

FIERTÉ MONTRÉAL



A PARADE
PRESENTED BY VIAGRA
UNDER THE THEME
**OUR FLAG
OUR NATURE**

VERT

10TH
EDITION

**ACTIVITY
REPORT**

SEPTEMBER 28, 2016

AUGUST 8 TO 14, 2016

COMMUNITY AND HUMAN RIGHTS • CULTURE • FESTIVITIES



PRESENTS

FIERTÉ



MONTRÉAL

www.fiertemontrealpride.com #fierteMTL





Eric
Éric Pineault
President and Founder

On behalf of the Board of Directors, I am pleased to present this 2016 Activity Report.

I want to take this opportunity to thank our many partners who make these celebrations possible. Our deepest thanks go to our sponsors, who enable us to create this rich program of events that is, for the most part, free to community groups and festival-goers. And, of course, heartfelt thanks to our employees, freelancers and volunteers who have risen to the challenge again this year, despite our often limited means.

This 10th edition was the most successful and we are looking forward to working with you again in 2017, for the special edition of Canada Pride Montréal 2017.

Proudly yours!



Festival-goers turned up in record numbers for the largest edition of Montréal Pride to date, which took place from August 8 to 14, 2016. New shows, new artists and new partners were added to the festive mix to make the 2016 edition a resounding success, both in terms of the program and the number of visitors. Montréal's Gay Village and Place Émilie-Gamelin, the festival's main site, were alive with the energy of the **largest Francophone LGBTQ festival in the world**, setting the stage for an even more festive and colorful 11th anniversary edition next year.

Montréal Pride is proud to have become one of the major summer festivals in Montréal by presenting a variety of local and international artists and activities. The economic impact of the festival is undeniable for the city. Montréal Pride is happy to help make Montréal even more open to diversity and a prime destination for LGBTQ tourists from around the world. And Montréal Pride also serves as a beacon of hope for trans people and for international LGBTQ communities living with violence and injustice, so our mission is more relevant and necessary than ever.

An estimated total of **563,154 festival-goers** participated in the 10th edition.

Montréal Pride is very proud to have delivered a program that was diverse, inclusive and, for the vast majority of events, free. We offered nearly **125 activities** (a record) for all ages and interests, with, for example Kids' Day, Pride Day at La Ronde, Drag Superstars, events for women, a play, Literary Pride, conferences and sporting activities and, of course, many free shows and parties.

Montréal Pride among the largest festivals in Québec

Who would have thought 10 years ago, that Montréal Pride would become one of the largest festivals in Québec? At once community-oriented, advocacy-driven and festive, the event manages to attract international talent, bring together people from the four corners of the world, bring hope to LGBTQ communities that continue to live with injustice around the globe and move our cause forward — all on a tight budget and with a program of events that's almost entirely free. The event has grown so much, Place Émilie-Gamelin is too small to accommodate so many festivalgoers.



Photo : David K.

Photo : Fierté Montréal | Alison Slaterry



Photo : Fierté Montréal | André Blodreau

Photo : FiamWebb www.mymontreal.ca



Photo : Fierté Montréal | Carl Étudier

Photo : Fierté Montréal | Alison Slaterry



Photo : Fierté Montréal | André Blodreau

Photo : Fierté Montréal | Alison Slaterry



Photo : Fierté Montréal | André Blodreau

Photo : Fierté Montréal | Alison Slaterry



OUR HISTORY

Fierté Montréal
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Montréal QC H2X 1L4
Telephone: 514 903-6193
info@fiertemontrealpride.com
www.fiertemontrealpride.com



Sister Pride
since June 2015

ABOUT MONTRÉAL PRIDE

Montréal Pride is the only event to offer major platform for visibility to organizations involved in the LGBT community. To this end, Montréal Pride is a unifying body for the vast majority of LGBT organizations of Montréal and Québec.

VISION

To create a world where diversity is respected and celebrated.

MISSION

- + To demystify and create awareness about the realities of the LGBTQ community in Montréal and Québec for the general public;
- + To work towards the advancement of LGBTQ human rights, both here and around the world;
- + To promote and participate in the work carried out by LGBTQ groups in Montréal and the province of Québec who are fighting against discrimination based on sexual orientation, gender identity and HIV status.
- + To offer the LGBTQ community in Montréal and the province of Québec a showcase and a platform for cultural expression;
- + To recognize and celebrate the social and legal advances made by the LGBTQ community in Montréal and the province of Québec through festive, social, political, community and advocacy activities;
- + To organize the largest LGBTQ gathering in the province each year;
- + To host festive, social, political, philanthropic, advocacy and community events throughout the year.

