

## Preamble:

To guide Pride Winnipeg on how to work with businesses and organizations regarding a sponsorship deal.

## Policy Statement:

Sponsorship is critical to assist with the startup costs for the Pride Week. Care and diligence needs to be taken to ensure sponsorship deals are clear, fair, and in the best interest of the Organization.

When seeking sponsors we must ensure our vision, mission and goals align with the business/organization we wish to approach for sponsorship. Businesses/organizations that are in disagreement with our vision, mission and goals should not be a sponsor.

## Procedures:

### Sponsorship Package

1. The Sponsorship Package should be completed before the start of the next fiscal year. The package should include the following:
  - a. A message from the President.
  - b. A short list of facts about the LGBTTTQ\* market.
  - c. A list of the past years' sponsors.
  - d. A listing of the various sponsorship levels and what is offered in each one.
  - e. Contact information for the President.
  - f. FAQ about sponsoring Pride.
2. The package should be available on the website.

### Sponsor Agreements

1. All sponsor agreements between Pride Winnipeg Festival and a business/organization must be in writing and confirmed by an authorized individual from both parties.
2. The agreement needs to include the following:
  - a. What Pride Winnipeg Festival is receiving from the business/organization.
  - b. What the business/organization is receiving from Pride Winnipeg Festival.
3. The President must ensure Pride Winnipeg receives all items stated in the agreement from the respected business/organization and must also ensure that Pride Winnipeg delivers on all promises in the agreements. Failure to deliver on our promises could lead to drastic damage to Pride Winnipeg's reputation and put future sponsorship opportunities in jeopardy.
4. If the agreement needs to be amended by either party, a new agreement will need to be drawn up and confirmed for the amendments to take effect.

## Deliverables

### Pride Guide Ads

1. Inform the sponsor of the ad deadline and specs. Reminders should be sent out periodically.

2. Inform the Pride Guide Project Manager or delegate of all sponsor ads. They will need to know the size and placement for all ads.
3. When the ad is received it is to be submitted via the ad submission form on SharePoint.

#### Logos

1. As soon as a sponsor agreement is signed, the logo and any brand guidelines should be requested from the sponsor and sent to the Public Relations Director and Website Coordinator for logo placement in our publications and on our website.

#### Exhibit Space

1. The sponsor needs to fill out and submit the Sponsor Festival Exhibit Space Form. This form goes to the Festival Director.
2. The Festival Director will confirm with the sponsor when they have received the form and ask any follow up questions to clarify their requests.
3. During the Festival the President should be checking on the sponsors to ensure they are enjoying their experience and responding to any requests or concerns.

#### Parade Entry

1. The sponsor needs to fill out and submit the Sponsor Parade Entry Form. This form goes to the Parade and Rally Director.
2. The Parade and Rally Director will confirm with the sponsor when they have received the form and ask any follow up questions to clarify their requests.

#### Community Feature

1. Sponsors will be asked to write up a community feature which will highlight the story of why the sponsor decided to get involved with the Pride Winnipeg Festival.
2. Once the community feature is completed it is to be sent to the Public Relations Director for posting.

#### Brand Recognition

1. Branding recognition allows sponsors to display their brand during our events. This branding can consist of a variety of items including banners, signs, and promotion material. Branding also includes having a sponsor's logo placed on our website, publications and banners.
2. All branding items must be provided by the sponsor and given to the respective event manager (Ex. Items for The Festival goes to The Festival Director).
3. If branding items must be used in multiple events over the course of a short period of time (Ex. Pride Week/Pride Day), a person from the organization must be assigned to be the caretaker of these items and ensure they are setup/removed from the respected events.
4. All branding items must be returned to the sponsor in the same condition they were received.
5. For logos please refer to the logo section of this policy.

#### Free passes

1. Any free passes to sponsors must be coordinated with the respective event manager. Full names must be provided by the sponsor for individuals using the free passes.

2. Passes may be mailed out or picked up.
3. Only the number of passes stated in the agreement will be provided.

#### Speaking Opportunities

1. Speaking opportunities given to sponsors must be coordinated with the respective event manager.
2. Length of time and schedule time to speak will be determined by the event manager.

#### Website Ads

1. Inform the sponsor of the ad specs for the website.
2. When the ad(s) are received they are to be submitted to the Website for posting.

#### Post Pride Meetings

1. All sponsors should receive a follow up meeting with the President within six weeks following Pride. The following needs to be conducted during this meeting:
  - a. The agreement should be review and ensure both parties delivered on their promises and were satisfied with the sponsorship.
  - b. A survey should be administered to collect information on the sponsor's experience with Pride Winnipeg.
  - c. Discussions for next year should be done and a soft agreement should be made to continue with the sponsorship.
  - d. Pictures of the sponsor at various Pride events and a thank you card should be given to show our appreciation for their sponsorship.

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