



**SHER**  
VANCOUVER

# 2019 – 2020 Sponsorship Kit



# Sher Vancouver is a social, cultural and support organization for **LGBTQ South Asians** and their friends, families and allies.

By helping to inform, educate and bring about more acceptance and cross-cultural understanding surrounding LGBTQ issues including bullying, racism, homophobia and transphobia within the South Asian and broader community, Sher Vancouver strives to reduce the alienation, depression and suicidal ideation of people who are dealing with sexuality, gender and coming-out.

Sponsors become a part of the movement to help alienated and vulnerable members of our community—especially youth.

## Services

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Advocacy  
Counselling  
Education  
Film Screenings  
Information  
Outreach Presentations  
Peer Support  
Referral  
Social Activities  
Volunteer Opportunities



**65 to 75**  
emails, phone calls  
and online messages  
received monthly



**Over 100**  
anti-bullying and  
racism workshops  
delivered since 2009



**Up to 100 free counselling**  
sessions per year through  
our partnership with No  
Fear Counselling to provide  
emotional and psychological  
support to vulnerable members



**Youth Leadership Award**  
Platinum (Pride) \$1,000  
Gold (Roar) \$600  
Silver (Leo) \$400  
Bronze (Cub) \$200  
Awarded annually by our  
exclusive sponsor DIVERSEcity

## My Name Was January

A social justice documentary film produced by Sher Vancouver. Close to thirty sponsors have come on board to support the film about Sher Vancouver's Social Coordinator January Marie Lapuz, who was tragically murdered in 2012. The film has won over 13 Awards and over 47 Official Selections at film festivals around the world.

## Peer Support Groups

**25-35**  
members attend every  
monthly meeting

## EMERGENCY – Out of the Shadows

Our next documentary will help people emotionally connect and better understand the issues, concerns, and challenges that LGBTQ South Asian people, especially youth, experience and the potential fear of rejection or love and acceptance that they may receive from their parents.

Sher Vancouver's audience is growing across multiple platforms with an engaged youth-oriented demographic across Metro-Vancouver especially in Surrey and Vancouver.



### **SHER VANCOUVER**

Facebook  
Twitter  
Instagram  
Official Website

### **OUT AND PROUD**

Project Blog

### **MY NAME WAS JANUARY**

Facebook  
Twitter  
Official Website  
Film Distributor

### **EMERGENCE**

Official Website

SPONSORSHIP —

Sponsors allow us to complete our goal of making members of the LGBTQ community—especially youth—feel less isolated by providing integrated and responsive programs and services.

Sponsorship terms are one year.

	BRONZE CUB \$1,000	SILVER LEO \$2,500	GOLD ROAR \$5,000	PLATINUM PRIDE \$7,500
Logo on Sher website	•	•	•	•
Logo on Out and Proud blog	•	•	•	•
Write-up on Sher Facebook Page	•	•	•	•
Acknowledgment of your sponsorship in press releases	•	•	•	•
LGBTQ-related announcements about your company via Sher email list		•	•	•
LGBTQ-related announcements about your company via Facebook			•	•
Become a presenting sponsor of a major Sher event				•
Exclusively sponsor or develop a program or service				•

**These donors and many others have funded Sher Vancouver**



IN THE PRESS —

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Sher Vancouver marks 10 years with a grand cultural celebration in Surrey

Alex Sangha awarded the Governor General's Meritorious Service Medal

Documentary about Surrey-raised murder victim wins national film award

Alex Sangha was the Grand Marshal of the 2016 Vancouver Pride Parade



Sher Vancouver has been featured in many press outlets including:



WORKING TOGETHER —

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Let's talk about how we can work together to meet your marketing and sponsorship goals.

**ALEX SANGHA, MSW**  
**Founder**

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**Sher Vancouver LGBTQ**  
**Friends Society**

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