

# Barrie Pride

## Sponsorship Information Package

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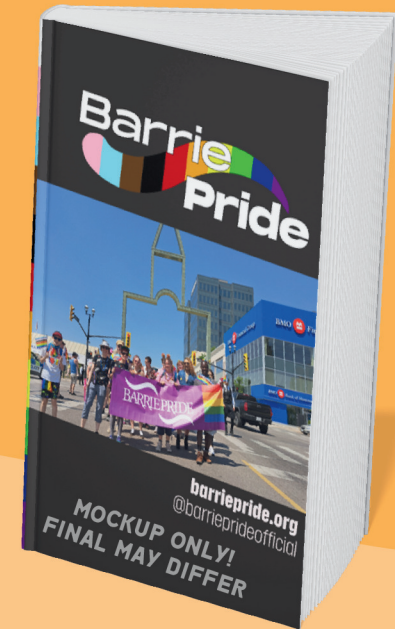
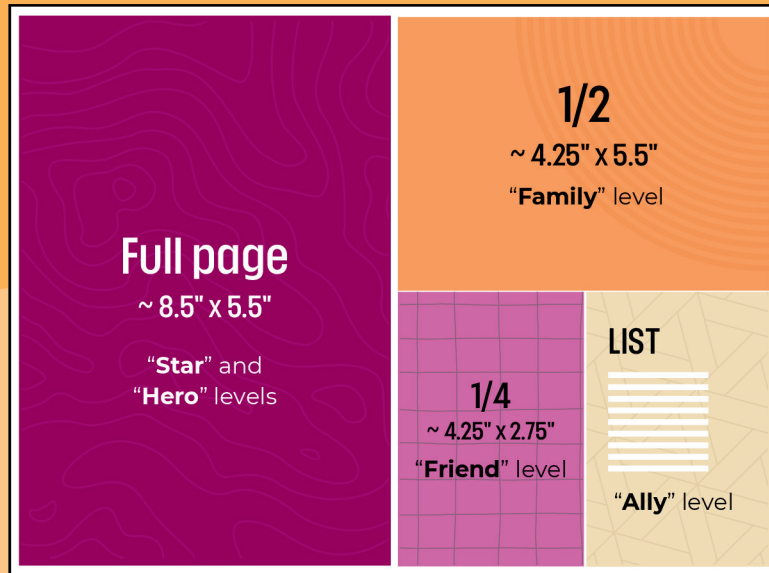


# SPONSORSHIPS OVERVIEW

|                        | PRINT ADS                               | SOCIAL MEDIA           | WEB SPOTLIGHT                | BOOTH @ CELEBRATION    |
|------------------------|-----------------------------------------|------------------------|------------------------------|------------------------|
| <b>STAR</b><br>\$1000+ | Full page - inside cover (first 2 only) | 3 solo highlight posts | Logo with message, 500 words | Double-sized spot free |
| <b>HERO</b><br>\$750   | Full page                               | 2 solo highlight posts | Logo with message, 100 words | Regular spot free      |
| <b>FAMILY</b><br>\$500 | Half page                               | 1 solo highlight post  | Logo and link                | Regular spot free      |
| <b>FRIEND</b><br>\$250 | Quarter page                            | Group highlight        | List with link               | \$20 spot              |
| <b>ALLY</b><br>\$100   | List                                    | Group highlight        | List with link               | \$30 spot              |

# PRIDE GUIDE

New for 2025, we're putting out a guide to all things Pride here in Barrie! Celebration sponsors are offered space for an advertisement or a message to the community. Spots are limited, get in touch today!



Guide will be in circulation for at least two years, and distributed as a free pamphlet at libraries, city hall, community centres, tourism information centres, etc. Barrie Pride reserves the right to request edits to or reject sponsor imagery or messages based on inappropriate or harmful content.

# SOCIAL MEDIA

Depending on the level of sponsorship, Barrie Pride will be putting out a series of promotion and thank-you posts on Instagram and Facebook to be viewed by our **7000+ followers**. Every supporter is mentioned in a group post after the event, but your business, service, or family can be featured more often and more prominently as the tiers increase.

## Stars

3 feature posts on Insta and FB

- before event (“Brought to you by...”)
- on day-of (“Made possible by...”)
- after event (“Thank you to...”)

Logo or image of your choice with link/tag

Include a message in graphic or caption

## Heroes

2 feature posts on Insta and FB

- before event (“Brought to you by...”)
- after event (“Thank you to...”)

Logo or image of your choice with link /tag

## Family

1 featured post on Insta and FB

- after event (“Thank you to...”)

Logo or image of your choice with link/tag

## Friends & Allies

Group post of all supporters

- after event (“Thank you to...”)

