

*We Still*  
**DEMAND!**  
*On Exige*  
**ENCORE!**  
AUG 28 AOÛT 1971-2021

CAPITAL PRIDE 2021  
**CORPORATE PARTNERSHIP PACKAGE  
& VIRTUAL PRIDE GUIDE RATE CARD**

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



**TD READY  
COMMITMENT**





Dear Partner,

**It is with great excitement that we reveal the theme of this year's celebration *We Still Demand! • On Exige Encore!*, in honour of the first large scale queer rights demonstration in Canada that took place in 1971. On the 50th anniversary of the iconic protest, we remember all the voices that helped us enjoy the freedoms we cherish today.**

Capital Pride supports and enhances the diverse cultures of queer communities. We support community development through innovation, volunteerism and collaborate on and provide a host of resources that value, celebrates, and transform the lives of queer people and communities. We also would like to thank our festival presenting sponsor TD Bank Group for your continued support.

Since the declaration of the pandemic, Capital Pride developed a path forward for the annual festival making last year's virtual festival a great success, while adhering to all public health guidelines. Pride celebrations have always been a place of love, allyship and compassion, and we are confident that this year will be no different.

The festivities will take place from August 22 – 29, and will feature both local and international talent. Festival favourites such as the official Flag Raising, Our Voices Speaker Series, Capital Pride Pageant and of course the Virtual Parade, will continue to 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!

Yours in Pride,

Osmel B. Guerra Maynes  
Executive Director, Capital Pride

Canada

Ontario

Ottawa

TD TD READY COMMITMENT





**As a sponsor of the 2021 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.





## 2021 VIRTUAL PRIDE EVENTS!

### Virtual Drag Brunch Sunday, August 22, 11:00 AM

Join us for our inaugural drag brunch. A fun filled brunch with great drag entertainers.  
#WeStillDemand #OnExigeEncore

### Capital Pride's Virtual Queer Market Sunday, August 22, 12:00 PM

Capital Pride has curated a list of local 2SLGBTQ+ artisans and community vendors that you have come to enjoy during our annual street festival. Scroll through to support our local and national community members. #WeStillDemand #OnExigeEncore

### Flag Raising Ceremony Monday, August 23, 11:00 AM

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 as we kick off Virtual Pride Festival 2021! Please share a photo online using #WeStillDemand #OnExigeEncore.

### The Pride Family Hour Monday, August 23, 5:00 PM

The Pride Family Hour is an inclusive celebration for the whole family to enjoy! Capital Pride value delivering programming for our children and their families that is welcoming and engaging for all! The Pride Family Hour will include fun crafts and activities tailored especially to those 12 and under. Come out help build our community of 2SLGBTQ+ parents, guardians, and children at Capital Pride. #WeStillDemand #OnExigeEncore

### 2SLGBTQ+ Human Rights Vigil Monday, August 23, 7:00 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. #WeStillDemand #OnExigeEncore

All events to be streamed online at [www.capitalpride.ca/live](http://www.capitalpride.ca/live)



### **Virtual Drag Bingo Tuesday, August 24, 8:00 PM**

This is not your regular type of bingo. Drag Bingo is an audience-participation Comedy Show with a comedic Drag Performer Calling Numbers and zingers and having a gay ole time. #WeStillDemand #OnExigeEncore

### **TD Pride Drag Pageant Wednesday, August 25, 8:00 PM**

The Best Drag performers in the National Capital Region will compete to win the 2021 title of Mr., Ms. and Mx. Capital Pride! #WeStillDemand #OnExigeEncore

### **TD Our Voices Speakers Series Thursday, August 26, 8:00 PM**

The Capital Pride Speakers Series aims to draw attention to the challenges that the 2SLGBTQ+ community faces within the National Capital Region, Canada and the World as we listen LIVE to a panel discussion focussed on various issues within the 2SLGBTQ+ communities, across the country, and around the world. #WeStillDemand #OnExigeEncore

### **Queer Art of Dance Friday, August 27, 5:00 PM**

This living room series uses dance and queer movement expressions to connect artists and the audience while dancing and having fun. #WeStillDemand #OnExigeEncore

### **Queer Acoustic Soul Friday, August 27, 6:00 PM**

Enjoy a night filled with magic and soul as we enjoy the musical talent of great BIPOC and Queer artists within the National Capital region, Canada and the world. #WeStillDemand #OnExigeEncore

### **Queer Literary WERK! Friday, August 27, 8:00 PM**

Join us for a night of Queer poetry, literature and spoken word from local and international artist for a night of Literary magic. #WeStillDemand #OnExigeEncore

**All events to be streamed online at [www.capitalpride.ca/live](http://www.capitalpride.ca/live)**



## LET'S GET FESTIVAL READY!

Normally on the Festival Weekend, the intersection of Bank Street and Somerset Street West, the centre of Ottawa's Gay Village, becomes an entertainment hub with live music, a community fair and a beer garden. This year we are celebrating it VIRTUALLY with the potential of an In person concert SPECTACULAR!

