



NORTHERN BC QUEER CONNECTION SOCIETY

2026 PRIDE PICNIC

JULY 4TH 12:00PM TO 5:00PM

LHEIDLI T'ENNEH MEMORIAL PARK

LIVE MUSIC - FOOD TRUCKS

FREE ADMISSION - COMMUNITY RESOURCES - MARKET



Dear Community Partner

The Northern BC Queer Connection Society would like to thank you for the important role you play in supporting inclusion in our community. We are a local non-profit organization working to create welcoming spaces and opportunities for 2SLGBTQIA+ people across Northern BC.

We are currently fundraising to support the 2026 Pride Picnic, a vibrant community celebration featuring a vendor market, community resource booths, live music, and food trucks. The event brings together local organizations, businesses, and community members to celebrate Pride and build community connections.

This year, Northern BC Queer Connection Society is excited to be collaborating with the Prince George Pride Society to create a full-day Pride celebration. The day will begin with the 29th Annual Pride Parade, with the parade route leading directly to the Pride Picnic, where the afternoon festivities will continue.

To help make this event possible, we are seeking financial contributions, donations, and in-kind sponsorships from community partners. If you would like to support this event, please see the included sponsorship package for more information.

To learn more, please contact admin@nbcqueerconnection.com.

Thank you for your time and consideration.

Email: admin@nbcqueerconnection.com



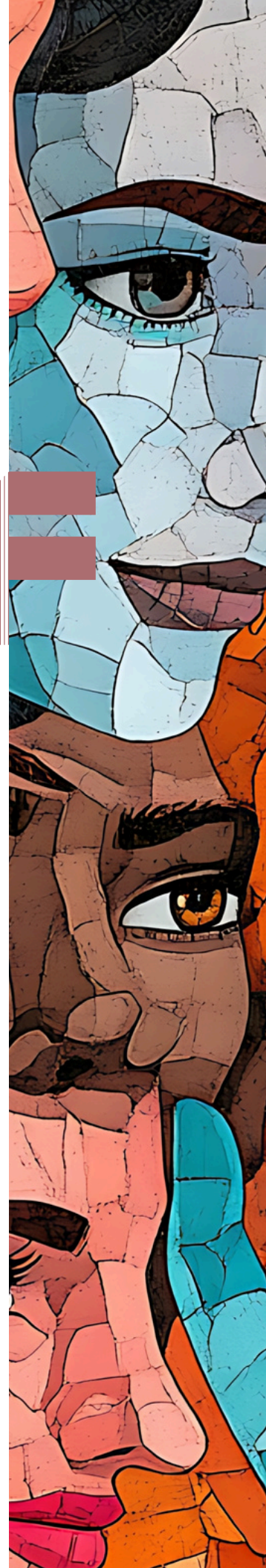
Date: Saturday, July 4th, 2026
Date: 12 PM - 5 PM
Location: Lheidli T'enneh Memorial Park
Prince George, BC

The **Pride Picnic** is a vibrant outdoor celebration that brings together community, culture, and fun during **Pride Week** in Prince George. Hosted by the **Northern BC Queer Connection Society**, this year's event marks an exciting milestone as it becomes part of a **full-day Pride Festival** in cooperation with **PG Pride Society**. The annual Pride Parade will lead directly into the picnic, creating a seamless transition from the energy of the parade into an afternoon festival in the park.

The Pride Picnic provides a welcoming and family-friendly space where 2SLGBTQIA+ community members, allies, families, and friends can gather to celebrate Pride together. The event features a **local vendor market** showcasing local artisans, makers, and small businesses, alongside **community resource booths** where organizations share information about programs, services, and opportunities to get involved.

Throughout the afternoon, attendees can enjoy **live music** and performances from talented local artists, highlighting the creativity and diversity of our region. A selection of local **food trucks** will also be on site, offering a variety of delicious options and adding to the festive atmosphere.

Free and open to the public, the Pride Picnic is designed to foster connection, visibility, and celebration. **Sponsorship support** helps ensure that this inclusive event remains accessible to the entire community while providing valuable opportunities for local businesses and organizations to demonstrate their commitment to diversity, equity, and inclusion.





