

Thunder Pride 2011

A Corporate Sponsorship Opportunity

great
The year 2011 marks the inauguration of an event that promises to honour and celebrate the diversity of all who have come to call Thunder Bay and Northwestern Ontario home. With the support of City Council, proclaiming Thunder Pride Week and a dedicated community, "Thunder Pride 2011" will be a pre-eminent arts and cultural celebration and an economic driver for the city of Thunder Bay. The first annual Thunder Pride, an event celebrating our richly diverse LGBTQ (lesbian, gay, bisexual, transgender, two-spirited, queer) community will take place June 6 to 12, 2011. This will be the first civic Pride week ever to be held in Northwestern Ontario

Thunder Bay is one of the most diverse and dynamic "Cultural Capitals of Canada". This distinction was awarded by the Government of Canada "to recognize and support Canadian municipalities for special activities that harness the many benefits of arts and culture in community life", (2003 – Department of Canadian Heritage). The spirit of the city and the region has welcomed, embraced and celebrated a multicultural population, rich in diversity and culture from around the world. The vitality of Northwestern Ontario's arts and heritage community is celebrated each year through a variety of performances, programs, exhibitions, and festivals. The committee of the 2011 Thunder Pride Week hopes to extend such celebrations of acceptance to members of the gay, bisexual, lesbian, transgender, two-spirited and queer communities within our region, along with their families, friends and allies.

~~As a community,~~ Thunder Bay has come a long way with respect to the acceptance of our LGBTQ community. Our children are our future. Providing them with safe, nurturing and welcoming schools and places throughout the community will help to eliminate the intolerable homophobic bullying, harassment and discrimination based on an individual's sexual orientation or perceived sexual orientation. Community groups have rallied together to support victims of hate crimes and homophobic intolerance. Thunder Bay's heart continues to grow and with it, a "Giant" sense of Pride. We believe the time is right to celebrate our "Pride" with a week of activities dedicated not only to the healthy and safe acceptance of all people for who and what they are, but also in celebration of the diversity that continues to strengthen our city.

We believe that support of this venture will contribute significantly to the overall quality of life for all people in our city. We hope to attract people and support from regions throughout Northwestern Ontario and believe that such regional support will not only result in a boost of economic activity throughout the week, but that it will be the catalyst for such activity for years to come. More importantly, Thunder Pride will position Thunder Bay as a place where all people are accepted; a safe and welcoming place to attend school, to raise a family, to start a business, *to live*. Thunder Pride, similar to other Pride celebrations in Sudbury, Peterborough, Toronto, Winnipeg, Calgary, Vancouver, Halifax, Montreal and places all across this great country, will help to build unity, safety and tolerance for residents and visitors alike. Thunder Pride will make a great city even greater. We believe the time has come.

A Unique Opportunity for Corporate Sponsorship

As it steps out in its first year, Thunder Pride is going to make a big imprint—on the city and surrounding region. High profile activities will be held throughout the week, with widespread appeal to both the LGBTQ and broader communities. The event will be heavily promoted throughout the Northwest and as far afield

as Winnipeg, Sault St. Marie and Duluth. Between 7,000 and 10,000 visitors to Thunder Pride events are expected.

If you do business in Thunder Bay or Northwestern Ontario, this is a not-to-be-missed opportunity to build promotional awareness for your products or services

Thunder Pride Organization

The organizing committee of "Thunder Pride" is made up of a wide spectrum of Thunder Bay residents, all coming together to support friends, family, colleagues and neighbours within our city and region. Among us are teachers and educational leaders, retailers, union leaders, ministers, artists and film makers, community service workers, financial planners, and several others from all walks of life. When we put out a call of interest, we were not surprised to see great numbers of volunteers show up - two days before Christmas - all eager to help to move this event forward. We have since organized a steering committee and executive, including co-chairs Ellen Chambers and Rachel Mishenene and many other committed volunteers. (A detailed organizational structure is attached.)

Thunder Pride Events

During the week, we are planning a wide variety of events. Our primary goal is to reach out to the LGBTQ community and other diverse populations, offering encouragement, friendship, safety and support. The public elementary and secondary schools will be involved, a variety of work places, college and university students, churches, labour unions and commerce groups, providing both education and entertainment. Our focus will also be on friends and families and the embracing of our wonderfully diverse population. Events planned throughout the week include:

Tues. May 31 City Hall Flag Raising/Designation of Thunder Pride week

Sun. June 5 Pride Church Services - Location(s) TBA

Mon. June 6 Kick-off Pride Week Breakfast

Mon. June 6- Friday June 10 Film Festival

Mon. June 6- Friday June 10 LGBTQ Artists show (north and south end venues)

Wed. June 8 *Rainbow* ~~Pink~~ Day at Elementary and Secondary Schools

Thurs. June 9 Evening Walk of Healing

Fri. June 10 Thunder Pride Drag Show

Sat. June 11 Family Picnic and Music Concert *Pride in the Park*

Post-concert bar and dance events

Sun June 12 Pride Church Service. Location(s) TBA

~~Sun. June 12~~ ~~Closing Ceremony~~

Other:

Literature readings/guest authors (Organized by Northern Women's Bookstore)

Related books featured at the public libraries

Thunder Bay Roller Derby game in support of Thunder Pride Week

THUNDER SPONSORSHIP OPTIONS (DRAFT)

Rainbow Sponsorship

For a flat fee, the Thunder Pride Marquee Sponsor will be prominently promoted as a key sponsor of every activity associated with the Thunder Pride Week including:

- All advertising and media publicity in Thunder Bay and throughout Northwestern Ontario
- Logo/name prominently featured in signage posted at all events
- Logo/name prominently featured in all Thunder Pride posters/publications associated with Pride Week
- Verbal acknowledgement of sponsorship at every event
- The opportunity to produce and display banners at Thunder Pride activities
- Thunder Pride logo and designation as "proud sponsor of Thunder Pride" available for use by the sponsor.

Amount: \$15,000.00 +

Event Sponsorship

The Event Sponsor agrees to take on partial or all costs for a specific event, or services in kind to enable the event to be staged. Event sponsors will:

- Be promoted in all advertising and publicity associated with the sponsored event
- Have their logo/name prominently displayed in signage for the event
- Be verbally acknowledged at all gatherings associated with the event
- Have the opportunity to produce and display banners at the event
- Be acknowledged as a Thunder Pride sponsor in all posters/publications/signage associated with Pride Week.
- Thunder Pride logo and designation as "Thunder Pride Event Sponsor" available for use by the sponsor.

MP + 100 +
Amount: \$2500.00

Contributing Sponsor

Sponsors who contribute in-kind services, or develop special promotions/deals for pride visitor services will:

- Be acknowledged as a contributing sponsor in posters/publications/signage associated with Pride Week.
- Have special promotions/deals for pride visitor services noted in all promotion for Pride Week.
- Thunder Pride logo and designation as "Thunder Pride Contributing Sponsor" available for use by the sponsor

We hope that you will take this opportunity to sponsor Thunder Pride 2011.

Sincerely,

Ellen Chambers, Co-Chair, Thunder Pride
Rachel Mishenene, Co-Chair, Thunder Pride,