



PARTNERSHIP PACKAGE

Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of 2SLGBTQIA+ individuals in Windsor-Essex. Windsor-Essex Pride Fest and its year-round social programs provided at our community space are funded by contributions made through sponsorship, advertising, event admissions, grants and donations from the public.

Windsor-Essex Pride Fest does not receive any ongoing government funding so your support is greatly needed and appreciated!



www.wepridefest.com • sponsor@wepridefest.com



A message from the Board of Directors

Dear Community Supporter,

Thank you for taking the time to look over our 2026 Partnership Package enclosed and **we hope you will consider supporting Windsor-Essex Pride Fest** this year through the many opportunities outlined in the package.

Your interest in partnership opportunities with our organization is not only socially progressive, it shows you and your organization support the Two-Spirit, Lesbian, Gay, Bisexual, Trans, Queer, Intersex and Asexual (2SLGBTQIA+) community in Windsor-Essex.

Now in our 35th year, we are proud and excited to announce that the 2026 Windsor-Essex Pride Fest will be held July 31 to August 9, 2026. From July 31 - August 6, 2026, we will have events at various locations throughout Windsor-Essex and from August 7-9, 2026 we will be at our home in Lanspeary Park on Ottawa Street for the main festival.

Windsor-Essex Pride Fest continues to be a dynamic non-profit organization that facilitates opportunities for connection and belonging through our **year-round social programs, workshops and events in Windsor-Essex** while contributing to the vibrancy, health and well-being of 2SLGBTQIA+ residents in Windsor-Essex and as a result, strengthening the community overall.

Our organization has always been more than just a festival. A lack of peer or social support, activities and resources in our community can lead to social isolation that often escalates into a number of problems including homelessness, depression, violence, and often, suicidal ideation. We are dedicated to protecting 2SLGBTQIA+ individuals rights, advocate for diversity, equity and inclusion and raise awareness of ongoing challenges including discrimination, exclusion, harassment, violence, assault and many more.

This partnership package provides you with several opportunities to **show your support** for diversity, equality and inclusion in our community. These opportunities include sponsorship, vendor space, advertising space and donation. 2SLGBTQIA+ consumers are well documented for their loyalty and support of businesses that support them. There are a number of options to choose from **so be bold, proactive, and support us today.**

We thank you for your consideration of our partnership request and **we hope you can support the 2026 Windsor-Essex Pride Fest, its year-round programs and the 2SLGBTQIA+ community in Windsor-Essex.**

Yours In Pride!

2026 Board Of Directors
Windsor-Essex Pride Fest



Windsor-Essex Pride Fest is an incorporated not-for-profit organization that strengthens the sense of community and contributes to the vibrancy, health and overall well-being of Two-Spirit, Lesbian, Gay, Bisexual, Trans, Queer, Intersex and Asexual (2SLGBTQIA+) community, their friends, allies and supporters in Windsor-Essex.

Windsor-Essex Pride Fest's goal is to empower 2SLGBTQIA+ individuals through all of our programs and initiatives and facilitate opportunities for connection and belonging to reduce social isolation. This is done through age-specific inclusive activities, peer-facilitated groups, workshops and special events/initiatives and year round social programs.

Our 2026 Board Members

Robert Vitella
Interim Co-President

Bonnie Skara
Executive Administrator / Secretary

David Lenz
Treasurer / Community Development

Joey Wright
Director

Mel Lucier
Director

Stephanie (Boots) Paulton
Director

Windsor-Essex Pride Fest
2109 Ottawa Street, Unit #216
Windsor, ON N8Y 1R8

Phone: 226-348-3378
Email: sponsor@wepridefest.com
www.wepridefest.com

About Windsor-Essex Pride Fest

Windsor-Essex Pride Fest is a registered non-profit organization incorporated in the Province of Ontario, run by a volunteer Board of Directors that brings together members of the Two-Spirit, Lesbian, Gay, Bisexual, Trans, Queer, Intersex and Asexual (2SLGBTQIA+) community, their friends, allies and supporters in celebration of the unique spirit and culture of our community.

We do this by producing quality, inclusive and safe events, initiatives and social programs to celebrate and enjoy. Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of 2SLGBTQIA+ persons in Windsor-Essex.



Programs we deliver to the Windsor-Essex Community

Windsor-Essex Pride Fest's goal through its many programs and initiatives is to support the 2SLGBTQIA+ community by empowering individuals to reach out to each other and to facilitate opportunities for connection and belonging through age-specific activities or initiatives, social/recreational programs and special events and will address social isolation and create a social environment that is more accommodating, resilient and connected to the broader 2SLGBTQIA+ community in Windsor-Essex.

