



Little village on the river celebrates pride in rural Ontario

The 2019 Minden Pride committee is excited to announce the town of Minden's fourth annual Pride observance with a full week of events celebrating Pride in Minden Hills and Haliburton County.

In 2016, after the tragic nightclub shooting at Pulse nightclub in Orlando followed by homophobic graffiti defaced a local business in Haliburton County, Sinclair Russell, Minden Pride's Founder, joined together with concerned local residents to promote the flying of the Pride flag at Minden's Township offices. A well-attended community picnic celebrating Pride was later held on a sunny afternoon alongside the Gull River.

Once again, a committee of local business owners and residents including youth, have joined to plan a full week of activities from August 19 to 25, 2019 in honour of Minden Pride, and a celebration of diversity in the Haliburton Highlands. All are welcome to join together in creating community that celebrates diversity by actively practicing and promoting dignity, respect and inclusiveness for LGBTQ2+ and community allies.

About LGBTQ2+ Pride Events

Pride events celebrate lesbian, gay, bisexual, and transgender (LGBTQ2+) culture and are held to take a positive stance against discrimination and violence toward LGBTQ* people to promote their self-affirmation, dignity, equality rights, increase their visibility as a social group, build community and celebrate sexual diversity and gender variance. Most pride events occur annually and many take place around June to commemorate the Stonewall Riots in New York City on June 28, 1969.

This year marks the 50th Anniversary of the Stonewall Riots.

The first Pride march happened in 1970. Today Pride events are held in cities and towns all over the world. One of the largest and longest running, Toronto Pride, happens at the end of June and is attended by over 1 million people, including Prime Minister Justin Trudeau. In 2016, the Pride flag flew at the Parliament buildings in Ottawa for the first time.

About Minden Pride

Minden Pride is a volunteer-driven, non-profit Haliburton County organization operating as a part of the Haliburton County Community Cooperative, and comprised of local business owners and residents. Our mandate is to provide an opportunity for gay, lesbian, bisexual and transgender people and their allies to celebrate our culture, heritage and diversity, by nurturing a safe community for LGBTQ2+ people of all ages. An annual week-long festival in August celebrates the diversity of Haliburton County's community, and helps promote the organization's message of dignity, respect and inclusivity.

Why should you have an impact?

Our community is your community

Create a sense of acceptance. Statistically, over 10% of your neighbours, customers, and associates are members of the LGBTQ2+ community. Yet, they may feel isolated and invisible. In the case of young people struggling with their identity, isolation can be catastrophic. Help build a sense of presence, safety and inclusion - show your support for diversity with a sponsorship - support Minden Pride.

Help increase diversity & inclusion. When Minden supports diversity and inclusion, your LGBTQ2+ neighbours, customers and associates feel safer and stronger. Show that prejudice against LGBTQ2+ people will not be tolerated - support Minden Pride.

Build community. Over time, as we establish that LGBTQ2+ people and allies are welcome here, Minden becomes a destination for cottagers and day-trippers to visit, explore and invest in. The community as a whole becomes strong and vibrant. Show that LGBTQ2+ people are welcome - support Minden Pride.

Strong community ... flourishing economy

Celebrate Pride Week with your neighbours, customers and associates. Pride events are fun, colourful and joyous. As a result, Pride Week can generate a substantial increase in retail traffic and business exposure. Show that your business is part of this celebration - support Minden Pride.

Increase high-and mid- season day traffic. LGBTQ2+, their allies and families choose weekend destinations based on how safe they feel. Nothing demonstrates this more than a well-supported and publicized Pride event. Show that Minden Hills - and #myhaliburtonhighlands - is a wonderful place for everyone - support Minden Pride.

Be part of long-term growth. Minden Pride, established in 2016, is not a one-off event. As this event grows in stature over time, more LGBTQ2+ people and their allies will become aware of Minden Hills and #myhaliburtonhighlands as a regular destination: a place to invest in vacation or retirement properties, to enjoy local cuisine and artisans, and to relax in local resorts. Show that you have been part of this effort from the early days - support Minden Pride.

The origin of the Rainbow Flag

Gilbert Baker, an openly gay activist born in 1951, grew up in Parsons, Kansas, and went on to serve in the US army for about two years around 1970. After an honorable discharge, Gilbert taught himself to sew. In 1974, Baker met Harvey Milk, an influential gay leader, who three years later challenged Baker to come up with a symbol of pride for the gay community. The original gay pride flag flew at the San Francisco Gay Freedom Day Parade celebration on June 25, 1978. It has also been suggested that Baker may have been inspired by Judy Garland's singing "Over the Rainbow" and the Stonewall riots that happened a few days after Garland's death.

How can you have an impact? ****

Sponsorship Level	Amount	Recognition
Colourful Thoughts	\$100 – \$499 donors or donations in kind	Pride Sticker for business <ul style="list-style-type: none"> • Name recognition in listing of donors
Rainbow	\$500 - \$1,499	Pride Stickers for business <ul style="list-style-type: none"> • Name recognition on banners and directional signs; • Name recognition in all promotional and advertising materials as a Rainbow sponsor • Name recognition on Minden Pride Facebook Page with a link to your organization’s website
Double Rainbow	\$1,500 - \$2,499	Pride Stickers for business <ul style="list-style-type: none"> • Verbal acknowledgement during Flag Raising • Visual recognition (with logo) on banners and directional signs; • Recognition in all promotional and advertising materials as a Double Rainbow sponsor • Logo on Minden Pride Facebook Page with a link to your organization’s website
Somewhere Over the Rainbow	\$2,500 - \$5,000	Pride Stickers for business <ul style="list-style-type: none"> • Verbal acknowledgement during Flag Raising and all other events with pre-agreed promotional wording • Prominent visual recognition (with logo) on banners and directional signs; recognition in all promotional and advertising materials as a Somewhere Over the Rainbow sponsor • Sponsor recognition in online and printed materials; • Logo on Minden Pride Facebook Page with a link to your organization’s website • Announcement on the Minden Pride Facebook Page

Beyond Dazzling Rainbow	\$5,001 - \$6,500	Pride Stickers for business <ul style="list-style-type: none"> • Beyond Dazzling Rainbow sponsor benefits to be collaboratively negotiated to best profile your organization's support
Rainbows Forever	Commitment to annual amount over \$500 for five years	Pride Stickers for business <ul style="list-style-type: none"> • Verbal acknowledgement during Flag Raising and all other events with pre-agreed promotional wording • Prominent visual recognition (with logo) on banners and directional signs; recognition in all promotional and advertising materials as a Rainbows Forever sponsor • Sponsor recognition in online and printed materials; • Logo on Minden Pride Facebook Page with a link to your organization's website • Announcement on the Minden Pride Facebook Page

***** Sponsor benefits are guidelines, and may be tailored to better fit your organizational branding needs and goals. For example, you could direct your support to a specific event, or element of an event (e.g. brand pride stickers or attendance bracelets). We would be happy to discuss and tailor the benefits of your generous support.*