PRIMARY PROJECT

Each year, Montréal Pride holds a week of cultural and community activities, including the Pride Parade and Community Day, to celebrate in a festive way the advancements made by the LGBT community while raising awareness about the many issues that remain to be addressed in order to fight homophobia, both here and around the world. The Montréal Pride program of activities has three key components: community and human rights activities, cultural activities and festive events.

THROUGHOUT THE YEAR

- + Significant participation and involvement in the International Day Against Homophobia and Transphobia;
- + Participation in the InterPride international conference and the Fierté Canada Pride national conference each year;
- + Participation in a Pride or LGBTQ event in a hostile environment: 2016 in Mumbai (India), 2015 in Kiev (Ukraine), 2014 in Belgrade (Serbia), 2013 in Warsaw (Poland), 2010 in Riga (Latvia);
- + Participation in various activities organized by our partners (Ça marche, organized by the Farha Foundation, gatherings of the *Collectif Carré rose*, etc);
- + Montréal Pride is regularly solicited by the media to comment on issues in the news and on the situation of LGBT people here and elsewhere in the world.

AD HOC ACTIVITIES

- + Planning meeting with the Confédération des syndicats nationaux (CSN) during Capital Pride in Ottawa for the summit of nations in defense of human rights;
- + Host and organizer of the 2013 InterPride World Conference, which was held October 10 to 13, 2013 (a conference on defending the rights of LGBT people through Pride activities throughout the world).

LOGOS



NAME OF THE EVENT

Fierté Montréal
Montréal Pride

DATES

August 8 to 14, 2016
(Monday to Sunday)

PRESENTING SPONSOR



PARADE PRESENTED BY HEALTH AVENUE PRESENTED BY



PARADE AND COMMUNITY DAY

One of the major highlights is the traditional **Pride Parade**, which is held under a different theme each year. **Community Day**, another key event, is held all along Sainte-Catherine Street between Saint-Hubert and Papineau streets, where visitors are able to discover the diversity of this unique community. Many shows and activities took place during the 6 days of events at Place Émilie-Gamelin, the heart of the festivities.

BOARD OF DIRECTORS

Éric Pineault – President
Jean-Sébastien Boudreault – Vice President
Stéphane Proulx – Treasurer
Marie-Ève Baron – Secretary
Raymond Patrick Allen – Administrator
Monica Bastien – Administrator
Michel Dorion – Administrator
Stéphane Hudon – Administrator
Dominique Lavergne – Administrator
Esther-Léa Ledoux – Administrator
Jean-François Perrier – Administrator
Michel Villeneuve – Administrator

Montréal Pride is overseen by a board of directors consisting of members of local LGBTQ associations, business community, cultural community, special events and tourism markets. Moreover, during a community information session, the assembled groups elected four community representatives to serve on the board of directors: Monica Bastien, Dominique Lavergne, Stéphane Hudon and Esther-Léa Ledoux. Éric Pineault, Jean-Sébastien Boudreault, Michel Villeneuve, Marie-Ève Baron, Stéphane Proulx, Jean-François Perrier, Michel Dorion and Raymond Patrick Allen also have community backgrounds.



10TH
EDITION



FIERTÉ
MONTRÉAL

FIERTÉ
MONTRÉAL

ABOUT MONTRÉAL PRIDE

AN ESSENTIAL EVENT

Members of the LGBT community make up nearly 10% of the general population and are an integral part of the DNA in cities like Montréal. All major cities in the world have a Pride event – at least, all those where such gatherings are permitted. It is unthinkable to imagine Montréal without the Pride Parade. The support from all levels of government is essential, as is support from the private sector, the LGBT community and the general public. Montréal Pride is a unifying event that allows community organizations in the Montréal area to enjoy visibility in the eyes of the general population at least once a year. This allows the LGBT community to build awareness about social diversity, an essential element in our society, and about social advances and the challenges that remain on the road to true social acceptance.

WHAT DOES PRIDE LOOK LIKE AROUND THE WORLD?

