

2017 SPONSORSHIP OPPORTUNITIES

4TH ANNUAL
**STAND
PROUD
YORK** 
REGION
CHARITY GALA

**FRIDAY,
MARCH 3,
2017**

Benefiting the local LGBTQ community

PFLAG  **CANADA**
York Region ON

4TH ANNUAL
**STAND
PROUD
YORK+
REGION**
CHARITY GALA

“ I called Pflag and they were there for me. Their monthly support meetings were my lifeline. I don't know what I would've done without them. ”

- Deb
Proud mother of a trans son



WHAT IS PFLAG?

Pflag is York Region's LGBTQ support, resource and education network - bringing together all members of our community. We are a volunteer-led charitable organization servicing one of the fastest growing and multicultural regions nationwide.

WHAT IS THE STAND PROUD YORK REGION CHARITY GALA?

The Stand Proud York Region Gala is an annual fundraising event, hosted by Pflag. Now in its fourth year, the gala is the Region's most colourful celebration of the year, drawing members of the LGBTQ community, allies, corporate and community partners, elected officials from all levels of government and greetings from the Right Honourable Justin Trudeau, Prime Minister of Canada.

This stylish event helps educate the community about LGBTQ struggles, celebrates its diversity and recognizes individuals or organizations for their OUTstanding achievements in support of the LGBTQ community. This year's event will be held at the elegant Crystal Fountain Event Venue in Markham on Friday, March 3, 2017. Guests will enjoy vibrant drag performances, outstanding music by DJ Rich Sweet, and have the opportunity to participate in a silent auction and various other draws while standing proud, standing loud and standing together in support of the LGBTQ community.

WHY SPONSOR?

Someone you know and love is gay, bisexual, transgender, lesbian or identify as LGBTQ. Many of these individuals are frightened, confused and have nowhere to turn. 26% of youth who come out to their parents are asked to leave home, and are much more likely to become homeless. At school, our LGBTQ youth hear anti-gay slurs on average of 26 times a day, and 43% of our community's trans-identified members have attempted suicide at least once.

Every day, our compassionate volunteers are contacted by frightened adolescents and by angry, fearful, confused or ashamed parents from all walks of life who have questions or concerns about sexual orientation or gender identity. Our dedicated and compassionate volunteers are there for those in need when it seems no one else is.

After the recent attacks on the LGBTQ community in Orlando this past June at Pulse Nightclub, we were reminded that the fight is not over and that our services are integral to paving the way for a more inclusive community. None of our services would be possible without generous supporters like you. Your support is vital to creating a more inclusive community where everyone's diversity is celebrated and our LGBTQ friends and family can be proud to be their authentic selves.

The opportunity to inspire real change in the community is in your hands. Will you stand proud with us?

SPONSORSHIP OPPORTUNITIES LEVELS OF INVESTMENT

PRESENTING SPONSOR \$5,000

- Corporate identification on pflagyork.ca, standproudyorkregion.com, twitter and facebook
- Corporate logo to appear on all collateral + sponsor recognition page in event programme
- Full-page ad on outside-back cover + Presenting Sponsor's Message in event programme
- On-stage and on-screen (logo) acknowledgement at event + 3-minute speech or video greeting
- Post-event recognition in local print media and media release
- Table of 10 at event, premium location

GALA PARTNER \$2,500

- Corporate identification on pflagyork.ca, standproudyorkregion.com, twitter and facebook
- Corporate logo on sponsor recognition page in event programme
- Full-page ad in event programme
- On-stage and on-screen (logo) acknowledgement at event
- Post-event recognition in local print media and media release
- Table of 10 at event, preferred location

COMMUNITY SUPPORTER \$1,000

- Corporate identification on pflagyork.ca, standproudyorkregion.com, twitter and facebook
- Corporate logo on sponsor recognition page in event programme
- Half-page ad in event programme
- On-screen (logo) acknowledgement at event
- Post-event recognition in local print media and media release
- 20% discount on tickets (Max. 10), priority placement

COMMUNITY CONTRIBUTOR \$500

- Corporate identification on pflagyork.ca, standproudyorkregion.com, twitter and facebook
- Corporate logo on sponsor recognition page in event programme
- Quarter-page ad in event programme
- On-screen (logo) acknowledgement at event
- Post-event recognition in local print media and media release
- 10% discount on tickets (Max. 5)

4TH ANNUAL STAND PROUD YORK REGION CHARITY GALA

SPECIAL WAYS YOU CAN MAKE A DIFFERENCE...

WINE SPONSOR Several options available

- Corporate identification on pflagyork.ca, standproudyorkregion.com, twitter and facebook
- Corporate logo on each table + sponsor recognition page in event programme
- Quarter-page ad in event programme
- 20% discount on tickets (Max. 10)
- On-screen (logo) acknowledgement at event
- Post-event recognition in local print media and media release

FRIEND OF PFLAG \$100

- Your name listed in our event programme acknowledging your generous contribution

OTHER WAYS YOU CAN HELP

- As always, gifts "in-kind," silent auction items and door prizes are gratefully accepted



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EVENT FEATURES

- Enjoy vibrant drag performances by Toronto's premiere drag queens and music by DJ Rich Sweet
- Participate in an exciting silent auction
- Opportunity to win fabulous prizes
- Presentation of Pflag's annual OUTstanding Achievement Awards

“It's so imperative for us to share our stories. It's harder to discriminate when you see us as yourself, when you realize we are normal... just like you. We need to be more vocal and prouder than ever!”

- **Perez Hilton**
*Celebrity Journalist &
Pflag York Region Pride 2016
Video Campaign Participant*

HIGHLIGHTS

- Tickets to the Stand Proud York Region Gala in 2016 sold out in mere weeks
- Funds raised at this event helps Pflag continue to be there for those in need, when it seems no one else is!

EXPOSURE

Sponsors benefit from broad media promotion and recognition opportunities associated with the gala. Hundreds of guests from York Region, the City of Toronto and surrounding areas provide an excellent opportunity to showcase your company's brand.



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BECOME A SPONSOR TODAY

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STANDPROUDYORKREGION.COM

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