

CALGARY PRIDE

Calgary Pride Ethical Sponsorship Commitments

Building Relationships. Delivering Education. Advocating for Positive Change. Celebrating in Joy.

At Calgary Pride, we welcome sponsorships and partnerships that strengthen our mission, support our communities, and help create vibrant, inclusive events. Our sponsors are not just funders—they are collaborators in building a better, braver world.

Sponsorships allow us to host and expand our core programming, deepen impact, and amplify voices across the 2SLGBTQIA+ community. We are grateful to those who walk beside us—aligned in values, invested in justice, and committed to equity.

♥ What We Stand For

Calgary Pride exists to uplift the 2SLGBTQIA+ community through arts-centered events, advocacy, education, and representation. We believe in meaningful partnerships that:

- Respect and reflect our values and the diversity of our communities.
- Uplift human rights, Indigenous sovereignty, and ecological sustainability.
- Strengthen the social fabric of Calgary and the Treaty 7 territory in which we live and organize.

🔍 What We Look for in a Sponsor

We proudly partner with organizations that:

- Actively support 2SLGBTQIA+ communities through internal policies, external actions, or both.
- Demonstrate a track record of social responsibility, equity, and inclusion.
- Align with our mission and values without compromising our independence or credibility.

✗ Who We Will Not Partner With

We will not accept sponsorships from companies, organizations, or entities whose core activities and values include:

- Direct commercial manufacture or sale of weapons or arms.
- Environmentally harmful practices without clear and measurable sustainability efforts.
- Criminally exploitative labour practices or human rights violations.

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- Discriminatory advertising, employment, or service practices.
- Active political or financial support for policies that criminalize 2SLGBTQIA+ people or restrict basic freedoms.
- Marketing of tobacco, alcohol, cannabis, or similar substances in a way that is irresponsible or inconsistent with Alberta laws.

We may assess each sponsor using a combination of the following:

- 2SLGBTQIA+ inclusion ratings and standards from groups like [Pride at Work Canada](#), [Egale Canada](#), [Canadian Centre for Diversity and Inclusion \(CCDI\)](#), [Human Rights Campaign](#), [Stonewall](#), or [Rainbow Tick](#).
- Commitment to reconciliation and Indigenous relations in Alberta and Canada.
- Internal 2SLGBTQIA+ leadership, ERGs (Employee Resource Groups), and training practices.
- Public ESG (Environmental, Social, Governance) disclosures and news coverage.
- Presence or absence of corporate social responsibility (CSR) programs.

Anchoring Our Independence

Calgary Pride remains an independent community-led organization. Calgary Pride will never:

- Accept funding that would require Calgary Pride to **refrain from advocating** on social justice issues, human rights concerns, or urgent community needs.
- Allow sponsored content that misrepresents 2SLGBTQIA+ identities, especially when it **appropriates queer culture** without meaningful reinvestment in the community.
- Permit corporate partners to **access or use our community contact databases** for commercial or private marketing purposes.
- Allow a sponsor to **restrict community expression or attendance**, such as barring participation from groups based on their political beliefs, expressions of protest, or affiliation with other advocacy movements.

Our commitment is first and foremost to the 2SLGBTQIA+ community. **Sponsors are here to support—not shape—our mission.**

Ethical Sponsorship in Practice

We define sponsorship as a mutual relationship in which a sponsor provides financial or in-kind support in exchange for visibility and co-branded opportunities. All partnerships must:

- Provide a clear benefit to Calgary Pride or the 2SLGBTQIA+ community at large.

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- Respect our values and audience of allies and 2SLGBTQIA+ community members.
- Be managed transparently and reviewed regularly.

Larger or long-term sponsorships may involve mutual dialogue on equity and inclusion initiatives. We encourage open, values-based collaboration.

Transparency & Accountability

- All sponsors contributing a total of in-kind and monetary value over \$5,000 will be listed publicly on our website.
- All sponsorships will be reviewed by our Sponsorship Committee, which includes representatives from the Calgary Pride Board, staff, and volunteer community members. In the event of a conflict or disagreement among the deciding parties, the Calgary Pride Board of Directors will make the final determination. This authority rests with the Board due to its fiduciary duty to act in the best interests of the organization. As the legally accountable governing body under Alberta Society & Non-Profit regulations, the Board is ultimately responsible for ensuring that all partnerships align with Calgary Pride's mission, values, and long-term sustainability.
- All arrangements are subject to review and may be withdrawn if new information emerges that breaches our values or criteria.
- We maintain a register of approved and declined sponsors to guide future decisions. Decisions regarding declined sponsorships will remain confidential unless information regarding the decision is readily publicly available.

Multi-Year Agreements & Contractual Integrity

Calgary Pride recognizes that some sponsorship arrangements are bound by multi-year contracts that provide stability and long-term resource planning for both parties. While we remain committed to our values and community accountability, we also acknowledge the legal and logistical complexities of dissolving such agreements.

In cases where a sponsor's practices or public perception become misaligned with our values during the term of a multi-year agreement, Calgary Pride will:

- **Initiate a values review** with the sponsor to discuss concerns, actions, and potential paths forward.
- **Assess reputational and community impact** alongside legal and contractual obligations.
- **Seek remediation where appropriate**, including sponsor-driven change, or redefined terms of engagement.
- **Only terminate an active sponsorship contract under extreme circumstances**, such as:
 - **Criminally exploitative labour practices** (e.g., child labour, forced labour, human trafficking).



- **Documented human rights violations**, especially those that directly harm 2SLGBTQIA+ individuals or communities.
- **Significant direct harm to the environment, Indigenous rights, or public safety.**

While immediate changes may not always be possible, Calgary Pride commits to acting with integrity, transparency, and in the best interest of the 2SLGBTQIA+ community in Calgary.



Review Cycle

This sponsorship framework will be reviewed annually and updated as needed to reflect new challenges, community input, or learnings. Calgary Pride's newly formed Sponsorship Committee will assist Calgary Pride in making new connections to organizations that align with our values, and will work to further strengthen our ties with those who are proven supporters of the 2SLGBTQIA+ community.