



Do you want to reach an audience of vegetarians/vegans, health-conscious and environmentally-minded people in Toronto?

Do you want to position your product or service as a leading brand?

Do you want to be known as a community-friendly business?

Now is your opportunity to join the **Toronto Veggie Pride Parade** and bring your product or service to the forefront!

On **Saturday, June 4, 2011** hundreds of people will descend on Yonge Street for this second annual, wildly successful, joyful event. This is a family-friendly parade that will feature musicians, dancers, jugglers, party-goers and fun-seekers of all kinds. **New this year**, we will be ending at Trinity Square, adjacent the Eaton Centre, where we will host guest speakers, provide an opportunity for parade participants to mingle, sample delicious veg food and be entertained.

Fast facts:

- Toronto Veggie Pride Parade will be held on Saturday, June 4, 2011 from 11:30 am – 3:30 pm – all are welcome to celebrate with us!
- TV Host Kimberly Carroll will be the MC for the day
- Broad media coverage
- The parade will last 4 hours from start to finish
- Starting on Asquith Avenue (Yonge/Bloor - next to the Toronto Reference Library), we will travel south along Yonge Street to Queen Street, west along Queen to James Street, north on James to Trinity Square which is adjacent to the Eaton Centre (15 city blocks)
- Parade will be covering an extensive area of the heart of downtown Toronto, passing one of North America's busiest intersections (it is estimated that over 56 million people pass Yonge/Dundas each year), and ending at Toronto's top tourist attraction the Eaton Centre
- The Toronto parade is one of many similar events being held in cities across Europe and the United States

Please contact me for more information on how you can get involved.

Name

Title

Include a contact number here where you can be reached easily, cell phone, work phone...

Toronto **Veggie** Pride Parade Sponsorship Opportunities

Gold – \$5,000

YES, I want to be a Gold Sponsor

- Your own customized banner (full colour, 6' x 2') - prominent position in the parade – TVPP (Toronto Veggie Pride Parade) volunteers will be assigned to display the banner if requested
- Your colour logo positioned prominently in the official “Veggie Pride” sponsorship banner (a banner that thanks sponsors for participating in the parade)
- Logo displayed prominently on official TVPP flatbed truck (where main attraction will be held)
- Full colour logo exposure on website (will link to your website) and all promotional materials

Silver - \$1,000

YES, I want to be a Silver Sponsor

- Your black and white logo included in the official “Veggie Pride” sponsorship banner (a banner that thanks sponsors for participating in the parade)
- Colour logo exposure on website (will link to your website) and other promotional materials

Bronze - \$250

YES, I want to be a Bronze Sponsor

- Logo exposure on website (will link to your website) and promotional materials in the Veggie Pride Parade.

Advanced - \$50/yr

YES, I want to be an Advanced

Sponsor

- Company name, logo, contact info, description (up to 50 words) and hyperlink to your website on the Veggie Pride Parade website.

General - \$30/yr

YES, I want to be a General Sponsor

- Company name, contact info, and hyperlink to your website on the Veggie Pride Parade website.

Please mail in this form today!

Return together with cheque made payable to: **Toronto Veggie Pride Parade**
c/o Panacea, 588 Bloor Street West, Toronto, ON M6G 1K4 (Canada)

Name: _____

Firm: _____

Email: _____

Address: _____

City: _____ Postal Code: _____

Tel: _____

Fax: _____