Members of the 2SLGBTQIA+ community experience unique social isolation compared with other marginalized groups. Research indicates that the individuals in the 2SLGBTQIA+ community are 2.5 times more likely to live alone. The lack of peer or social supports, activities, gatherings or other opportunities to engage with peers in the community may cause social isolation that often escalates into a number of other problems, including homelessness, depression, violence, suicidal ideation, drug and alcohol abuse and dropping out of school for some 2SLGBTQIA+ youth.

Our Year-Round Social Programs

WEEKLY PROGRAMS

- QConnect Youth Drop In (Held weekly for ages 12-18)
- Young Adult Mixer (Held weekly for ages 19-29)

BI-WEEKLY PROGRAMS

- QConnect Plus Seniors Program (held bi-weekly for ages 50+ years)
- Qlink Drop In (held bi-weekly for ages 18-29)
- Two-Spirit Group (Held bi-weekly for all ages)

MONTHLY AND ONE-OFF PROGRAMS

- Revive Wellness Nights (Monthly)
- Arts, Crafts and Painting Nights (Monthly)
- WePrideRides (Seasonal)
- Windsor-Essex Pride Festival (August)



George Hannah Memorial Scholarship Program

The scholarship was established in honour of George Hannah (local community activist) and recognizes students that have demonstrated leadership and/or commitment to the community in the promotion of equality, diversity and/or awareness of 2SLGBTQIA+ issues in Windsor-Essex including ongoing social challenges including discrimination, exclusion, harassment and assault.

How are we funded?

Windsor-Essex Pride Fest and its year-round social programs provided at our community space are funded by contributions made through sponsorship, advertising, event admissions, grants and donations from the public. **Windsor-Essex Pride Fest does not receive any ongoing government funding so your support is greatly needed and appreciated!**

Windsor-Essex Pride Fest strengthens the sense of community and contributes to the vibrancy, health and overall well-being of 2SLGBTQIA+ individuals in Windsor-Essex.





“Sun shining, music blaring, people dancing and smiling. The festival brings people and families together with only one thing in common... to celebrate our community.”

- Mel Lucier



Reasons to sponsor the Windsor-Essex Pride Fest

Social Responsibility

One of the most important benefits that we often hear from sponsors is that they feel that they have made a real difference in the 2SLGBTQIA+ community in Windsor-Essex. Not only does your sponsorship contribute to the Windsor-Essex Pride Fest but overall it supports local organizations who receive financial funding from the Windsor-Essex Pride Fest.

Value Of The 2SLGBTQIA+ Market

Despite the growing acceptance of the Lesbian, Gay, Bisexual, Transgender, Queer and Two Spirit (2SLGBTQIA+) community in Canada, this consumer market remains vastly unexploited relative to its size. A study by the International Gay and Lesbian Chamber of Commerce and the National Post pegged the buying power of the Canadian 2SLGBTQIA+ community at just over \$100 billion, which is 10% of the \$1 trillion Canadian consumer market. This market is bigger than any other ethnic market in Canada, and is fast approaching the size of the youth market. This market size is particularly striking given that it is based only on the 6% of the Canadian population that currently self-reports as 2SLGBTQIA+. However, research suggests that closer to 10% of the population is a member of the LGBTIQ2S+ community. Therefore, the current market is set to grow rapidly as more feel comfortable to publicly identify. The value of the 2SLGBTQIA+ market is high not only because of the sheer number of consumers but also because of the characteristics of these consumers. A majority of gay couples live in a dual income household with no children. As a result, 76% of 2SLGBTQIA+ household incomes are above the national average, which fuels their high level of disposable income. Because this market has been underserved for so long, companies that have begun appealing to these consumers have found them fiercely brand loyal, further elevating the attractiveness of this market.

Build Customer Awareness And Loyalty

Becoming a partner with the Windsor-Essex Pride Fest provides a tremendous amount of exposure for your business to the 2SLGBTQIA+ community and their allies. Each year, the Windsor-Essex Pride Fest is not only a spectacular event for the attendee but also amazing experiences for those who assist in making it happen. Your support builds awareness of the 2SLGBTQIA+ community to all living in the Windsor-Essex region. Supporting the Windsor-Essex Pride Fest proves that your business goes deeper than commerce.

