



PRIDEWINNIPEG.COM

Business Float Registration Package 2010



Greetings from Winnipeg Pride;

Each year Winnipeg Pride organizes our city's annual Pride Parade and Festival. We have worked tirelessly for over twenty years to ensure that each year's Pride festivities are bigger, better and more filled with pride than those which passed before. This year is no exception! Building on the success of last year's Pride Parade and Festival, we are looking once more to increase participation from businesses and community members such as yourself.

This year marks an historic time for us at Winnipeg Pride as we prepare to move our festival from Memorial Park, which has been our home for many years, to the Scotiabank Stage and Festival Grounds at The Forks. Our Parade route begins at the Legislative Grounds with a rally on the north steps, then proceeds through downtown Winnipeg to The Forks.

Our Parade, unlike those in other cities, continues to provide a unique opportunity to businesses and community groups to interact with members of our ever-growing community. We hope that you will consider joining us in our endeavour to share our pride in our selves, our families, our community and the businesses and organizations that support us. Please read the enclosed material and if you have any questions you are welcome to contact me at any time.

Most sincerely

Jason van Rooy
Parade Coordinator
Winnipeg Pride

About Winnipeg Pride

That was then...

On August 2, 1987, about 250 people marched in Winnipeg's first Pride Day. It was a brave step – a tentative venture out of a dark closet that for too long confined the spirits of those who belong to Winnipeg's GLBTQQ* community. Legally and socially, and in many other ways, the world was still an oppressive and homophobic place. A few still-shamed people in that first march wore paper bags over their heads to conceal their identities.

This is now!

Today, more than 8,000 people from the GLBTQQ* community and beyond gather to enjoy themselves, to celebrate our many victories and our diverse community, and to remember that there is so much to be proud of and thankful for. Pride in Winnipeg has been celebrated annually since 1987, and has evolved from a one-day event into a 10-day festival filled with pride, confidence, fun, colour, music, laughter, optimism, and activism.

Winnipeg Pride is the Pride of the Prairies – the largest celebration of GLBTQQ* culture between Toronto and Vancouver. We invite everyone from far and wide to join our welcoming community and celebrate Pride in Winnipeg – the heart of the continent!

Get exposed at the Largest Pride Event in the Prairies

Pride is the one event in Winnipeg's GLBT* community that brings everyone together for one giant celebration. There is no other of it's kind in Winnipeg.

When you support us, we support you.

Pride stands for many different things to many different people. When you enter a float in the parade at Pride, you not only get a great marketing opportunity, you also let the community know that you support the positive social change that Pride stands for.

A recent study showed that the GLBT* demographic is 89% brand-affiliated, meaning most likely or highly likely to actively seek out a brand that had advertised in gay media.

[Source:Simmons]

Your participation in our Annual Pride Parade will expose your business to thousands of local members of the GLBT* community here in Winnipeg and from across the prairies. In addition, the media exposure your business could potentially experience would bring an even higher potential for return. Entering a float in the Winnipeg Pride Parade will show your support for the distinct needs of our ever-growing and diverse community.

Our community is a truly diverse one, no matter what your business, there is someone in the GLBT* community from whom you receive support. Our community is made up of single and married men and women, families, youth and seniors. Each business, no matter what industry you cater to, will immeasurably benefit from participation in our annual parade.

This registration package includes Frequently Asked Questions and a registration form. We encourage all businesses to consider participation in our parade as a positive business growth opportunity. Nearly every business which has participated in our annual parade does so year after year, allowing them to show their continued support for our community, and demonstrating the benefit they have experienced from participation.

WHAT IS A FLOAT AND HOW DO I GET ONE???

What is a float? Anything that moves, is festive, and joins us in our annual parade! With music or without, on wheels or carried, anything which represents your business and follows us on our Pride filled journey through Downtown Winnipeg on June 6th is YOUR pride float.

Here are some examples of both simple and more elaborate floats in our past parades ... Many people enter floats in our parade, from student organizations to businesses both in and outside of our community. Entering your own float can be as simple as decorating your truck and inviting your staff to walk alongside you in a fun filled and boisterous event.



What better way to engage your staff than by spending a fun filled afternoon in the sun, surrounded by happy friends, music and the energy that comes along with participating in a Pride Parade.

Remember, every little bit of colour, joy, fun and whimsy adds to the experience for everyone involved. Building a Parade float is as easy as decorating your vehicle with Pride colours or as hard as building a platform on a trailer to fill with people. And our parade coordinating team is always there to help.



Frequently Asked Questions - FAQ

Why should my business enter a float in the Winnipeg Pride Parade?

Your business will have the opportunity to be visible and exposed to over 6000 people in one afternoon,

Your business will be able to promote its products and or services for over 2 consecutive hours while my employees have fun and interact directly with the public,

A recent study showed that the GLBT* demographic is 89% brand-affiliated, meaning most likely or highly likely to actively seek out a brand that had advertised in gay media,*

When you support us, we support you. Pride stands for many different things to many different people. When you sponsor Pride, you not only get a great marketing opportunity, you also let the community know that you support the positive social change that Pride stands for,

Participating in the Winnipeg Pride Parade could signal your business as one which is supportive of diversity in our community,

Your business could receive media exposure, increasing the value of the exposure participation in the parade alone offers,

You would be participating in an event which celebrates joy, pride and diversity of persons and spirit, this alone is fulfilling in itself.

*[Source:Simmons]

How do I get my business in this parade?

Fill out the enclosed float registration form,

Recruit two or more marshals to walk with your float in the parade (ensure they are available to attend the marshal training session),

Find a vehicle, bike, cart or group of people willing to carry products and a banner,

Winnipeg Pride 2010 Float Registration

Our 2010 Pride theme : ``Proud To Be``

Attn: Jason van Rooy Tel. 204-229-2985

Contact Name and Organization: _____

Contact Phone Number: _____ - _____ Contact E-mail: _____

Business Float (\$150) Community Float (\$50) Walking Group – Not for profit (Free)

Approximate length and height of Float : _____ Length x _____ Height

Will you have music : Yes No Approximate # of people that will be on the float _____

All floats will be required to supply (2) parade marshals. Walking groups will be required to supply (1) parade marshal. (For flat bed trucks more the 14' please supply 4 marshals)

The marshals will have to attend a brief training session. Marshals will be able to walk with their group during the parade unless they are required to attend to another parade issue.

The Marshal training session will take place May XX at XXXpm.

Please give us the names and contact information for each of your parade marshals. For large floats, please include a second sheet with the names and contact info for 2 additional Marshals.

Marshal #1

Marshal #2

Name: _____

Name: _____

Phone No: _____

Phone No: _____

Email: _____

Email: _____

Please write legibly

Please write legibly

Please fill out form mail with payment before May 30th to:

508-491 Stradbrook Avenue, Winnipeg, Mb. R3L 0K2

REGISTRATION FEE TO BE PAID AT TIME REGISTRATION IS SUBMITTED;
PLEASE MAKE ALL CHEQUES PAYABLE TO:

WINNIPEG LESBIAN AND GAY PRIDE INC.

PLEASE NOTE: WE ENCOURAGE PARADE PARTICIPANTS TO USE RECYCLABLE MATERIALS TO HELP REDUCE OUR PARADE'S ENVIRONMENTAL FOOTPRINT

For Office Use:

Fee Paid: Yes : Date: _____ Paid by: Cheque Money Order Received by _____