Small logo or image of your choice with link/tag

**SEE SOME  
EXAMPLES**





PRESENT:

**Zine  
fest!**

june 15 @ 5pm:

Barrie Pride is made possible by:

**what's up,  
pup?**

*doggy daycare*



**whatsuppup.woof**  
@whatsuppupdaycare



## Thank you to Watermelon Jewellery for supporting Barrie Pride!

Watermelon Jewellery is proud to be a Star Sponsor for the 2025 Barrie Pride celebrations! As members of the 2SLGBTQIA+ community ourselves we strive to stomp out hate and discrimination, and promote queer joy whenever we can. For the rest of June, 50% of each sale will be donated to the Rainbow Railroad. Have a fantastic Pride season!

- Hind & the WJ team



## PRIDE SUPPORTERS



**GREEN'S GROCERY**  
@greensgrocer



**PRO BOARD SHOP**  
@proskateboards



**3PEAKS DESIGN**  
@3-peaks



**KEYES LOCKSMITH**  
@rockandkeyes



**LUKE'S DINER**  
@lukes\_diner



**WHIPPERSNAPPER'S**  
@whippersnappers toys

# SPONSOR AN EXPERIENCE

Collaborate with us to sponsor a single event, and help us bring a new Pride tradition to life!

|       |                                                                        |
|-------|------------------------------------------------------------------------|
| \$350 | <b>Retro Dance Party at C.W. Coops with the Iconic Queer DJ Hattie</b> |
| \$250 | <b>Queer Movie Matinee at Cineplex</b>                                 |
| \$200 | <b>Family Berry Picking Day at Barrie Hill Farms</b>                   |
| \$150 | <b>Sponsor a Drag Performance</b>                                      |

## **Other ideas:**

- Zine festival
- Photo booth for Pride Celebration
- High Tea with a Queen
- Self-defence workshop
- Karaoke



Your sponsored event will be advertised with your name and logo as agreed upon

- eg. *Coyote Books + Barrie Pride's Movie Night!... PFB's Pride Dance Party... Board Game Night with Rook's Hobbies and Barrie Pride*, etc

If you have your own ideas for an event or an experience, or would like to further discuss anything here, don't hesitate to reach out to us via email today!

**[barrieprideinfo@gmail.com](mailto:barrieprideinfo@gmail.com)**

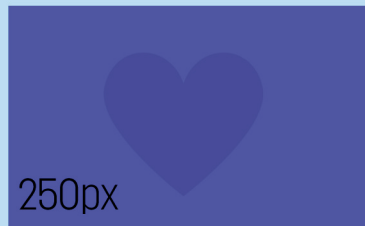
# WEB SPOTLIGHT

We want to feature everyone who makes Pride possible on our website! Star sponsors appear on every web page in the footer, as well as on the Sponsors page at [barriepride.org/sponsors](https://barriepride.org/sponsors) with all of our Heroes, Family, Friends, and Allies. Some tiers also include space to send a message to the community!



## Stars

500px image  
500 words message  
Logo in web footer  
Link



## Heroes

250px image  
100 words message  
Link



## Family

200px image  
Link

## Friends & Allies

Link

SEE SOME  
EXAMPLES  
↪

# YOU make Pride happen!

MOCKUP ONLY!  
FINAL MAY DIFFER

## PRIDE STAR



*QT Pies and Baked Goods*

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## PRIDE HEROES



*Northern Lights*

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*Royal Roller Derby*

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*Sally Ride Fund*

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*OMGILY*

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## PRIDE FAMILY



[Peachy Klean](#)



[Magic Makeup](#)



[Flying V Clothing](#)



[My Style Studio](#)



[Coyote Books](#)



[Fearless CBT + DBT](#)



[PFB Designs](#)



[Twinkle Toe Dance Co.](#)



[Captain Clutch Inc.](#)



[Scissor Sisters Salon](#)

## PRIDE FRIENDS & ALLIES

[Violet & Lavender's Flower Emporium](#)

[Uncle Ceej's Hockey Supplies](#)

[Royal Tea Teahouse and Cafe](#)

[Haring's Paints](#)

[Butch Magic Zine Distro](#)

[Bumblebear Toy Store](#)

MOCKUP ONLY!  
FINAL MAY DIFFER

# MAKE A DONATION

Barrie Pride is a grassroots not for profit, founded and run by volunteers. We are entirely funded through grants and sponsorships, as well as **donations** from generous individuals and organizations.

Any amount - big or small, one-time or recurring - makes a major difference in our programming and outreach abilities. E-transfer us at:

**barrieprideinfo@gmail.com**



# LOOKING FORWARD TO HEARING FROM YOU!



© Hailey Maurice-Cyr



© Hailey Maurice-Cyr

Designed by Brodi Mears of Barrie Pride

Photography by Hailey Maurice-Cyr



@haileymauricecyr



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