

Truro Pride 2023 Partnership Package

This year's Pride Week is all about commUNITY
June 23rd - June 30th, 2023



TRURO
PRIDE

WHO ARE WE?

You may recognize us as the the organizers of Truro Pride Week, but that is just one small part of why we're here! The Truro Pride Society is the only organization in Colchester County, dedicated solely to the well-being of the local 2SLGBTQIA+ commUNITY.

OUR WORK INCLUDES

- Advocacy
- Research
- Partnership Building
- Support & Referrals
- CommUNITY Building

Our Mission is to increase the representation of the local Queer and Trans commUNITY, while working to make Colchester County a safer and more inclusive place for all!



Why partner with Truro Pride?

Partnering with the Truro Pride Society sends a clear message that your business is aligned with the principals of diversity, equity and inclusion. Your sponsorship directly contributes to the advancement of marginalized groups, and increases safety and a sense of belonging for folks within our region.

What's in it for you?

Partnership Packages offer valuable exposure for your business to a diverse local audience who is eager to support businesses that align with their values.



2,387 **8,000**

FOLLOWERS

ATTENDEES

13,000+

OVERALL REACH

Bronze Package



\$250

- ✓ Complimentary Parade Entry
- ✓ Logo Display on Website (Small)

Silver Package



\$500

- ✓ Complimentary Parade Entry
- ✓ Logo Display on Website (Medium)
- ✓ Social Media Post
- ✓ Recognition at Pride Week Events

Gold Package



\$1,500

- ✓ Complimentary Parade Entry
- ✓ Logo Display on Website (Large)
- ✓ Social Media Post
- ✓ Recognition at Pride Week Events
- ✓ Logo Placement on Promotional Materials
- ✓ Logo Display at Events

Platinum Package (Exclusive Package - one available)



\$3,000

- ✓ Complimentary Parade Entry
- ✓ Logo Display on Website (Banner)
- ✓ Social Media Post
- ✓ Recognition at Pride Week Events
- ✓ Logo Placement on Promotional Materials
- ✓ Logo Display at Events
- ✓ Title Sponsor of post-parade Fun Day

Event Sponsorship

(One package available for each event or component)

\$2,000

- ✓ Gold Package
- ✓ Title Sponsor to one of the following events or components of Truro Pride Week:
 - Arts & Culture
 - Education & Support
 - Post Pride Dance
 - Drag Brunch
 - Movie Night

Email abby@truropride.ca to discuss partnership and reserve your package today!

Please note, the Truro Pride Society is a local community-based organization and cannot issue charitable tax receipts, nor is the exchange of advertising eligible.