

# SPONSORSHIP OPPORTUNITY PACKAGE 2024



BERMUDA  
**PRIDE**



PRIDE 2024

# ANNUAL FESTIVAL HIGHLIGHTS

Bermuda Pride supports our LGBTQ+ communities in the pursuit of our unequivocal right to be safe, seen, valued, and thriving!

This year marks the 6th vibrant celebration of Bermuda Pride, with events scheduled for the last week of August and ending on September 1st. These festivities have become an integral part of Bermuda's commitment to social justice. By amplifying the voices of LGBTQ+ individuals from diverse backgrounds, your support enables us to create inclusive spaces where our community and allies can thrive, connect, and find solidarity. We take pride in presenting another installment of Bermuda Pride, honoring the enduring legacy of those who paved the way for us.







## 2024: FAMILY AFFAIR

The theme of Family Affair resonated with our community and allies who chose it for this year's Bermuda Pride. As always, we like to build on previous years and 2024 is no exception as we reflect on Love & Live and Homecoming; Family Affair will explore what family means for the wider LGBTQ+ community here in Bermuda - both blood family and the concept of 'chosen family'.

Our theme of Family Affair will help shape our event and entertainment planning process and we are looking forward to exploring and celebrating 'Family' in August.

### MAIN ELEMENTS

- PARADE & BLOCK PARTY
- NIGHT PARTY
- PRIDE WORSHIP SERVICE

The planning committee is finalizing the events and further information will be released in due course.





# PRIDE 2024 MISSION, VALUES & VISION

## MISSION

Bermuda Pride supports our LGBTQ+ communities in the pursuit of our unequivocal right to be safe, seen, valued, and thriving.

## VALUES

Our annual Pride celebration offers our diverse community and allies a period of greater visibility, connection and support by producing events that:

**INSPIRE** you to think, speak, and act with love, respect and courage.

**EDUCATE** our community in order to create a more compassionate and just society.

**HONOR** our past and present by amplifying our voices, efforts, and stories...

and **CELEBRATE** the power and beauty of who we are.



## VISION

As we come together around this year's 'Homecoming' theme we invite those in our community who have left our island to return to Bermuda to celebrate how far we've come and to recognize how far we have to go. As we work together to build a future free from discrimination and stigmatization, we invite LGBTQ+ Bermudians and allies around the globe and here at "home" to reaffirm that we belong here and that Bermuda belongs to us too.







# PRIDE 2024 EVENT GOALS

## **VISIBILITY**

When there are diverse representations of LGBTQ+ people and allies included in the media, organisations, and community events, society is able to see more perspectives within the community and form a more complete picture. Rather than reverting to stereotypes, the LGBTQ+ community becomes a full visible spectrum as we see represented so colourfully during Pride and in the Progress Flag. Pride's events support a shift in social consciousness towards a more inclusive society, moving us all closer to a deeper more intentional love of ourselves and our neighbours.



## **CONNECTIONS**

Pride 2024 events will offer opportunities for the LGBTQ+ community and our allies to participate together in a joyful week of events that celebrate the diversity of our community while bringing awareness to the issues that continue to plague us. There is a continued need for us to be able to reconnect with each other and to explore the strength of our community as a whole.



## **SHARING**

There is power in sharing who we are with our island home and through our panel discussion, through the LGBTQ+ artists performing during the weekend and through our allies' commitment to allyship, we are looking forward to sharing how we live and love in our island home.



# FAMILY AFFAIR

Bermuda Pride continues to affirm that our LGBTQ+ community belongs - loving and living here on the island - now and in the future.

Our sponsors are the financial backbone not only of Pride, but of the ongoing work of OUTBermuda, the island's only LGBTQ+ charity; they continue to have our deep gratitude for all their support.

This year, we're excited to build upon the significant progress and improvements made during the last Pride celebration. With a stronger foundation in place, we're seeking the continued support of our sponsors to propel Bermuda Pride to new heights.

Your contributions will not only ensure the success of this year's event but also help sustain crucial LGBTQ+ initiatives throughout the year - please see our **Annual Report**. Together, let's make a lasting impact by creating a more inclusive and supportive community for all.



# 2023 PRIDE SPONSORS

There is so much to be proud of! There was so much accomplished.

To all our previous and current sponsors, we want to say a heartfelt thank you! Bermuda Pride happens because of your incredible generosity and your continued commitment to diversity and inclusion. We hope that you know how grateful we are for all of your efforts in making this historic event happen!

We hope that you will join us again this year and for years to come!

## RAINBOW



## GOLD



## SILVER



## SUPPORTER





# 2024 PRIDE SPONSORSHIP LEVELS

The sponsorship levels outlined on the following page correspond to specific donation levels. Custom and anonymous donor opportunities are available at all price points.

Please contact Adrian at [fundraising@outbermuda.org](mailto:fundraising@outbermuda.org) to develop your custom sponsorship package for Pride 2024.





# SPONSORSHIP OPPORTUNITY LEVELS:

## RAINBOW \$20,000+

- Headline Banners (Main Events)
- Banner Space (Parade Trucks)
- Naming opportunities for Main Events & OUTBermuda Programs
- Invite to Pride Cruise (6<sup>th</sup> July 2024) and Thank You Reception (September 2024)
- Logo placement/branded signage at Pride week events
- An in-person, one-hour Bermuda Pride presentation for Sponsor (date TBC with Sponsor)
- Rainbow Sponsor specific press release
- Thank You Ads – Print, Website & Social Media
- Access Passes at Main Events
- Goody Bags

**5**  
PACKAGES  
AVAILABLE

## GOLD \$10,000+

- Banner Space (Parade Trucks)
- Invite to Pride Cruise (6<sup>th</sup> July 2024)
- Logo placement/branded signage at Pride week events
- Thank You Ads – Print, Website & Social Media
- Access Passes at Main Events
- Goody Bags

**10**  
PACKAGES  
AVAILABLE

## SILVER \$5,000+

- Logo placement/branded signage at Pride week events
- Thank You Ads – Print, Website & Social Media
- Access Passes at Main Events

**20**  
PACKAGES  
AVAILABLE

## SUPPORTER \$1000+

- Thank You Ads – Print, Website & Social Media
- Access Passes at Main Events

UNLIMITED  
PACKAGES  
AVAILABLE

The opportunities and assets outlined are subject to availability and final planning decisions.

*Bermuda Pride 2024 is committed to providing significant value for our sponsors using a consultative strategy. We are excited about collaborating with you to tailor a bespoke sponsorship package that will effectively enhance your brand and align with your company's strategic goals. We extend an invitation for you to join us as a partner in the upcoming celebration of Family Affair at Pride 2024.*







BERMUDA  
**PRIDE**

**SATURDAY AUGUST 31<sup>st</sup>**  
PARADE ROUTE







# Thank You

Bermuda Pride Committee  
BERMUDA PRIDE 2024  
Email: [fundraising@outbermuda.org](mailto:fundraising@outbermuda.org)

All funds are managed by OUTBermuda, Registered Charity #973, in accordance with the regulations outlined in the Charities Act, including tracking, payment and vetting.

