



**Ottawa's west-end Pride Festival
SPONSORSHIP
PACKAGE**



West Side Pride Board of Directors

Phone: 613-795-3373 | Email: marion@westsidepride.ca

Website: www.westsidepride.ca | Facebook: www.facebook.com/westsidepridewsp



Dear Sponsor,

The organisers of West Side Pride are excited that preparations are underway for the Stittsville and surrounding areas' fourth-annual West Side Pride Festival **11am-4pm on July 25th, 2026** with our first parade tentatively scheduled, though official confirmation on that is still pending..

Since 1969, Pride celebrations have been a time **to recognise the impacts** that lesbian, gay, bisexual and transgender (LGBTQIA2S+) people have **on the world's history at local, national and international levels.**

Today, Pride celebrations can last an entire week and commonly include parades, picnics, parties, workshops and concerts that are open to everyone, regardless of sexual orientation or identity, **attracting millions of participants around the world.**

This year, West Side Pride will again feature a free afternoon filled with professional stage entertainment, a community information fair, a fun-filled children's area, local artisans and vendors including food and drink.

We will also continue to host year-round events aimed at stimulating community awareness and involvement.

Because West Side Pride events are free and open to the public, your sponsorship supports costs associated with securities, insurance, audio/visual rentals and other administrative expenses as needed (e.g., website services).

As a leader in Ottawa's west end, your support ensures that we produce a vibrant Pride celebration – **one that promotes diversity, inclusion and acceptance.**

As a board, we are actively seeking local businesses, organisations and individuals who want **to help make this event a community success** and as such, I hope that you consider becoming a sponsor.

Sincerely,
Marion Steele
Chair

Directors:

Secretary – Victoria B.

Treasurer – Christina C.

Site/Logistics - Kevin H.

Volunteers/Fundraising – Victoria B.

Public Relations/Social Media –
Pam S.

Merchandising – Pam S.

Stage and Sound - Mia P.

Vendors & Sponsors – Marion S.

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What is West Side Pride?

West Side Pride is a local “Pride” organization serving the Western Ottawa communities of Stittsville, Kanata and Richmond and the outlying communities of the Ottawa Valley such as Kinburn, Dunrobin, Carp, Arnprior, Pakenham and Renfrew. In addition to organizing an annual Pride Festival and educational and community events, West Side Pride’s Board of Directors operates with one overarching mission: a world where all LGBTQ+ individuals thrive – living authentically, safely and equitably within their communities. All funds raised for West Side Pride, a not-for-profit organization, go toward programming that supports this mission.

Points of Interest

West Side Pride has active social media accounts on Instagram, TikTok, BlueSky and Facebook. Since its establishment in June 2023, West Side Pride’s social media following has grown exponentially:

In addition, our posts across social media platforms range from 500 to 1000 views, comments and shares each month.

Instagram

- Nearly 700 followers and growing.
- Approximately 1,774 content views every 60 days, indicating strong organic reach

TikTok

- Individual videos receive 800–1,905 views, reflecting high engagement and visibility among audiences.

Facebook

- 500+ page likes, supporting event promotion and community outreach.

Website & Digital Presence

- West Side Pride operates an official website and centralized digital hub for event information, volunteer sign-ups, and community engagement.
- Online platforms are used to recruit volunteers, connect with sponsors, and provide safe-space resources for the local 2SLGBTQIA+ community.

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Sponsorship Levels*

| | Bronze | Silver | Gold |
|--|--------|--------|--------|
| Sponsorship Value | \$750 | \$1500 | \$2000 |
| Website Logo/Name Link | ✓ | ✓ | ✓ |
| Banner on Festival Site | ✓ | ✓ | ✓ |
| Free Booth at Festival | ✓ | ✓ | ✓ |
| Special Thank You on our Social Media | ✓ | ✓ | ✓ |
| Logo/Name Featured during Fundraisers | | ✓ | ✓ |
| Opportunity to Speak from the Main Stage | | | ✓ |

*Sponsorship Levels can be cash or a mix of cash and in-kind that includes needed festival items or items for auction and raffle prizes

LOCAL SUPPORTER PROGRAM \$200 - \$500

This is an opportunity for small local businesses or organizations to be part of West Side Pride and promote our remarkable LGBTQ2S+ community for a modest contribution.

IN-KIND SPONSORSHIP

West Side Pride welcomes the opportunity to partner with you in whatever capacity works best. In-kind agreements (necessary products or services in exchange for sponsorship benefits) will be negotiated on a case by case basis.

LOGOS

Sponsors who receive logo placement can email their high resolution logos in EPS format to westsidepridewsp@gmail.com once their partnership has been confirmed.

COMMUNITY FAIR BOOTH

Sponsors whose benefits include a community fair booth need to complete and submit the application by the deadline. A reminder will be sent to the sponsor as the deadline approaches.

SPONSORSHIP POLICY

Sponsorship with West Side Pride prevents the sponsor from sponsoring any competing for-profit event to the West Side Pride festival event.

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