

Célébrations de la Fierté 09

Du 13 au 16 août 2009
August 13 to 16, 2009

Montréal Pride Celebrations

Un défilé sous la thématique | Parade Theme

iFiesta!

Les 40 ans de Stonewall
Stonewall: 40 Years



Célébrations de la **FIERTÉ**
Montréal 09 | PRIDE Celebrations

www.fiertemontrealpride.com

Activity Report 2009



Welcome ✨



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info@fiertemontrealpride.com
www.fiertemontrealpride.com



Éric Pineault
President

As a community-driven, not-for-profit organization, Célébrations LGBTQA Montréal is overseen by a Board of Directors, consisting of members of the business community, local LGBTQA associations as well as representatives from the event-planning and tourism markets.

Moreover, during two community information sessions held on June 7, 2007, January 17, 2008 and March 1, 2009, the assembled groups elected three additional community representatives to serve on the Board of Directors. They are: Bruno Laprade (Jeunesse Lambda), Rémy Nassar (HELEM) and Stéphane Hudon (GRIS Montréal).

Éric Pineault (Équipe Montréal), Jean-Sébastien Boudreault (Volley Boréal), Michel Villeneuve (Équipe Montréal) et Stéphane Proulx (ASCCS) also have community background. Jean-François Perrier and Sandra Bagaria come from the event and tourism sectors.

Board of Directors

Éric Pineault, President
Me Jean-Sébastien Boudreault, Vice President Financing
Michel Villeneuve, Treasurer
Bruno Laprade, Secretary
Sandra Bagaria, Administrator
Stéphane Hudon, Administrator
Rémy Nassar, Administrator
Jean-François Perrier, Administrator
Stéphane Proulx, Administrator

Employees

Éric Pineault — President
Jean-Sébastien Boudreault — Vice President Financing
Lyne Caron — Director of Logistics
Stéphanie Côté, CMA — Finance Director and Project Manager
Bobby Gardner — Volunteer Coordinator
Sylvain Marchand — Community Day Coordinator
Jean-François Perrier — Marketing Director
David Tousignant — Project Manager, Sales and Communications
Clémence Schomberg — Stagiaire, Project Manager

Collaboration:

André Bilodeau - Carl Éthier - France Gagnon (Photographers)
Lynn Habel (Translation)
Simon Luc Lapointe (Parade Coordinator)
Pierre Perreault (Revision and correction)
Jean-Pierre Pérusse (Artistic Director)

Programme

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Les 40 ans de Stonewall

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Vendredi

Place Émilie-Gamelin
Scène TD Canada Trust | GRATUIT

16 h à 23 h
Café des Arts
Per7eption L'exposition

18 h
Omegadom

20 h
Dream Académie 80's

21 h
Porn Flakes et artistes invités

Partys officiels

Dès 17 h
Stock Bar
Party d'ouverture

Événements associés

21 h
Sofia Justo pour rire | 20 \$ - frais
Les Gaydailles

22 h
SAT | 20 \$ - 25 \$
BYOL Bring Your Own Lesbian Night

Samedi

11 h à 18 h
TD Canada Trust présente la Journée communautaire
Journée communautaire

Midi à 23 h
Café des Arts
Per7eption L'exposition

Midi à 20 h
DJ Sandy Duperval, DJ David Lager, DJ Crowd, DJ Torus
Zone Tropicale

21 h
Michel Dorion présente
C'est la fête

20 h
Le Drugstore
Soirée officielle

13 h à 22 h
Alhade 731 Place Ville Marie | 15 \$
Party de la Fierté

21 h
Sofia Justo pour rire | 20 \$ - frais
Les Gaydailles

Dimanche

Boulevard René-Lévesque Est
Entre les rues De Lorimier et Saint-Hubert
13 h
¡Fiesta!
Le Défilé

Midi à 23 h
Café des Arts
Per7eption L'exposition

13 h à 23 h
DJ Mark Anthony, DJ David Lager, DJ Stéphane Lippe
Méga T-Dance

22 h
Stonewall Révolution

16 h / 22 h
Le Drugstore | 22 h Le Parking Nightclub S
Partys officiels

01 h
01 h du matin Circus Afterhours | \$
Party de clôture

10 au 16 août Théâtre Sainte-Catherine | 10 \$ - 20 \$
Bunbury L'importance d'être Constant
The importance of Being Ernest

Voir l'horaire sur la gauche

10 au 16 août Théâtre Sainte-Catherine | 10 \$ - 20 \$
Bunbury L'importance d'être Constant
The importance of Being Ernest

Horaire

10 août	21 h	FR
11 août	21 h	EN
12 août	15 h	EN
13 août	15 h	FR
14 août	15 h	FR
15 août	15 h	FR
16 août	20 h	FR/EN*

* Représentation en français ou en anglais

Statistics ✨

THE COMMUNITY DAY PRESENTED BY TD CANADA TRUST

- » **129 exhibitors**
- » **115 non-profit organizations**
- » **14 companies**

ATTENDANCE

- » In total, **209,000 people** attended the 2009 Montréal Pride Celebrations.
- » **59,000 spectators** at Place Émilie-Gamelin on Friday, Saturday and Sunday.
- » **50,000 visitors** at the TD Canada Trust Community Day.
- » Almost **100 000 spectators** at the parade.
- » **1,000 spectators** at the Gaydailles show.

