

Moose Jaw Pride Week Love is Love: May 1 – 7, 2017

Who We Are

Moose Jaw Pride Inc. is a registered non-profit corporation with a vision of a thriving community for all gender and sexually diverse people.

What We Do

Moose Jaw Pride is more than just a summer festival! Throughout the year, we offer many other community events, customized diversity training, a drop-in centre, information & resources, peer support, advocacy, as well as outreach & community engagement.

New in 2017

Our work has expanded to more than 6 communities across province to form the Saskatchewan Pride Network, including: Swift Current, Weyburn, Estevan, Yorkton, Humboldt and Prince Albert.

We have an exciting line up of events for 2017 including our first ever Pride Week Art Show and our Hidden Histories Trolley Tour!

Event Stats

- 3200+ attendees at special events throughout 2016 plus an additional 5,100 interactions with members of the public.
- 1,000+ attendees at 14 Pride Week events in 2016! 27% increase in attendance compared to 2015.
- 81% Increase in attendance from 2013

Communication Stats

- Over 462,000 people were reached by our Facebook posts in 2016
- More than 23,000 unique visitors to our website in 2016

Double Your Money!

Your contribution could be doubled through artsVest matching funds!

For each new sponsor of \$200 or more, we receive a matching contribution up to \$6,000!

Become a sponsor today and help us reach our 2017 goal!

Make A Difference

“I never thought I would ever walk proudly down main street and tell the whole world who I am.”

--James Szwagierczak

Direct Your Donation

Are you wanting to sponsor a specific event, item or diversity training session? We are happy to work with you! Contact us to discuss a directed sponsorship arrangement for Pride Week 2017!

Moose Jaw Pride 2017 Sponsorship Benefits

Get noticed by our supporters! Sponsoring Pride Week gives you access to a range of marketing tools, designed to let our supporters know what organizations they should support!

Stand Alone Offers

3'x5' Rainbow Flag
Only \$19!

35 Custom 1-1/4" Buttons
Only \$49!

2017 Pride Guide Ads

Full colour ads starting at just \$99! Please see attached rate card for details.
All ad creative is due: **April 1, 2017.**

2017 Sponsorship Packages

Sponsor Benefit	< \$250	\$250	\$500	\$750
Announcement on the Moose Jaw Pride Facebook Page	✓	✓	✓	✓
Thanks & acknowledgement at flag raising ceremony		✓	✓	✓
Your logo on our website: www.moosejawpride.ca/sponsor		✓	✓	✓
Your logo on display at our 2017 Pride Week Art Show!		✓	✓	✓
½ Page colour advertisement in our 2017 Pride Guide		✓		
Full page colour advertisement in our 2017 Pride Guide			✓	✓
Logo on the 2017 Pride Week handbills			✓	✓
Logo on the 2017 Pride Week event poster (online & print)			✓	✓
Logo on the footer of every page of Moose Jaw Pride Website				✓
Logo on all Pride Week posters in our partner communities				✓
Title sponsor for one Pride Week event				✓

Logos must be received no later than **April 1, 2017** for full sponsorship benefits.
In-kind sponsorship offers are gladly considered.

Multi-year sponsor: For sponsors of \$1,000 or more over a 3-year term, we are happy to create a custom sponsorship package tailored to your needs including: online news article featuring your business, diversity training, naming rights for community awards, volunteer opportunities, bring greetings at events, or your logo on all of our advertising material throughout the year.

Contact: Joe Wickenhauser, Executive Director, Moose Jaw Pride
joe@moosejawpride.ca | 306.692.3388

Saskatchewan Pride Guide

Advertising Rate Card



More than 1,000 copies of our Pride Guide will be distributed across Saskatchewan in: Moose Jaw, Regina, Swift Current, Weyburn, Estevan, Yorkton, Humboldt, Saskatoon & Prince Albert. The guide will contain event information about Pride Week events happening across the province from Spring to Fall 2017!

Help make Saskatchewan Proud by booking your ad in the 2017 Saskatchewan Pride Guide: "Love is Love". All proceeds support Pride Week activities in Saskatchewan's smaller communities.

Advertising Rates

Full Colour Ads!

Half Page.....	\$99
Full Page.....	\$179
Inside Cover.....	\$199
Back Cover.....	\$249

Graphic Design Services

We can design your ad for \$45/hour.

More Information

To book your ad or for any questions, please contact:

Joe Wickenhauser
joe@moosejawpride.ca
306-692-3388

Digital Format

Image resolution should be a minimum of 300 DPI. Submit all ad copy in PDF format to:
joe@moosejawpride.ca

Half Page
No Bleed: 3.75" x 2.4"



Full Page, Inside Cover, Back Cover

Safe Area: 5" x 3.75"
Trim: 5.5" x 4.25"
Bleed: 0.125"



Deadline

April 1, 2017

Payment

We accept cash, cheque, credit card & e-transfers. Please make cheques payable to:

Moose Jaw Pride Inc.
60 Athabasca E
Moose Jaw, SK S6H 0L2

Terms & Conditions

All ads must be pre-paid by the deadline date. All cancellations must be made in writing by the deadline date.

The publisher assumes no liability for the content of advertised materials including copy, illustrations and/or photography. All materials and advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement.