



GREATER NAPANEE  
—PRIDE—

SPONSORSHIP  
PROPOSAL

# OUR HISTORY

Greater Napanee Pride began as a social media post in 2021 about rainbow crosswalks, and it was driven by the need for representation for members of the 2SLGBTQSI+ community. A group of like-minded individuals came together to see what could be done to start showing Pride in Napanee. Thus, the Rainbow Picnic Table Project was born. Through the power of community and the dedication of volunteers, within a year, that project blossomed into a pride board of directors with events, education and advocacy all year round.

Our aim is to give representation to a community that has always been here and to share a safe space for those who feel like they live life in the margins. You belong here; we all belong here. Whether we're Trans, Gay, Lesbian, Two-Spirit, Bisexual, Asexual, or wherever we find ourselves fitting in. Napanee has always been and will always be our home. It's time we start making history.



**Where it Began**  
*June 2020.*



**Our first Project**  
*June 2021.*



**Community Support**  
*May 2022.*



**Our First Pride March**  
*June 2022.*

# PRIDE AT A GLANCE

As we gear up for another exciting year of celebrating Pride, we take a moment to reflect on the impact that was made in 2024. The numbers speak for themselves, but interest has continued to grow month after month since last June, and we are ready to make an even bigger impact this year. Let's show Greater Napanee what Pride is all about!



1500+

**EVENT ATTENDEES**

4500+

**WEBSITE VISITS**

254K+

**SOCIAL MEDIA VIEWS**

30+

**SPONSORSHIPS**

# SPONSORSHIP INFORMATION

Greater Napanee Pride is a registered not-for-profit, volunteer-led, organization promoting gender and sexual diversity and inclusiveness through events, outreach and education in Greater Napanee. Our events and outreach touch the lives of over 1500 seniors, youth, service providers and allies in our region annually. Each year our organization requires over \$25,000 in funding to facilitate these much-needed social and educational activities.

## Why Sponsor Us?

- **Brand Awareness:** Increase awareness about your brands.
- **Allyship:** Align your organization with the important work Greater Napanee Pride does within the Greater Napanee community.
- **Reputation Boost:** By supporting us, your organization is also supporting important causes such as diversity and inclusivity.

Sponsoring GNP is an incredible opportunity to promote your business in front of a large audience and is an opportunity to let others know of your committed support of the 2SLGBTQIA+ and allied community.

By reviewing this packet, you're one step closer to being part of GNP's annual pride event! This is an important event for the 2SLGBTQIA+ community and allied supporters.



<b>SPONSORSHIP PACKAGE</b>	<b>Diamond \$2500+</b>	<b>Platinum \$1000</b>	<b>Gold \$500</b>	<b>Silver \$250</b>	<b>Bronze \$100</b>	<b>In-Kind</b>
<b>EVENT RECOGNITION &amp; PERKS</b>						
Walk in Pride March	•	•	•	•	•	
Logo on Volunteer Shirts	•	•	•	•		
Vendor Space	•	•				
PA Acknowledgment	•	•	•	•	•	
Logo on Event Signage	•	•	•	•	•	
<b>WEBSITE &amp; SOCIAL/RADIO MEDIA RECOGNITION</b>						
Website Logo	•	•	•	•	•	
Social Media Recognition	•	•	•	•	•	
Acknowledgement/ Recognition on Radio, Print and Digital Ads	•	•	•			
Custom Radio Ads with 'why your business supports Pride'	•					

# JOIN US!

The Greater Napanee Pride Festival is not possible without YOU! Without the dedication of the board, the GNP Festival would not be realized on the scale that it has already grown to.



## Board

We're led by a dedicated team of a volunteer board of directors who use their skills, expertise and lived experience to achieve our mission, vision and values.



## Volunteer

Volunteering gives you the opportunity to make a difference and give back to the 2SLGBTQIA+ and allied community. It's your chance to meet new people, share new experiences, and feel the camaraderie that comes with working together.



## Contact us

Please contact us at [info@greaternaneepride.com](mailto:info@greaternaneepride.com)



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