



304-1080 Howe St. | Vancouver, B.C. | V6Z 2T1, Canada

Dear Parade Participant,

As you know, on April 18, 2020 Dr. Bonnie Henry announced that large scale public events would not be able to go forward this summer. Anticipating this announcement, our staff had been hard at work imaging alternative plans for a digital Pride season. We intended to contact all of our Parade entries and other stakeholders with our updated plan before making a public announcement. Unfortunately the public health order was announced before we had a chance to finalize our plans and contact our supporters. We have deeply appreciated your support and patience as we have worked through the final details.

Pride is more than a parade or a festival - every year members of our communities reach out to tell us this. Pride is the first time they felt truly able to be their full selves. Pride is the day they felt unafraid in public. Pride is where they feel able to fully exist in a world that isn't designed for them. Pride is holding hands and sharing a kiss free of fear, it is first dates and family members coming around, it is political, it is dancing till dawn, it is unabashedly taking up space.

Pride is more than a parade or a festival -it is a feeling, not a physical space- which is why Pride can not be cancelled, only re-imagined. Connection is more important than ever this year. Isolation and insecurity have created terrible hardship for members of our communities. This is why we are proud to announce a digital line-up of events which enables us to come together and celebrate while paying marginalized artists, performers and suppliers for their work. We hope that you will continue to be involved with Vancouver Pride this year, and participate in our digital event season. Details of digital events and our virtual Pride Parade can be found below.

The Virtual Pride Parade will be a combination of photo and video submissions sent in by each participating organization. A Live Stream event will be held on August 2nd, 2020 for one hour and will have live hosts and activities slotted throughout to keep the audience engaged, followed by a virtual "Sunset Beach Main Stage" show with all of the exciting entertainment you have come to expect from our festival. Vancouver Pride is working to produce a high quality 2020 Virtual Pride Parade which will be live streamed on Twitch, YouTube, Facebook and more.



Option A - Photo Submission

Parameters:

- Image must be submitted as a JPG or JPEG
- Must be in Landscape format
- iPhone/Android quality camera is OK at the highest possible quality level
- Message can be no longer than 300 characters without spaces
- Must convey a message of Pride, not just an advertisement for the organization

Examples:

- Photo of past Parade entry
- Photo of staff celebrating Pride
- Message from your organization (text or edited image)
- Photo collage including all of the examples above

Option B - Video Submission

Parameters:

- Must not be longer than 20 seconds
- Must be filmed in Landscape format
- iPhone/Android quality camera is OK at the highest possible quality level
- Must not be playing copyrighted music in the background (VPS will be adding a soundtrack)
- Must convey a message of Pride, not just an advertisement for the organization

Examples:

- Video of past Parade Entry
- Video of staff attending Pride
- Video message from a member of your organization
- Video montage including photos and video examples above

Option C - Create an Entry

Participant can submit an image or video of a “mini parade entry” that they have created from objects around the home

Parameters:

- Same as Option A or Option B depending on the format



Examples:

- Matchbox car decorated as your organizations "float"
- Lego parade entry
- Clay entry
- Shoebox entry
- Graphic design/ photoshopped entry
- Drawing
- Real vehicle decorated for Pride

VPS will accept Parade Entry submissions in one of 3 different formats by **Friday June 26, 2020 at 5:00pm PDT.**

Those who have already paid for a parade entry are granted a space in our Virtual Pride Parade if they are able to support the VPS. We hope that those organizations with the capacity to support us will consider donating their 2020 Parade fee or request a partial donation of the refundable fee. In addition to having a Virtual Pride Parade entry, organizations who do not request a refund or only have half of their entry fee refunded will receive:

- A 15% discount to their 2021 Pride Parade entry
- Advanced registration allowing you to apply for the 2021 Pride Parade before applications are released to the public
- Public recognition through the following channels: VPS website, Facebook, Instagram, Newsletter, Pride Guide, and Virtual Parade.

As a supporter of Vancouver Pride, we know you are already a champion of the work we do. We are asking for your support so that we can continue producing events -digital or otherwise- and advocating for LGBTQAI2S+ communities in 2020 and beyond. Your support ensures Vancouver Pride Society is able to:

- Deliver free, accessible events to LGBTQAI2S+ communities in future years;
- Hire and pay as many LGBTQAI2S+ performers as we possibly can this summer;
- Honour long standing contributions to community organizations like Qmunity, the Vancouver Dyke March, and Aging With Pride;
- Continue offering bursaries to community groups;
- Uplift and highlight other queer and trans serving organizations;
- Provide interactive, digital events which foster celebration and connection; and
- Continue employing our staff team who are finding creative ways to produce digital events, showcase sponsors, highlight community organizations, and advocate for LGBTQAI2S+ communities.



We are aware that many organizations are facing financial difficulties at this time and will be offering a full refund (excluding membership fee) to any organization that does not wish to participate in the 2020 Virtual Pride Parade. Partial refunds will also be granted to those who still wish to participate in the 2020 Virtual Pride Parade but are unable to pay the entire fee - please use the Refund Request form at the following link for a full or partial refund. We are not able to offer an option to roll 2020 Pride Parade entry fees over to the 2021 Pride Parade.

Refund Request Form: <https://forms.gle/peATEX7yqx5hHpNm6>

Refund Policy:

http://www.queeryme.com/display/viewpdf_applicationFile.php?id=270&bs=20200512132953

Refunds will be completed on a rolling basis between June 15th, 2020 and August 31st, 2020.

The Vancouver Pride team appreciates your continued support during this challenging time. We have been heartened by the messages of care and concern we have received from our community. Like you, we look forward to the time we can come together to celebrate in person once again. Until then, we are excited to continue working with our partners to deliver high quality events that bring members of LGBTQAI2S+ communities together.