THE PARADE

- » **86 groups and floats**, which is 10 more than in 2008
- » **12 large floats on flatbed trucks** (10 companies and 2 organizations)
- » **16 small vehicles** (10 businesses and 6 organizations)
- » **58 marching groups** (30 organizations and 3 businesses)
- » Duration of parade route: **80 minutes**
- » Duration of parade: **3 hours**
- » Number of volunteers: **125**
- » The parade **was broadcast live** on www.outtv.ca
- » **100,000 people** at the parade



© Photo : France Gagnon



The event enjoyed extensive media coverage thanks to the firm Labonté Communications (www.alainlabonte.ca) and our Marketing Department.

BUDGET

We succeeded in raising \$455,000 in funding, including:

- » **68%** from our private partners
- » **10%** from the City of Montréal and the Borough of Ville-Marie
- » **14%** from sales/registration fees/voluntary contributions
- » **8%** from the Government of Québec

TOURISM IMPACT*

* Source: Tourisme Montréal

- » **\$4,426,158**

WEB

Our WEB SITE (www.fiertemontrealpride.com) received 203,847 visits from May 1 to August 31, 2009.

TELEVISION

Numerous television appearances:

Radio-Canada	TVA	Global	CBC	RDI
LCN	TQS	OUTTV		

DAILIES AND WEEKLIES

Dozens of articles in daily newspapers and weekly publications:

Journal de Montréal	Le Devoir	La Presse
The Gazette	Globe and Mail	7 jours
Magazine Dernière Heure	La Semaine	Journal Métro
Fugues	Mirror	Hour
Journal 24h	Voir	

INTERNET

Numerous articles on various sites and blogs:

www.ruefrontenac.com	www.canoe.com	www.michelleblanc.com
www.cyberpresse.ca	www.7jours.ca	www.fugues.com
www.infoculture.ca	www.montrealtv.ca	www.lelezard.com
www.lacliqveduvillage.com	www.sdcvillage.com	www.showbizz.net
www.matin.qc.ca	www.zoneculture.ca	www.radio-canada.ca
www.cbc.ca	www.rockdetente.com	www.branchez-vous.com
www.journalmetro.com	www.infoculture.ca	www.montrealxpress.ca
www.soudbeatmag.com	www.jminforme.ca	www.xtra.ca
www.gaytravel.about.com	www.outtv.ca	

SOCIAL NETWORKS

Active presence on	Twitter	http://twitter.com/fierteMTLPride
	Facebook	www.facebook.com/fiertemontrealpride (3,132 admirers)
	YouTube	

RADIO

MIX 96 FM	Radio 98,5 FM	CKOI FM 96,9
MaxRadio	Gayradiobec	Radio Centre-ville
Radio CINQ FM Centre-ville	Radio CKUT	Radio Shalom
Radio CJAD	Radio Info 690	

WELCOMED MEDIAS

OUT TV — Toronto	OUTLOOKS MAGAZINE — Alberta
FRONT TV — Toronto	Out & About Gay Magazine — Copenhagen
Xtra.ca — Toronto	Television Channel, GEO TV — Pakistan
Lisa Colandrea Photographer — Boston	
Radio France — Damien Bertrand	

PRESS CONFERENCE

Major press conference held on June 11, 2009.

Banners ✨



Giant Partners Banner (2)

Official Banner (3)

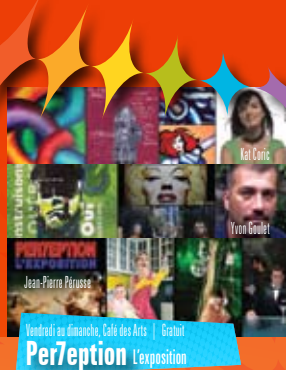


Information Banner in the Village (3)

Célébrations de la Fierté 09

Du 13 au 16 août 2009

Les 40 ans de Stonewall



Vendredi

La scène TD Canada Trust est située à la place Émilie-Gamelin



18 h Scène TD Canada Trust | Gratuit
Omegadom



20 h Scène TD Canada Trust | Gratuit
Dream Académie 80's



21 h Scène TD Canada Trust | Gratuit
Porn Flakes et artistes invités



21 h Stock Bar | \$
Party d'ouverture

Samedi



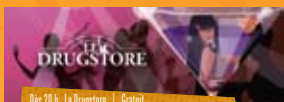
11 h - 18 h Rue Sainte-Catherine Est
Journée communautaire