- 2SLGBTQIA+ Canadians more likely to seek out companies that advertise to them and are willing to pay higher prices for premium products and services .
- 65% prefer products or services from companies that support non-profits or charities serving the 2SLGBTQIA+ community over competing products or services that do not.

Advertising And Promotions

Depending on your sponsorship selection, your company logo, links to your homepage, references on social media, email distribution, sponsorship, or advertisements will be seen by a large number of people. In addition, our full-colour Pride Fest program will be extensively distributed throughout the festival and online at www.wepridefest.com

Engage Your Employees

A significant benefit of having a presence with us is your employees are involved in 2SLGBTQIA+ events/initiatives that put them directly in contact with your customers. Engaging your employees helps to build an inclusive/welcoming team and an opportunity for your business to interact with the community and drive customers to your business.



“Windsor-Essex Pride Fest provides programming and social supports... throughout the entire year.”

- **Crystal Fach**

2026 Partnership Opportunities

With six days of events, sponsorship is an opportunity not to be missed. We have many sponsorship levels below as well as special branding opportunities and believe there is a sponsorship level for everyone.

Partnership Benefits	SPONSOR LEVELS						
	Presenting	Diamond	Titanium	Gold	Silver	Bronze	Friend/Donor
	\$10,000	\$5,000	\$3,500	\$2,000	\$1,000	\$500	\$250
Logo Recognition							
Company logo on sponsor page of the "Pride Fest Program"	●	○	○	○	●	○	Name Listed
Company logo on all print promotion materials (posters, flyers)	●	○	○	○	●	○	
Print Visibility							
Advertisement in festival Program	Outside Back Cover	Inside Cover	Full Page	Half Page	Third Page	Sixth Page	Name Listed
Company logo on print advertisements including: • The Drive Magazine (Windsor, ON) 14,000 units monthly • Biz X Magazine (Windsor, ON) 16,000 monthly	● ●	○ ○	○ ○	○ ○	●		
Email Blasts							
Company logo on emails to our membership database	●	○	○				
Website Visibility							
290 x 290 pixel web advertisement on www.wepridefest.com	●	○	○	○			
Company logo on www.wepridefest.com with hyperlink	●	○	○	○	●	Name Listed	
Company recognition on website advertisements: • WindsoriteDOTca (www.windsorite.ca) • Biz X Magazine (www.bizxmagazine.com)	● ●	○ ○	○ ○	○			
Display / Signage Visibility							
Branded as "Presenting Sponsor" on all festival events, promotional materials and messaging	●						
Presenting sponsor branding of main stage with banners/signage	●						
Company logo featured on Pride Fest main stage banner	●	○	○	○	●		
Company banner placement on fencing at Lanspeary Park	4x Large	4x Large	4x Medium	3x Medium	2x Small	1x Small	
10' x 10' festival exhibit space location at Lanspeary Park	●	○	○	○	●		
Television / Radio Visibility							
Company logo recognition on television advertisement spots	●	○	○	○	●		
Company recognition on radio advertisements	●	○	○	○			
Social Media Visibility							
Company recognition and tags through social media outlets	●	○	○	○	●	○	
Onsite Recognition							
Opportunity for speaking engagement at all Pride Fest events	●	○					
Recognition on main stage periodically throughout festival	●	○	○	○	●		
Parade Participation							
Complimentary placement in the Pride Fest Parade	●	○	○	○			
VIP							
Complimentary VIP passes for Pride Fest events	10	6	4	2			
Promotional or giveaway opportunities available	●	○					
Corporate Recognition							
Company presented with a "Certificate Of Appreciation"	●	○	○	○	●	○	○

Can't be a partner? Then consider these other opportunities!

Become A Vendor At The Windsor-Essex Pride Fest (August 8-10, Lanspeary Park)

The Windsor-Essex Pride Fest would like to invite you to join us as a vendor at our annual festival at Lanspeary Park on Ottawa Street in Windsor, Ontario. The Windsor-Essex Pride Fest is one of the largest Pride festivals in Southwestern Ontario; which also draws many attendees from throughout the region and our neighbours in nearby communities and out-of-town visitors from Michigan and Ohio. More than 40 vendors and community information tables make up our Vendor Marketplace every year.

Vendors are defined as individual, business or organization who sell or distribute handicrafts, goods, services, or information for profit, exposure or promotion.

Each option has its own respective pricing. All vendor spaces rentals come with a table & two (2) chairs. Vendor opportunity pricing is listed on the right of this page.