THINKING OF GIVING?

Supporting Pride in Prince George is a meaningful way to demonstrate your commitment to inclusion, diversity, and community. The Northern BC Queer Connection Society relies on the generosity of local businesses, organizations, and community partners to make the Pride Picnic happen each year.

Your sponsorship helps us create safe, welcoming spaces where 2SLGBTQIA+ people and allies can gather, celebrate, and connect. From the Pride Picnic to performances, community events, and educational programming throughout the year, your support directly contributes to vibrant, accessible events that bring our community together.

In return, sponsors receive recognition through event signage, social media promotion, and inclusion in Pride Picnic materials, connecting your organization with a diverse and engaged audience. More importantly, your support sends a clear message that your organization stands for equity, visibility, and belonging in Northern BC.

Whether through financial contributions or in-kind donations, every sponsorship helps strengthen Pride in our community. We invite you to stand with us and help make this year's celebrations the most impactful yet.

TOGETHER, WE CAN BUILD A MORE INCLUSIVE NORTHERN BC!



PARTNERS & SPONSERSHIP

Date: Saturday, July 4th, 2026

Date: 12 PM - 5 PM

Location: Lheidli T'enneh Memorial Park
Prince George, BC

Description

Bronze Sponsor **\$500 – \$999**

Supports the foundational costs that make the Pride Picnic possible, including accessibility supports, technical needs, and overall event coordination.

Recognition includes:

- Recognition as a **Pride Picnic Support Sponsor**
- Name included in **digital promotion**, including social media stories and our website
- **Verbal acknowledgment** by the MC during the Picnic

Description

Silver Sponsor **\$1,000 – \$2,499**

Supports the continued growth of the Pride Picnic while creating opportunities for community engagement.

Recognition includes:

- Recognition as a **Silver Sponsor**
- Reserved **booth or tent space** at the Picnic
- **Verbal acknowledgment by the MC** during the event
- Name included in **digital and select print promotion**
- Inclusion in **social media promotion**, including stories and Facebook event posts

Gold Sponsor **\$2,500 – \$4,999**

Supports expanded programming, entertainment, and community experiences at the Pride Picnic.

Recognition includes:

- Recognition as a **Gold Sponsor**
- **Reserved booth or tent space** in a prominent location
- **Opportunity to display a banner in the main stage area**
- **Enhanced verbal acknowledgment by the MC** during the event
- **Logo placement on all promotional materials**, including posters and digital assets
- Inclusion in **social media promotion**, including posts and stories
- Recognition in **media and advertising campaigns**, where applicable
- **Logo and hyperlink featured on event webpages.**

Description

Platinum Sponsor

\$5,000+

- **Recognition as the Platinum Sponsor**
- **Premium booth or tent placement** in a high-visibility area
- **Opportunity to display backdrop or standing banners at the main stage**
- **Priority acknowledgment by the MC** throughout the event, including key moments
- **Top-tier logo placement** across all promotional materials, including posters and digital assets
- **Featured placement on social media**, including dedicated posts and story coverage
- Inclusion in **all major promotional and media opportunities**, including press, interviews, and campaigns where applicable
- **Prominent logo placement with hyperlink** on event webpages
- **Backstage access** and meet-and-greet opportunities with performers (where applicable)
- **4 tickets to the PG Pride drag show**

Description

Rockstar Sponsor – Live Music Supporter **\$5,000+**

Supports the live music and entertainment experience at the Pride Picnic, helping bring high-quality performances to the stage and creating a vibrant, celebratory atmosphere for the community.