Midi - 20 h Scène TD Canada Trust | Gratuit
Zone Tropicale



21 h Scène TD Canada Trust | Gratuit
Michel Dorion présente
C'est la fête



Des 20 h Le Drugstore | Gratuit
Soirée officielle

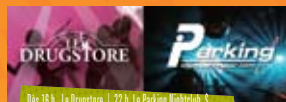
Dimanche



13 h Boulevard René-Lévesque Est
Le Défilé



19 h - 21 h Scène TD Canada Trust | Gratuit
Méga T-Dance



Des 18 h Le Drugstore | 22 h Le Parking nightclub \$
Partys officiels



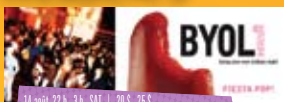
12 h du matin Circus Afterhours | \$
Party de clôture

www.fiertemontrealpride.com

Événements associés



14 et 15 août 21 h Studio Juste pour rire | 20 \$ - frais
Les Gaydailles



14 août 22 h - 3 h SAT | 20 \$ - 25 \$
BYOL Bring Your Own Lesbian Night



18 et 19 août Théâtre Sainte-Catherine | 10 \$ - 20 \$
Bunbury L'importance d'être Constant The importance of Being Constant



15 août 13 h - 22 h Allouade 727 Place Ville Marie | 15 \$
Party de la Fierté

Merci!

TD Canada Trust

Montréal

Montréal

Ville-Marie Montréal

Québec

Village

fugues

[yellow tail]

TROJAN

WINNERS

cheetah

VIA+ VIA Rail Canada

DELTA CENTRALE

Bio-K+ BETAHOME, INC.

mojo

PRIAPE

eska

CABRAZ POWER

Promotion

POSTERS

500 posters printed and distributed in the Village, downtown and in the le Plateau Mont-Royal.

OFFICIAL PROGRAMME

50,000 copies printed and distributed in the Village, downtown, the Plateau Mont-Royal and at Infotouriste Centre.

POSTCARDS

4,000 postcards printed and distributed in Montréal, at the 28th Annual Northampton LGBT Pride March and Rally (Mai 1-3), at the IGTLA Annual Meeting (Toronto, Mai 8) and at the Toronto Pride (June 17 and 28).

PUBLICITY

Printed:

Fugues (8 pages), Toronto Pride, the Québec Gay Chamber of Commerce (CCGQ) Tourist Guide, Québec City's Fête arc-en-ciel.

Web Banners:

www.fugues.com, www.maxradio.ca, www.alterheros.com, www.outtv.ca, www.proudfm.com

CONTESTS

- » Draw of a trip to Montréal on Proud FM (Toronto), with the collaboration of VIA Rail Canada.
- » Draw of a trip to Montréal with the collaboration of Tourisme Montréal.

ENEWSLETTER

Three email blast sent in June, July and August to more than 55,000 subscribers.

PROMOTIONAL VIDEO

A 2m 33s video presented on YouTube (seen 2,240 times).

Official Poster (500)

Community Day ✨



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Du 13 au 16 août 2009
Les 40 ans de Stonewall

	Vendredi	Samedi	Dimanche
Place Émile-Gamelin Scène TD Canada Trust GRATUIT	18h - 21h Parlons-en	11h - 18h Le Village	11h - 18h Le Village
Partys officiels	18h - 21h Party de soutien	18h - 21h Party de soutien	18h - 21h Party de soutien
Événements associés	18h - 21h BYOL!	18h - 21h Party de la fierté	18h - 21h Party de la fierté

Main Sponsors



Official Suppliers



Ambassadors



Medias Partner



The Parade ✦

¡FIESTA!



FORECAST FOR 2010



Attendance

- » Targeted increase in attendance of **35 %**
- » The number of visitors should reach **283,000 people** thanks to the anticipated economic recovery, growing awareness of the event (4th edition) and increasing visibility (partnerships with Tourisme Québec, Tourisme Montréal and various LGBT media)

PROGRAMME

- » The program of activities will be expanded to **5 days**, from August 11 to 15, 2010.

Parade

- » The plan is to extend the parade route to double its current length to **2.20 km**
- » Therefore, the number of spectators should increase by **25% to 50%**

BUDGET

- » The budget for the 2010 edition should increase by **45%** to reach **\$660,000** thanks to greater contributions by provincial and federal governments, an increase in the amounts awarded by sponsors, the arrival of new sponsors, the development of a commercial avenue on the street, the return of the Avenue of Well-Being, as well as increased sales on the central site at Place Émilie-Gamelin.



Célébrations de la FIERTÉ
Montréal10 | PRIDE Celebrations

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