Vendor Opportunities (before April 30, 2026)

NON-PROFIT VENDOR: \$145.00

Includes two (2) chairs and one (1) table.
Must show non-profit or charitable status.

MERCHANT VENDOR: \$165.00

Includes two (2) chairs and one (1) table.

FOOD VENDOR: \$215.00

Includes two (2) chairs and one (1) table.

Vendor Opportunities (after May 1, 2026)

NON-PROFIT VENDOR: \$165.00

Includes two (2) chairs and one (1) table.
Must show non-profit or charitable status.

MERCHANT VENDOR: \$185.00

Includes two (2) chairs and one (1) table.

FOOD VENDOR: \$235.00

Includes two (2) chairs and one (1) table.


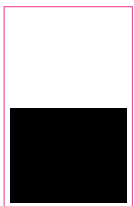
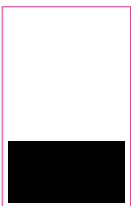

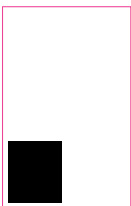


Advertise In The Pride Fest Official Program

Get noticed and show your support in the 2026 Pride Fest Program!

The Pride Fest Program is Windsor-Essex Pride Fest's official event program and includes a listing of all the things happening during the Pride Fest. 5,000 copies of the 2026 Pride Fest program will be printed and distributed as well as be available online at www.wepridefest.com. The Pride Fest Program offers businesses a chance to advertise directly to the growing 2SLGBTQIA+ community here in Windsor-Essex, as well as their friends, family and allies.

Advertisement Sizes and Rates (all dimensions are width by height (WxH))

 <p>Full Page 5.25" x 8.25" Bleed size: 5.8" x 8.8"</p> <p>\$500.00</p>	 <p>Half Page 5" x 4"</p> <p>\$350.00</p>	 <p>Third Page 5" x 2.6"</p> <p>\$250.00</p>	 <p>Quarter Page 5" x 2"</p> <p>\$200.00</p>	 <p>Sixth Page 2.5" x 2.6"</p> <p>\$150.00</p>
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2026 Partnership Application

Contact Information

Business/Organization Name: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

Sponsorship Opportunity Levels

Sponsorship levels including benefits listed on page 8 of this package. Check off level of sponsorship in the appropriate box:

Presenting Sponsor (\$10,000)

Platinum Level (\$5,000)

Titanium Level (\$3,500)

Gold Level (\$2,000)

Silver (\$1,000)

Bronze Level (\$500)

Friend / Donor (\$250)

Festival Program Advertising

Full Page Advertisement (\$500)

Half Page Advertisement (\$350)

Third Page Advertisement (\$250)

Quarter Page Advertisement (\$200)

Sixth Page Advertisement (\$150)

Vendor Opportunities (before May 31, 2026)

Non-Profit Vendor (\$130)

Merchant Vendor (\$160)

Food Vendor (\$200)

Vendor Opportunities (after June 1, 2026)

Non-Profit Vendor (\$145)

Merchant Vendor (\$185)

Food Vendor (\$225)

Payment & Cancellation

Your sponsorship/advertising/vendor contract is not confirmed until this contract is signed and full payment is received and made payable to the Windsor-Essex Pride Fest. No sponsor/advertiser/vendor will be permitted to retain confirmation without full payment. If the sponsorship/advertisement/vendor space is not paid within 30 days upon signing of the agreement, Windsor-Essex Pride Fest Inc and it's Board of Directors reserves the right to cancel the sponsorship/advertisement/vendor and resell the opportunity at it's discretion. If the Windsor-Essex Pride Fest Inc finds it necessary to cancel, based on non-payment in accordance with the terms of this agreement, or if any company requests a cancellation of the assigned sponsorship/advertisement/vendor space, the company will be assessed a cancellation fee of 25% of the valued sponsorship.

As a representative of the organization or company, I hereby authorize this sponsorship/advertising/vendor agreement:

Business / Organization Name (please print)

Contact Name

Signature

Please return the completed form to:

Windsor-Essex Pride Fest

2109 Ottawa Street, Unit #216

Windsor, Ontario, N8Y 1R8

Attention: Sponsorship Coordinator

FOR QUESTIONS, PLEASE CONTACT:

David Lenz,
Sponsorship Coordinator

Cell: 519-995-3353

Email: dlenz@wepridefest.com

Bonnie Skara,
Sponsorship Coordinator

Email: bskara@wepridefest.com

“We see family, friends, and tourists gather to celebrate love and happiness.”

- Lawrence Lavender

