

RIVER OF PRIDE RIVIÈRE DE LA FIERTÉ

SPONSORSHIP 2024

AUGUST 16 TO SEPTEMBER 1ST

ABOUT US

River of Pride/Rivière de la Fierté is a distinguished non-profit bilingual organization dedicated to advocating for the rights of the 2SLGBTQIA+ community in both official languages. We take pride in championing their interests, organizing vibrant festivities, and fostering a sense of unity among community members and allies.



MISSION

To guarantee the presence of the 2SLGBTQIA+ community in Southeast New Brunswick. We will defend our rights, advocate for equity and ensure a greater acceptance for our community members.

VISION

A world without harassment, discrimination, hatred and intimidation against members of the 2SLGBTQIA+ community where everyone can celebrate who we love and how we live and identify.

CELEBRATING A QUARTER-CENTURY OF RIVER OF PRIDE: A LEGACY OF INCLUSIVITY

In 1999, we emerged with a mission: To ensure the vibrant presence of the 2SLGBTQIA+ community in Southeast New Brunswick. Since then, we have provided spaces for expression, celebration, empowerment, and safety, becoming a milestone for diversity, equity, and inclusion. As we approach our 25th anniversary, we embark on a new chapter. Our goals now extend beyond borders – expanding our reach, deepening our impact, and nurturing collaboration. Your support is vital. Be part of our legacy as we build a more inclusive and equitable world.

AT A GLANCE

Media exposure



acadienouvelle



Social media

Followers

Reach

Page views

Publications



5.8K

96K

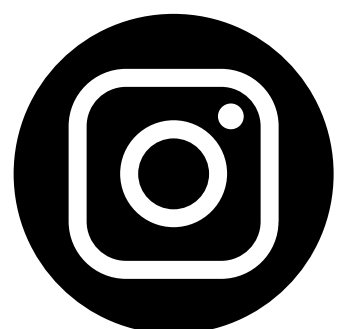
62.5K

196

+22.7%

+249.8%

+378%



2.2K

4.6K

4.7K

89

+1.7%

+33.1%

+1.2K

@riverofpride

*Numbers from January 1st, 2023 to December 31st, 2023

River of Pride was nominated the Premium Pride Festival in Atlantic Canada in 2023

ENCOURAGING CHANGE: SPONSORSHIP OPPORTUNITIES WITH RIVER OF PRIDE

As we prepare to mark our 25th anniversary in 2024, River of Pride is proof of a quarter-century of solid commitment to the 2SLGBTQIA+ community in Southeast New Brunswick.

Founded by and for the community, our organization has consistently championed diversity, inclusivity, safety, and social change. By carefully designing and executing events, workshops, and activities, we foster spaces where individuals of all genders and sexualities find solace, support, empowerment, and opportunities for celebration.

Why Sponsor River of Pride?

- 1. Impactful Reach:** Your sponsorship directly contributes to fostering a vibrant and inclusive community. As our sponsor, you play a crucial role in promoting visibility and support for the 2SLGBTQIA+ community in the region.
- 2. Year-Round Engagement:** River of Pride is not just about an annual festival; it's a continuous commitment. Your contributions fund events and workshops year-round, ensuring sustained support and opportunities for colourful connections.
- 3. Advancing Equity and Social Change:** By sponsoring River of Pride, you align your brand with our core values of diversity, equity, inclusion, social change, intersectionality, and justice. Your support directly contributes to tangible advancements in these critical areas.
- 4. Community Safety and Empowerment:** Your sponsorship helps us create safe spaces for people of all identities, genders and sexualities. In doing so, you actively participate in creating an environment where everyone feels secure, understood, and empowered.

The Impact of Your Contribution:

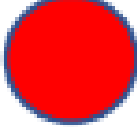
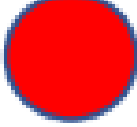


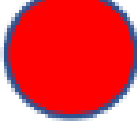


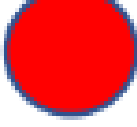


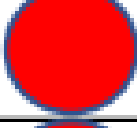


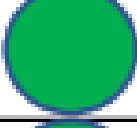
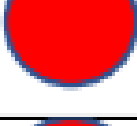
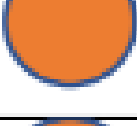

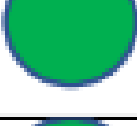



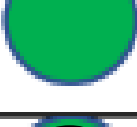











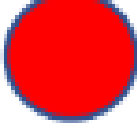





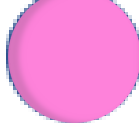
Your sponsorship not only aids in making our annual festival possible but extends far beyond. It fuels events, workshops, and initiatives that uplift and empower the 2SLGBTQIA+ community throughout the entire year. Your commitment resonates not just during celebrations but in the everyday lives of those we serve.

Join Us in Building a Legacy:

We invite you to be a vital part of our 25th-anniversary celebration. Your sponsorship is not just an investment in a moment; it's an investment in a legacy of inclusivity, empowerment, and positive change.

Together, let's make a lasting impact. Thank you for considering sponsoring River of Pride.

SPONSORSHIP PACKAGES

| Sponsor Benefits | Rainbow \$12,500+ | Diamond \$10,000 - \$12,499 | Platinum \$7,500 – \$9,999 | Gold \$5,000 - \$7,499 | Silver \$2,500 - \$ 4,999 | Bronze \$1,000 - \$2,499 | Friends of Pride Up to \$999 |
|---|---|---|---|---|---|---|---|
| Opportunity to brand an element of the festival |  | | | | | | |
| Logo placement on all print materials |  |  |  | | | | |
| Speaking opportunity at River of Pride Festival |  |  |  | | | | |
| Verbal recognition at our events |  |  |  | | | | |
| Parade Float registration |  |  |  |  | | | |
| Unique opportunity for an on-site activation |  |  |  |  | | | |
| Exhibit booth space at our Market (10’x10’) |  |  |  |  | | | |
| VIP passes at selected events your company wishes to attend |  |  |  |  |  | | |
| Recognition on River of Pride’s social media * |  |  |  |  |  |  | |
| Logo and link of your enterprise on our website |  |  |  |  |  |  |  |

*Social medias: Facebook, Instagram and TikTok