



DRAG CARES

highlighting the rich and multifaceted identities
that make up the 2SLGBTQ+ communities



ABOUT DRAG CARES



Date: October 31, 2024

Time: 6:00 PM - Late

Venue: Lula Lounge, Toronto

Drag Cares is an inspiring public education event dedicated to fostering intercultural understanding of 2SLGBTQ+ individuals. Our mission is clear: to break down barriers and showcase the vibrant tapestry of diversity within the 2SLGBTQ+ community, highlighting the rich and multifaceted identities that make up the 2SLGBTQ+ population. We recognize that diversity encompasses a multitude of dimensions, including race, ethnicity, and gender. By celebrating these differences, we strive to promote unity and acceptance.

Through engaging artistic experiences, we create meaningful opportunities for interaction among ethnocultural, cultural, and religious communities. It's a chance to learn, celebrate, and build bridges of understanding.

Don't miss out on this transformative experience. Together, let's embrace diversity and foster a more inclusive society.

EVENT COMPONENTS



5 internationally recognized Canadian drag artists will reflect on drag and culture, specifically looking at gender, cross-cultural borrowing, representation and visibility.

Art is Drag Panel Discussion

A diverse series of performances centered on the historical roots to drag and Canada's place in the Global Drag movement. The show will feature some of Canada's most recognizable drag artists

The Show

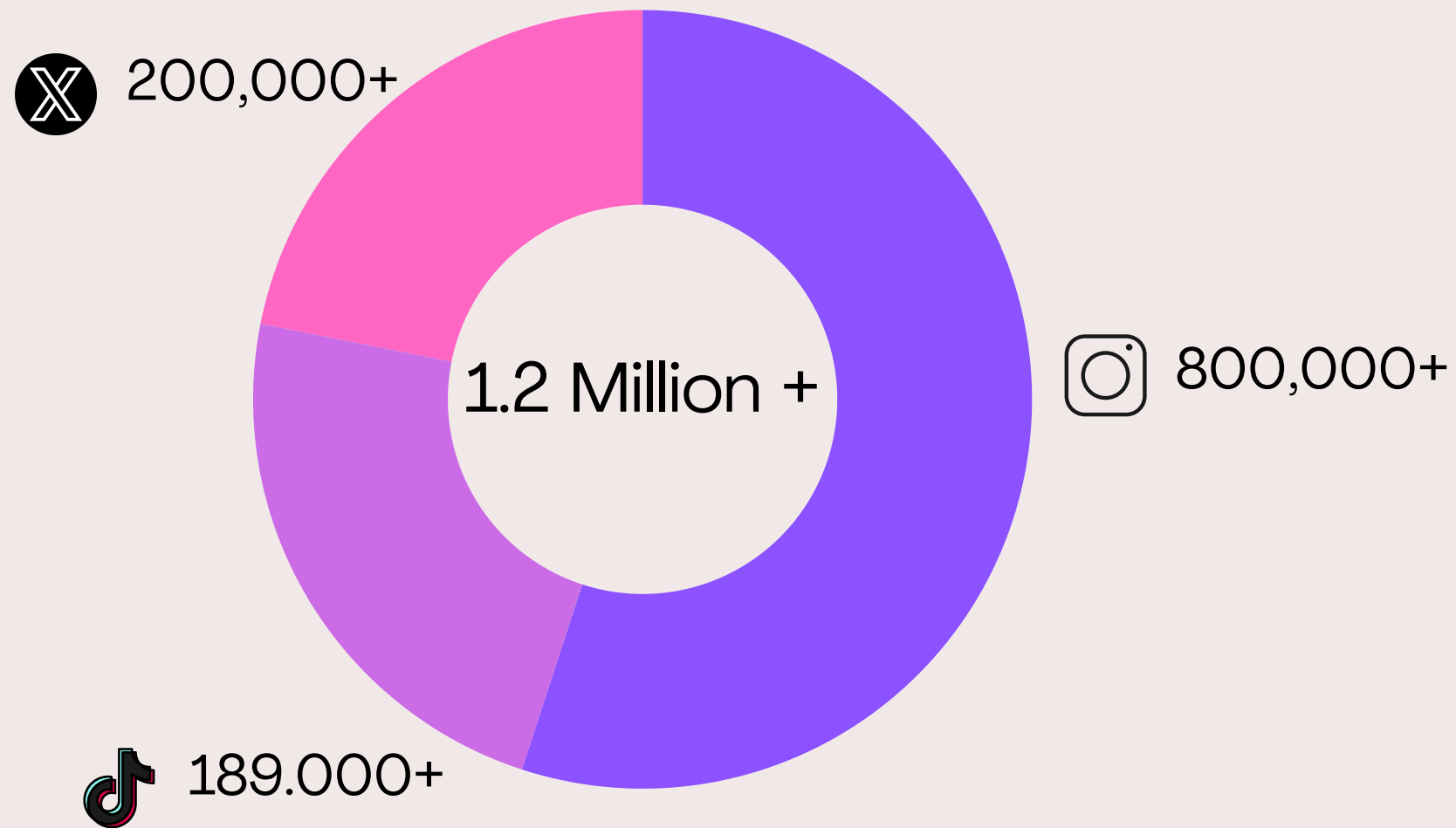
A curated fashion show featuring the fashion from several drag franchises, including Canada's Drag Race and Call Me Mother. The garments will be modelled by the artists.