# FESTIVAL WEEKEND

SATURDAY, AUGUST 28 - SUNDAY AUGUST 29

**TD BANK GROUP Presents: SPECTACULAR! Festival Edition**  
& 50th Anniversary Celebration  
of the We Demand Protest of 1971



**Saturday, August 28, 8:00 PM**

In honour of the first large scale queer rights demonstration in Canada that took place in 1971. We continue to remember all the voices that helped us enjoy the freedoms we cherish today. This Event will have legendary and ground breaking performers coming together for the Capital Region's most colourful virtual music festival. Experience talented Drag Performers from the National Capital Region and across Canada as they leave you gagging at IT's Drag Henny! Dance the night away with some of the best DJ's that Canada and the World has to offer! #WeStillDemand #OnExigeEncore

## Annual Virtual Parade 2021

**Sunday, August 29, 1:00 PM**

Pride is not Cancelled; Pride will never be cancelled! Join us as we celebrate together virtually during our annual parade. Listen to messages of hope to get you ready in celebrating in person for the 2022 Summer Pride Festival. NOTHING will ever stop our community from celebrating our truth. #WeStillDemand #OnExigeEncore

All events to be streamed online at [www.capitalpride.ca/live](http://www.capitalpride.ca/live)



## PACKAGES

# Let's 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 Pride happen virtually. 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)



A few notes:

\* Logos will be placed online as they are received in the required format.

† Priority placement on site.

‡ Advertising artwork deadlines to ensure production deadlines are as follows:

**Sponsorship Submission - June 30, 2021**

**Pride Guide Submission - July 16, 2021**

**Video Commercial Submission - July 23, 2021**



FESTIVAL PROMOTION	CHAMPION \$13,000 +	ADVOCATE \$8,000 +	UNIFIER \$5,000 +	SUPPORTER \$3,000 +	ENTHUSIAST \$1,500 +
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 Email	Pre Festival Newsletter			
Ad space on online event listings	✓	✓			
Logo featured on capitalpride.ca homepage *	✓				
Industry exclusivity	✓				
EVENT PROMOTION					
Recognition as a sponsor during Signature Events	✓	✓	✓	✓	✓
Entry to virtual Capital Pride Parade*	✓	✓	✓	✓	
Opportunity for virtual activation during the Virtual Queer Market	✓	✓	✓		
Opportunity to be a presenting sponsor for one event	✓	✓			
Speaking opportunities during select events	✓				
Opportunity for custom activation during an event	✓				
Verbal recognition on Pride Main Stage	✓	✓	✓		
VIRTUAL PRIDE GUIDE					
Recognition in Pride Guide ‡	✓	✓	✓	✓	✓
Centre spread ad	✓				
Full page Ad		✓			
Quarter page Ad			✓	✓	
SOCIAL MEDIA					
Recognition on social media channels (posts on Facebook, Instagram, Twitter)	3	2	1		
Cross-promotion of Festival-related social media content	✓	✓			





# **VIRTUAL PRIDE GUIDE 2021**

## RATE CARD





Hello friends,

**It's me again, Osmel, but you can call me Oz, even though we are unable to celebrate in person this year, we're excited to bring people together online through a series of free Virtual Pride events.**

Due to the pandemic, Capital Pride Summer Festival will be held virtually again this year. Pride is more than a parade or a festival, Pride allows individuals in our community to be proud of living their truth in a world that at times doesn't accept them.

The 2021 Virtual Pride guide provides your organization with direct market access to the Ottawa-Gatineau 2SLGBTQ+ Communities and is the official digital publication of the region's Virtual Pride Festival, taking place August 22-29, 2021.

Advertising space is limited so book today! Need more ways to promote your organization/company to the 2SLGBTQ+ community? Join us in sending celebratory virtual messages of hope and love to the 2SLGBTQ+ community in the National Capital Region. This message can consist of a 30 second video that will be aired between Capital Pride Virtual Week Programming.