Recognition includes:

- Recognition as the **Rockstar Sponsor – Live Music Supporter**
- **Premium booth or tent placement** in a high-visibility area
- **Brand presence near the main stage**, including opportunity for backdrop or standing banners
- **Acknowledgment by the MC** during entertainment programming, recognizing your support of the live music experience
- **Backstage access**, including meet-and-greet opportunities with performers (where applicable)
- **Complimentary artist merchandise** (where available)
- **Featured logo placement** across event materials, including posters and digital assets
- Inclusion in **promotional and media opportunities**, including social media, press, and interviews where applicable
- **Featured social media recognition**, including posts and story coverage
- **Logo and hyperlink featured prominently** on event webpages
- **4 tickets to the PG Pride Drag Show or the 2027 Spring Fling**

Rockstar Sponsor is limited to one organization

Description

Made with Pride

Part of our “Support Pride Locally” Campaign

Support Pride in a tangible and creative way by featuring a Pride-themed product, service, or offering in celebration of the Pride Picnic.

Businesses can create or highlight a product, menu item, service, or retail feature and donate a portion of proceeds to Northern BC Queer Connection Society. This initiative invites the community to support Pride through local businesses while directly contributing to programs and events.

Recognition includes:

- **Recognition as a Pride Product Partner**
- Inclusion in our **“Support Pride Locally” campaign**, highlighting participating businesses across our platforms
- **On-site feature at your business**, where our team will visit to highlight your Pride product and share it through social media stories
- Featured **social media promotion**, including story coverage showcasing your product and business
- Listing on our **website sponsor** page as a participating partner
- Opportunity to be included in **media and storytelling features** highlighting local Pride initiatives

Description

Media Sponsor - 2026 Pride Picnic

\$1000+

Supports the amplification of Northern 2SLGBTQIA+ voices through storytelling, coverage, and public visibility before, during, and after the Pride Picnic.

As a free, family-friendly event that brings together thousands of attendees, the Pride Picnic offers a unique opportunity to capture and share moments of connection, celebration, and community impact across the region.

Recognition includes:

- Recognition as the Official Media Sponsor of the Pride Picnic, with acknowledgment during event announcements and on-site programming
- Opportunity to display a banner on the main stage, providing high-visibility branding throughout the event
- A dedicated booth space at the Pride Picnic for audience engagement, promotions, or live coverage
- Full on-site media access, including interviews, photography, filming, and content capture
- Coordinated access to performers, community leaders, vendors, and organizers for interviews and feature coverage
- Logo placement on Pride Picnic marketing materials, digital assets, and event webpages
- Dedicated social media recognition leading up to and following the event
- Inclusion in press releases and media outreach materials

Media Sponsor is limited to one organization



FRIENDS OF PRIDE

Cash Donations:

Make a donation between \$250-\$499 and receive a shoutout on social media! Your donation goes towards costs of the Pride Picnic.

[https://www.paypal.com/donate/?
hosted_button_id=NYQ6WGEMTCW5J](https://www.paypal.com/donate/?hosted_button_id=NYQ6WGEMTCW5J)

Give in someone's name:

Make a donation of \$500 or more to celebrate a loved one! Get a shoutout on our social media and website.

[https://www.paypal.com/donate/?
hosted_button_id=BRQMM7J6QTYV8](https://www.paypal.com/donate/?hosted_button_id=BRQMM7J6QTYV8)

In-Kind Donations:

Food, products, or services for the summit. Door prizes or contests. Email us at admin@nbcqueerconnection.com



BEYOND THE PICNIC

In addition to the Pride Picnic, Northern BC Queer Connection Society hosts a variety of community events that create accessible opportunities for connection, celebration, and belonging throughout the year.

The Society is developing legacy initiatives, including the **Queer History Project**, which aim to preserve and uplift the stories, experiences, and cultural contributions of 2SLGBTQIA+ people in Northern British Columbia, many of which have historically gone undocumented.

We strive to hold space for, amplify, and celebrate the voices of our community; centering inclusion and belonging while continually reaching higher to strengthen the support we provide, all while actively pursuing new projects and expanding our reach to better serve and uplift 2SLGBTQIA+ people our Northern BC communities.

There are endless ways to support Northern BC Queer Connection Society, and your donations can be funneled toward very specific projects or events, or generally toward unspecified events or administrative costs.

If you would like to support our work in an ongoing fashion, please consider becoming a yearly sponsor to any of our annual events, or toward our operating costs. Email us at communitygiving@nbcqueerconnection.com to learn more.