Fashion



OUR REACH

SOCIAL MEDIA



WHO WILL BE IN ATTENDANCE

- **Academics**
- **Activists**
- **Community Leaders**
- **Government**
- **Influencers**
- **Local Media Outlets**
- **Policy Makers**
- **Politicians**
- **Local Businesses**
- **Tourists**



Acknowledged as the very top supporters of the event, your company will receive exclusivity as the only sponsor to receive the following benefits to Drag Cares.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on the following:

- Title Sponsorship, with the event being presented as (YOUR BRAND) "Drag Cares"
- Enjoy maximized exposure through the highest priority of branding in all documentation and on-site signage.
- Branding presence at Drag Cares Events
- Branded "(YOUR BRAND) VIP Lounge"
- Prominent logo with a link to your website on the event webpage

HOSPITALITY

- 20 VIP Tickets to Art is Drag Panel
- 20 VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Speaking opportunity
- Media promotion at the event
- Logo on signage
- VIP Lounge Branding
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



TITLE SPONSOR
\$15,000 | ONE OPPORTUNITY

Acknowledged as the very top supporters of the event, your company will receive exclusivity as the only sponsor to receive the following benefits to Drag Cares.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on the following:

- Presenting Sponsorship, with an official event being presented as (YOUR BRAND) presents {Art is Drag/ Fashion/ The Show}
- Enjoy maximized exposure through the branding in all documentation and on-site signage.
- Branding presence at Drag Cares Events
- Prominent logo with a link to your website on the event webpage

HOSPITALITY

- 12 VIP Tickets to Art is Drag Panel
- 12 VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Speaking opportunity
- Media promotion at the event
- Logo on signage
- VIP Loung Branding
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



PRESENTING SPONSOR
\$10,000 | 3 OPPORTUNITY

Acknowledged as the very top supporters of the event, your company will receive exclusivity as the only sponsor to receive the following benefits to Drag Cares.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on the following:

- Enjoy maximized exposure through the highest priority of branding in all documentation and on-site signage.
- Branding presence at Drag Cares Events
- Prominent placement in Parade
- Logo with a link to your website on the event webpage

HOSPITALITY

- 10 VIP Tickets to Art is Drag Panel
- 10 VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Logo on signage
- VIP Loung Branding
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



GOLD SPONSOR
\$5,000 | TWO OPPORTUNITIES

Acknowledged as the very top supporters of the event, your company will receive exclusivity as the only sponsor to receive the following benefits to Drag Cares.

BRAND RECOGNITION

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- Enjoy maximized exposure through the highest priority of branding in all documentation and on-site signage.
- Branding presence at Drag Cares Events
- Prominent placement in Parade
- Logo with a link to your website on the event webpage

HOSPITALITY

- 6 VIP Tickets to Art is Drag Panel
- 6 VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Logo on signage
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



SILVER SPONSOR
\$2,500 | FOUR OPPORTUNITIES

Acknowledged as the very top supporters of the event, your company will receive exclusivity as the only sponsor to receive the following benefits to Drag Cares.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on the following:

- Enjoy maximized exposure through the highest priority of branding in all documentation and on-site signage.
- Branding presence at Drag Cares Events
- Prominent placement in Parade
- Logo with a link to your website on the event webpage

HOSPITALITY

- 4 VIP Tickets to Art is Drag Panel
- 4 VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Logo on signage
- VIP Loung Branding
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



BRONZE SPONSOR
\$1,000 | MULTIPLE

Acknowledged as the very top supporters of the event, your company will receive exclusivity as the only sponsor to receive the following benefits to Drag Cares.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on the following:

- Enjoy maximized exposure through the highest priority of branding in all documentation and on-site signage.
- Branding presence at Drag Cares Events
- Prominent placement in Parade
- Logo with a link to your website on the event webpage