For booking information or other inquiries please don't hesitate to contact us at [prideguide@capitalpride.ca](mailto:prideguide@capitalpride.ca)

We hope you can advertise with us and we look forward to celebrating The Capital Pride Virtual Summer Pride Festival with you!

Yours in Pride,

Osmel B. Guerra Maynes  
Executive Director, Capital Pride

Canada

Ontario

Ottawa

TD TD READY  
COMMITMENT

# ADVERTISING CONTRACT 2021 • PRIDE GUIDE



## COMPANY DETAILS

COMPANY	
CONTACT	
ADDRESS	
PHONE	
EMAIL	

## ACCOUNTS PAYABLE / FINANCIAL CONTACT (IF DIFFERENT FROM ABOVE)

NAME	
EMAIL	
PHONE	

PAGE SIZE	DIMENSIONS	PRICE	
Full Page	5.5" wide x 8.5" tall .125" bleed	\$850	<input type="checkbox"/>
Half Page	5" wide x 3.875" tall	\$600	<input type="checkbox"/>
Quarter Page	2.375" wide x 3.875" tall	\$400	<input type="checkbox"/>
Video Advertisement - Aired during Drag Pageant*	One Play, 30 Seconds	\$1000	<input type="checkbox"/>
Banner Ad - website	Place usual size of a banner ad for web/Facebook	\$500	<input type="checkbox"/>
		<b>SUBTOTAL</b>	
		<b>HST 13%</b>	
		<b>TOTAL</b>	

## DEADLINES:

**SPONSORSHIP - WEDNESDAY JUNE 30, 2021**

**PRIDE GUIDE SUBMISSIONS - FRIDAY JULY 16, 2021**

**VIDEO SUBMISSIONS - FRIDAY JULY 23, 2021**

Please send a landscape style video to [prideguide@ottawacapitalpride.ca](mailto:prideguide@ottawacapitalpride.ca)

**\*PLEASE USE FREE and/or PURCHASED COPYRIGHTED MUSIC  
FOR VIDEO SUBMISSIONS.**

## AUTHORIZED SIGNATURE

NAME (PLEASE PRINT)

SIGNATURE

DATE



# TERMS AND CONDITIONS

## ARTWORK REQUIREMENTS AND DEADLINE SCHEDULE

Camera-ready artwork must be in PDF, TIFF or Ai format. Files should be submitted to [prideguide@ottawacapitalpride.ca](mailto:prideguide@ottawacapitalpride.ca). Fonts must be outlined and image resolution must be minimum 300 DPI. Please include at least 0.25in if artwork requires bleed.

Please use FREE and/or PURCHASED copyrighted music for video submissions.

Advertisers are responsible for submitting correct advertisements. Capital Pride is not responsible for reviewing or proofing advertisement and will not be held liable for errors in artwork provided.

## DEADLINES:

Sponsorship: Wednesday June 30, 2021

Pride Guide Submissions: Friday July 16, 2021

Video Submissions: Friday July 23, 2021

## COMMITMENT TO EQUITY AND NON-DISCRIMINATION

Pride events, including the Capital Pride Festival, exist to promote the values of equity, diversity and inclusion at festivals and more broadly in communities, across Canada and throughout the world for members of the 2SLGBTQ+ community.

Capital Pride recognizes that many organizations participate in the Capital Pride Festival in a variety of roles including as event organizers, promoters, parade participants, community fair participants, suppliers, vendors, advertisers and sponsors. Organizations that advertise in the Pride Guide are expected to provide artwork that is consistent with the celebration of pride and positive values of diversity and inclusion in the 2SLGBTQ+ community. Capital Pride reserves the right to reject artwork that, in its sole discretion, promotes discrimination on the grounds of Race, Ethnicity, National Origin, Religious or Political affiliation, Sex, Age, Personal or Family Relations, Disabilities, HIV/ AIDS, Income Restrictions, Union Affiliation, Sexual Orientation, and Gender Orientation is prohibited by and within your organization.

## CAPITAL PRIDE WILL RETURN ARTWORK TO ADVERTISERS

The advertiser will either have an opportunity to provide new artwork or will receive a refund on payment received.

## PAYMENT

An invoice will be issued to you following the receipt of this order form. Invoices are due within 30 days of receipt and can be paid via credit card or cheques.

Cheques should be made payable to: Capital Pride  
403 Bank Street, Studio 2  
Ottawa, Ontario K2P1Y6

Have further questions? Contact [prideguide@ottawacapitalpride.ca](mailto:prideguide@ottawacapitalpride.ca)



# THANK YOU!

*Fierté*  
— dans la —  
**Capitale**  
*Pride*

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