



## ***WHY THUNDER PRIDE?***

Thunder Pride promises to honour and celebrate the diversity of all who call Thunder Bay and Northwestern Ontario home. This arts and cultural festival will celebrate our richly diverse LGBTQ (lesbian, gay, bisexual, transgender, two-spirited, queer, and questioning) community, as well as friends, family members, and allies.

Thunder Pride will position Thunder Bay and the surrounding area as a place where all people are accepted; a safe and welcoming place to attend school, to raise a family, to start a business...to *live*.

If you do business in Thunder Bay, this is a not-to-be-missed opportunity to build promotional awareness for your products or services.

## **BE A PART OF THUNDER PRIDE!**

**June 5 – 12, 2011**

Tues. May 31 Flag raising and media kick off (City Hall)

|                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| Sun. 5 <sup>th</sup>                         | Pride Church Service (Location TBA)           |
| Mon. 6 <sup>th</sup>                         | Awareness Breakfast (Prince Arthur Hotel)     |
| Mon. 6 <sup>th</sup> – Fri. 10 <sup>th</sup> | LGBTQ Art Exhibits (various locations)        |
| Wed. 8 <sup>th</sup> – Fri. 10 <sup>th</sup> | Film Festival (Paramount Theatre)             |
| Thurs. 9 <sup>th</sup>                       | Rainbow Day (various schools)                 |
| Thurs. 9 <sup>th</sup>                       | Walk of Healing (St. Paul's Anglican Church)  |
| Fri. 10 <sup>th</sup>                        | Thunder Pride Drag Show (Finlandia Hall)      |
| Sat. 11 <sup>th</sup>                        | Pride in the Park (Marina Park)               |
| Sat. 11 <sup>th</sup>                        | Pub Night DJ Dance Party (Black Pirate's Pub) |
| Sun. 12 <sup>th</sup>                        | Pride Church Service (Lakehead Unitarian)     |

*All events and locations subject to final confirmation  
(please see reverse for sponsorship details)*



## **RED \$10 000 +**

On-Site Signage & Display at Venue of Choice (provided by sponsor)

Verbal recognition at all events

Company/Sponsor Name & Logo on:

- A page in the *Pride Program*
- thunderpride.ca and Facebook page
- Ad in the *Chronicle Journal*
- Event poster
- Sponsor banner displayed at events
- Thunder Pride Final Report
- Thank you ad after the festival

## **ORANGE \$5000 +**

On-site signage & display at venue of choice (provided by sponsor)

Verbal recognition at one event of choice

Company/Sponsor name and logo on:

- A page in the *Pride Program*
- Thunderpride.ca
- Ad in the *Chronicle Journal*
- Event poster
- Sponsor banner displayed at events
- Thunder Pride Final Report
- Thank you ad after the festival

## **YELLOW \$2000 +**

Company/Sponsor name on:

- A page in the *Pride Program*
- Thunderpride.ca
- Event poster
- Sponsor banner displayed at events
- Thunder Pride Final Report
- Thank you ad after the festival

## **GREEN \$500 +**

Company/Sponsor name on:

- A page in the *Pride Program*
- Thunderpride.ca
- Event poster
- Thunder Pride Final Report
- Thank you ad after the festival

## **BLUE up to \$500**

Company/Sponsor name:

- Thunderpride.ca
- Thunder Pride Final Report
- Thank you ad after the festival

## **PURPLE Partners in Pride**

Company/Sponsor name:

- Thunderpride.ca
- Thunder Pride Final Report