HOSPITALITY

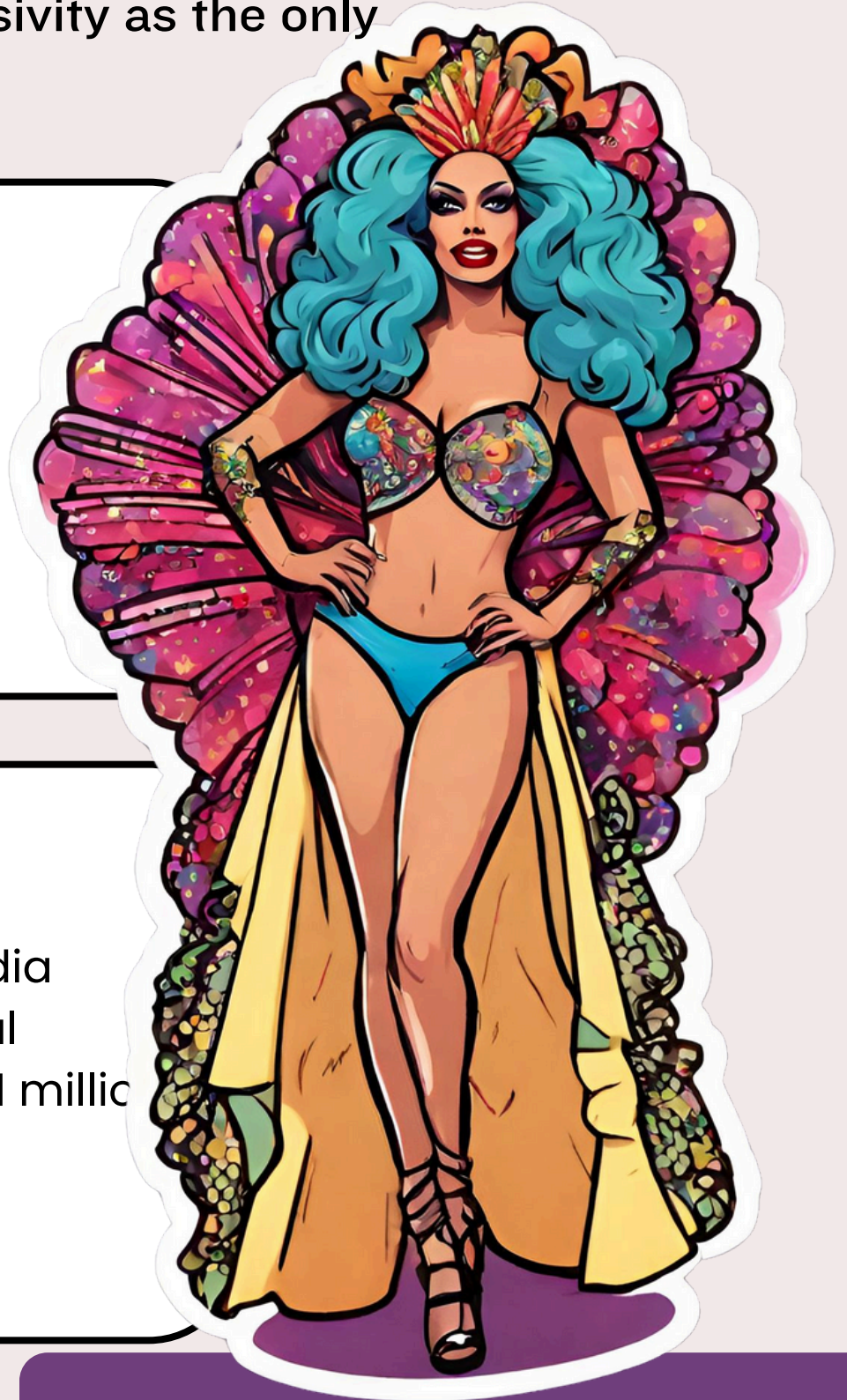
- 2 VIP Tickets to Art is Drag Panel
- 2 VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Logo on signage
- VIP Loung Branding
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



ALLY
\$500 | MULTIPLE

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- Branding presence at Drag Cares Events
- Prominent placement in Parade
- Logo with a link to your website on the event webpage

HOSPITALITY

- VIP Tickets to Art is Drag Panel
- VIP Tickets and priority seating during the Performances and Fashion Show
- Meet & Greet with celebrity drag artists

EVENT PROFILE

- Verbal recognition at the event
- Logo on signage
- VIP Loung Branding
- On-site activation

MEDIA

- Celebrity shoutouts on social media
- Social Media Promotion on several different accounts reaching over 1 million people
- Paid digital advertisement



IN-KIND SPONSORS
MARKET VALUE

NEXT STEPS



Thank you for considering sponsorship for the Drag Cares. Your support will not only make this event unforgettable but will also contribute significantly to the advancement of LGBTQ+ rights in Guyana.

To discuss sponsorship opportunities or tailor a package to align with your organization's goals, please contact:



416-908-3964



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