

NICHE MARKETING OPPORTUNITIES

for businesses that want to

STAND OUT!



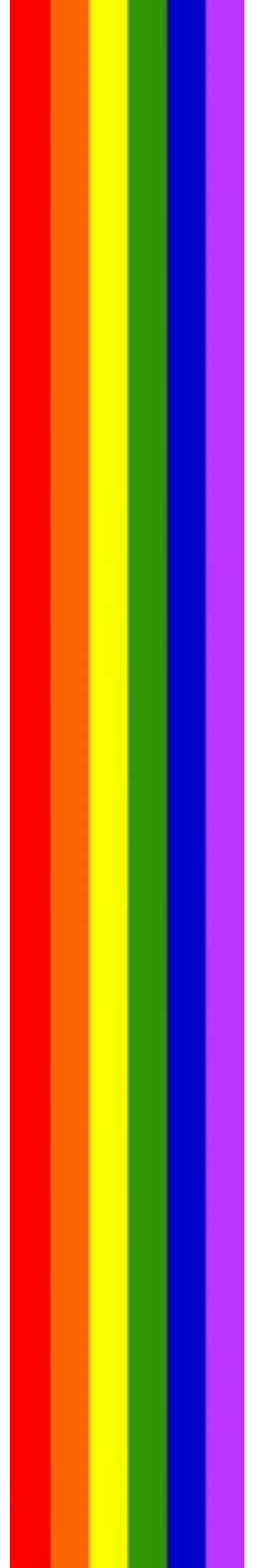
We are currently seeking businesses and organizations that value equality, diversity and freedom of choice.

STAND OUT

in a community of untapped resources and
PLENTY of disposable income!

Join us in celebration, education and recognition

June 8-17, 2012



Who We Are

The Edmonton Pride Festival Society (EPFS) was formed in 1999. EPFS is the official non-profit society that manages and organizes the execution of Pride Celebrations in the Capital Region. The Society's goal is to celebrate and bring together the lesbian, gay, bisexual and transgender (LGBT) community as well as their families, friends and co-workers to show support, camaraderie, honour, pride and respect.

In 1980, Edmonton's first Celebration consisted of 75 people; in 2011 we socialized, recognized and educated for 10 days. Hosting over 35 different events and welcoming over 25,000 people at our Celebration On The Square. Edmonton's Pride Festival is currently the 4th largest festival of its kind in Canada; after Vancouver, Toronto and Montreal.

What We Do

One aspect of our festival is celebration and of course our very popular parade through Downtown Edmonton however; other major components of the 10 day festival include:

- educational workshops and seminars
- church and religious services
- family outings and support groups
- arts, music and cultural evenings
- and many more events to showcase diversity and unity within the LGBT Community

Why Sponsor?

There are many important reasons to become a sponsor of this event including corporate philanthropy, community involvement and giving back, but here are some staggering consumer statistics which you may not know about the LGBT Community.

- Members of the LGBT Community own more homes and cars, travel more, spend more on electronics and have the largest amount of disposable income of any niche market!
- LGBT consumers account for 5-10% or \$75 million of the overall Canadian consumer marketplace.
- 53% of gay men reported that they like to keep up with styles and trends compared with 30% of heterosexual males.
- LGBT adults are more likely to upgrade to the latest models of technology, automobiles and clothing when compared with their heterosexual counterparts.
- 66% of local survey respondents indicated that they are loyal to brands that promote themselves within the LGBT community and 75% indicated that they would do business with an LGBT sponsor!**

Resources:

Community Marketing Inc., Stats Canada, 2011 EPFS Survey Results, Harris Interactive & Witek-Combs Communications Inc.

Some of our 2011 Sponsors who saw value in the PINK dollar:

