREVER  
WE ARE  
LÀ OÙ NOUS  
SOMMES

CAPITAL PRIDE

# 2020 Corporate Partnership Package

[capitalpride.ca/sponsorship](https://capitalpride.ca/sponsorship)

**Capital Pride recognizes that the safety and security of everyone living in the National Capital Region is essential. During these difficult times we know many people in our community, and beyond, are looking for support and guidance. Pride celebrations have always been a place of love, allyship and compassion, and we are confident that this year will be no different.**

**Osmel B. Guerra Maynes**  
**Executive Director**  
[osmel.maynes@capitalpride.ca](mailto:osmel.maynes@capitalpride.ca)

Each year, the Capital Pride Festival celebrates the 2SLGBTQ+ Community and our allies in the National Capital Region. In 2019, a team of over 200 volunteers, board members and staff worked to host the Capital's largest pride celebration, which featured over 15 signature events, 75+ community events and welcomed over 105,000 participants and this year

Since the declaration of the pandemic in March, Capital Pride has been hard at work developing a path forward for the annual festival, while adhering to all public health guidelines.

Capital Pride reached a decision to deliver this year's Pride virtually, under the theme **"Wherever We Are!"**. This year's theme highlights the need for everyone to stay colourful and proud regardless of where we are physically. 'Wherever We Are!' highlights the reality that we are facing today. Pride isn't just a time to party – it's where 2SLGBTQ+ communities and allies can celebrate their true selves. Now more than ever, we must remind ourselves that we are a proud and resilient community.

The festivities will take place from August 23 – 30, and will feature both local and international talent. Festival favourites such as the official Flag Raising, Speaker Series, Capital Pride Pageant and of course the Parade, will be delivered in new and innovative ways.

Capital Pride continues to champion real change by responding dynamically to the needs of 2SLGBTQ+ communities. As we continue to grow, we appreciate the continued support from local and national partners and look forward to the opportunity to welcome new ones. Your support allows us to make it all happen! We hope we can count on your continued support!

In this package, you'll find further information about the opportunities to partner with and support Capital Pride and the communities it serves.

We look forward to celebrating Virtual Pride with you!





**As a sponsor of the 2020 Capital Pride Virtual Festival, your participation and support will provide your organization with a direct link to National Capital Region's 2SLGBTQ+ community and its support.**

Capital Pride runs over 15 signature events during the week of the Festival, including events aimed at youth and families. Your support will enable us to enrich and expand these activities.



A handwritten signature in black ink, which appears to read "Osmel B. Guerra Maynes".

**Osmel B. Guerra  
Maynes**  
Executive Director  
Capital Pride



# 2020 VIRTUAL PRIDE EVENTS!

## **Flag Raising Ceremony**

Sunday, August 23, 12:00 PM  
The Festival has its official kick-off with the annual flag raising ceremony to officially celebrate pride week! and this year is no different. Join us virtually or raise a rainbow flag in your workplace, your home balcony or Wherever you are as we kick off Virtual Pride Festival 2020! Please share a photo online using #RainbowWhereverWeAre.

## **Youth Event:**

### **Youth Art Showcase**

Monday, August 24, 10:00 AM  
The Youth Art Showcase provides a platform for youth in the community to submit and present their art during Virtual Pride! Check out wonderful art created by 2SLGBTQ+ youth as you view them in a virtual gallery.

## **Capital Pride Speakers Series**

Monday, August 24, 6:00 PM to 9:00 PM  
The Capital Pride Speakers Series aims to draw attention to the challenges that the 2SLGBTQ+ community faces in the National Capital Region and in Canada as we sit and listen LIVE to a panel discussion on Conversion Therapy and its harm to the 2SLGBTQ+ communities, across the country, and around the world.

## **Human Rights Vigil**

Tuesday, August 25, 7:00 PM to 8:30 PM  
The annual Vigil aims to highlight homophobia, transphobia, biphobia, racism, and mental health as ongoing challenges and barriers that the 2SLGBTQ+ people face. The Vigil will take a moment of silence in respect to those who have lost their lives because

of homophobia, transphobia, and racism. There will be performances and speeches throughout the evening.

## **Drag Bingo**

Tuesday, August 25, 9:00 PM to 10:30 PM  
This is not your grandparents type of bingo. Drag Bingo is an audience-participation Comedy Show with a great Drag Performer Calling Numbers and zingers and having a gay ole time.

