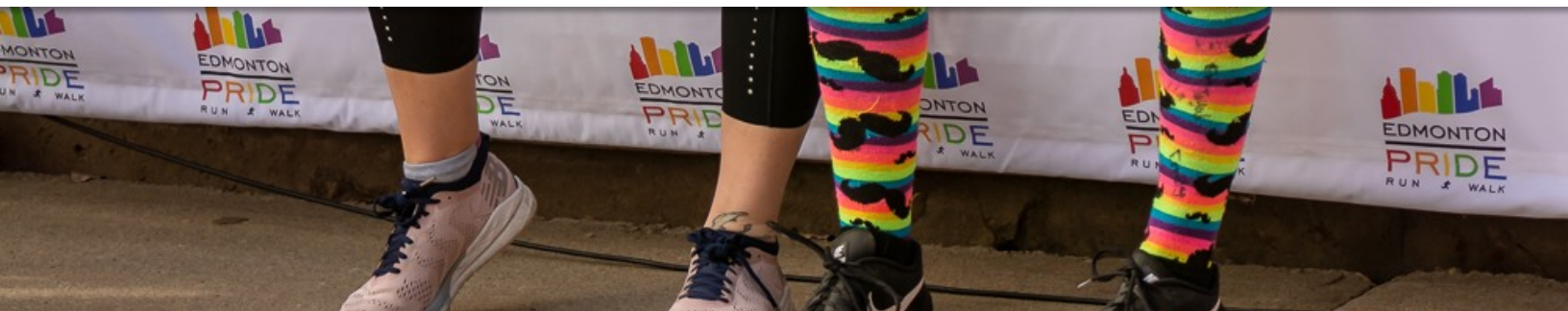




EDMONTON PRIDE RUN & WALK

June 6, 2020 • 10 AM • RE/MAX Field

2020 Sponsorship Package





About

Established in 2015, the Edmonton Pride Run & Walk is a volunteer-led non-profit event with the following goals:

- To promote the diversity of the Lesbian–Gay–Bisexual–Trans-identified–Two-spirit–Queer (LGBTQ) community and its allies.
- To increase access to fitness within the LGBTQ community by organizing an annual event that welcomes everyone.
- To raise funds for the Edmonton Pride Run Endowment.

Edmonton Pride Run Endowment

- Proceeds and donations from the Pride Run are contributed to the Edmonton Pride Run Endowment at the University of Alberta.
- The Endowment funds a bursary that will be awarded, based on demonstrated financial need, to undergraduate students who identify as LGBTQ.

The Event

- In 2020, the Pride Run will return RE/MAX Field featuring an accessible 2 KM walk, a 5 KM run/walk, and 10 KM run.
- Registration starts at just \$10 and the Pride Run offers subsidized registration for youth, seniors, groups, and for those that are unable to afford it.
- A free community barbeque, sponsored by Team Edmonton, takes place after the race.
- Our goal for 2020 is to attract 1000 participants and raise \$30,000.

The 2019 Edmonton Pride Run & Walk at a Glance

- More than 750 registered participants
- More than 60 volunteers
- \$29,000 contributed to the Edmonton Pride Run Endowment
- Active social media accounts:
 - 900+ followers on Facebook with 70,000 post impressions in 2019.
 - 850+ followers on Twitter with 110,000 tweet impressions in 2019.
 - 1000+ followers on Instagram with 35,000 impressions in 2019.

More Information

- Website: www.pride.run
- Main Contact: Joshua Bergman
- Email: info@pride.run
- Phone: 780-851-6355

Sponsorship Opportunities

The Edmonton Pride Run & Walk provides a unique opportunity for sponsors to support an inclusive fitness-focused event during one of Edmonton's largest festivals.

- **Presenting Sponsor – \$3,000 (Cash) – 1 available**
 - Recognition as sole presenting sponsor on website (including home page), social media accounts, route map, and participant/volunteer t-shirts
 - Logo posted on website for at least 9 months
 - Recognition as presenting sponsor during media promotion, which may include TV and radio
 - Opportunity to display marketing material at race start/finish line and in virtual race package
 - Announcer recognition at start and end of event
 - First opportunity to remain as presenting sponsor for next year's event
 - Includes 10 complimentary race registrations and participant t-shirts

- **Gold Sponsor – \$1,000 (Cash) – 4 available**
 - Recognition as one of four gold sponsors on website (including home page), social media accounts, route map, and participant/volunteer t-shirts
 - Logo posted on website for at least 9 months
 - Opportunity to display marketing material in virtual race package
 - Announcer recognition at start of event
 - First opportunity to remain a gold sponsor for next year's event
 - Includes 5 complimentary race registrations

- **Silver Sponsor – \$600 (Cash or In-Kind) – 15 available**
 - Recognition as a silver sponsor on website, social media accounts, and participant/volunteer t-shirts
 - Logo posted on website for at least 9 months
 - Opportunity to display marketing material in virtual race packages
 - Includes 2 complimentary race registrations

- **Bronze Sponsor – \$250 (Cash or In-Kind)**
 - Recognition as a bronze sponsor on website and social media accounts
 - Logo posted on website for at least 9 months

What Your Sponsorship Supports

Funds received from sponsors help offset our estimated \$12,000 of operational costs, allowing the Pride Run to contribute more of the participant race registration fees and t-shirt sale proceeds to the Edmonton Pride Run Endowment. Estimated operating costs for 2020 include the following:

- Estimated Total: \$12,000
 - *Race Timing*: \$1,500
 - *Credit Card Processing Fees*: \$1,000
 - *Volunteer T-Shirts*: \$700
 - *Participant T-Shirts*: \$2,000
 - *Tools and Supplies*: \$1,500
 - *Equipment Rental*: \$1,500
 - *Liability Insurance*: \$500
 - *Web Hosting*: \$200
 - *Venue Booking*: \$500
 - *Entertainment*: \$1,200
 - *Municipal Fees and Permits*: \$1,500

You can review financial statements from prior years at www.pride.run/about/financials.