## **TD Presents:**

### **Capital Pride Pageant**

Wednesday, August 26, 8:00 PM to 10:00 PM  
The Best Drag performers in the National Capital Region will compete to win the 2020 title of Mr., Miss. and Mx. Capital Pride!

## **Capital Pride Presents:**

### **Queer Talent Extravaganza**

Thursday, August 27, 5:00 PM to 7:00 PM  
The Best Queer Talent in the National Capital Region will compete to win the 2020 title of Capital Pride Queer Talent Extravaganza!

## **Capital Pride Presents:**

### **DJ FYAH Battle**

Thursday, August 27, 8:00 PM to 10:00 PM  
The Best QTIBOC DJ Talent in the National Capital Region will compete to win the 2020 title of Capital Pride Best DJ!

## **It's Drag Henny!**

Friday, August 28, 8:00 PM to 10:00 PM  
Get ready for non-stop energy as local Drag Performers take the stage and leave you gaging for more. The night ends with a special grand finale performance by a surprise Rupaul Drag Race Queen:

All our programming will be streamed on Capital Pride's website [capitalpride.ca](https://capitalpride.ca)



# FESTIVAL WEEKEND

## SATURDAY AUGUST 29 - SUNDAY AUGUST 30

### VIRTUAL COMMUNITY MARKET

Saturday, August 29, 11:00 AM

2SLGBTQ+groups and allies come together under the Capital Pride banner to showcase their organization and connect with you virtually.

### TD PRESENTS: SPECTACULAR

Saturday, August 29, 8:00 PM to 10:00 PM

Legendary and groundbreaking performers come together for the Capital Region's most colourful virtual music festival.

### VIRTUAL PRIDE PARADE

Sunday, August 30, 2:00 PM

Staying home has never been so good! Pride is not cancelled. Pride is never cancelled, Due to COVID-19, We will be celebrating a little differently this year. Pride is more than a parade or a festival, Pride allows folks in our community to be proud of living their truth in a world that at times doesn't accept them. Join us in sending celebratory virtual messages of hope and love to the 2SLGBTQ+ community in the National Capital region.

### CAPITAL PRIDE PRESENTS: JUST DANCE!

Sunday, August 30, 8:00 PM to 10:00 PM

Let the magical rhythm of the music take you away to fun and dance as DJs from around the world leave you dancing like no one's watching!



# Packages

## Party for a C.A.U.S.E!

We've put together a number of sponsorship packages to suit a variety of businesses that want to help make Capital Pride happen. If you don't see something that suits your needs, please reach out to our team.

We also accept corporate donations!

For more information please contact:

Osmel B. Guerra Maynes  
Executive Director  
[osmel.maynes@capitalpride.ca](mailto:osmel.maynes@capitalpride.ca)

### 2020 FESTIVAL PARTNERSHIPS

	CHAMPION \$12,000	ADVOCATE \$8,000	UNIFIER \$5,000	SUPPORTER \$3,000	ENTHUSIAST \$1,000
<b>FESTIVAL PROMOTION</b>					
Recognition as a sponsor on Capital Pride website *	✓	✓	✓	✓	✓
Video ad to be played during select virtual shows *	3	2	1		
Email outreach to Capital Pride mailing list	Dedicated e-mail	Pre-festival newsletter			
Ad space on online event listings	✓	✓			
Logo featured on capitalpride.ca homepage	✓				
Industry exclusivity	✓				
<b>EVENT PROMOTION</b>					
Recognition as a sponsor during Signature Events	✓	✓	✓	✓	✓
Entry to virtual Capital Pride Parade *	✓	✓	✓	✓	
Opportunity for virtual activation during the Festival Community Market	✓	✓	✓		
Opportunity to be a presenting sponsor for one event	✓	✓			
Speaking opportunities during select events	✓				
Opportunity for custom activation during an event	✓				
<b>VIRTUAL PRIDE GUIDE</b>					
Recognition in Pride Guide	✓	✓	✓	✓	✓
Ad space in Pride Guide	Full page	Half page	Quarter page	Quarter page	
<b>SOCIAL MEDIA</b>					
Recognition on social media channels (posts on Facebook, Instagram, Twitter)	3	2	1		
Cross-promotion of Festival-related social media content	✓	✓			

\* Content is due July 17, 2020 to ensure production deadlines.

# THANK YOU



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