Pride is a socio-political community and cultural event structured around two main activities: a Pride Parade and a Community Day. For cities like San Francisco, Toronto, New York, Madrid, Stockholm, Vancouver, San Diego, Rio de Janeiro and São Paulo, Pride is also one of the largest tourist events of the year.

A LEADER IN LGBT RIGHTS

Montréal Pride strives to remain at the forefront of the defense of LGBT rights, both here and around the world. Through its diverse program of activities and the hosting of international guests each year from countries where LGBT human rights are often violated, Montréal Pride is able to pursue its objective of raising awareness about LGBT human rights issues among the general public in the Montréal area and the province of Québec.

AWARENESS AND VISIBILITY

Montréal Pride enjoys immense visibility thanks to incredible media coverage at the local, provincial, national and international levels. Montrealers' openness and receptivity also contribute to the success of the Montréal Pride.

RECOGNITION

Montréal Pride received the award for Tourism Event of the Year in 2009 from the *Chambre de commerce gaie du Québec*.

MONTRÉAL PRIDE'S PROGRAM HAS THREE KEY COMPONENTS: COMMUNITY AND HUMAN RIGHTS • CULTURE • FESTIVITIES

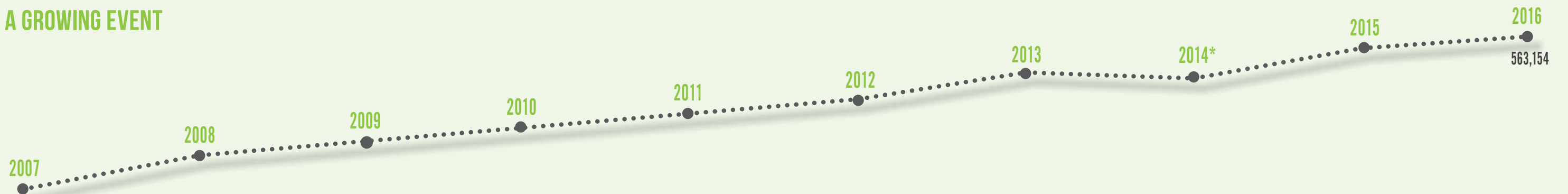
EMPLOYEES

| | |
|--|--|
| Éric Pineault | President |
| Me Jean-Sébastien Boudreault | Vice President |
| Raymond Patrick Allen | Finance Director |
| Étienne Campeau | Logistics Assistant |
| Lyne Caron | Director of Logistics |
| Samuel Desrosiers | Assistant Coordinator |
| Bobby Gardner | Volunteer Coordinator |
| Jean-François B. Guevremont | Director, Programming and Human Resources |
| Colette Houle | Assistant to the Director of Logistics |
| Justine Labrecque | Sales and Partnerships Director |
| Kelly L'Archevêque | Executive Assistant and Conference Coordinator |
| Dominique Lavergne | Project Manager, Women's Program |
| Pier-Olivier Leclerc Harton | Community Day and Parade Coordinator |
| Pascale McCoy | Assistant Communications Coordinator |
| Émily Minier | Writer |
| Jean-François Perrier | Marketing Director |
| Marie-Chantal Phaneuf | Lead Communications Officer |
| Véronique Tanguay | Assistant Communications Coordinator |
| Peter David Yeo | Project Manager, Social Media and Food Services |
| Café des Arts Curator | Photographers |
| Jean-Pierre Pêrusse | André Bilodeau, Frédéric Boucher, Carl Éthier, Alison Slattery |
| Translation, revision and correction | |
| Lynda Brault, Jean Gilbert, Kelly L'Archevêque, Christopher Leentjes | |
| Videographer | Cameramen |
| Guillaume Langlois | Pierre-Luc Delisle and Martin Lebel |
| Technical Team Leaders | |
| Nick Mykytiuk | Technical Director |
| Dominique Morissette | Lighting Design |
| Thierry Langlois | Sound Chief |

VOLUNTEERS

| | Number of volunteers | Volunteer Hours |
|-------------------------|----------------------|-----------------|
| Festival Week | 350 | 3,806 |
| Walk-up Volunteers | 24 | 348 |
| Year-round Coordinators | 2 | 2,400 |
| Committee Members | 22 | 660 |
| Board Members | 12 | 1,320 |
| Total in 2016 | 410 | 8,534 |

A GROWING EVENT



* Four days of rain and record cold in August 2014. The number of spectators represent entrees/visits. The same person can visit the site on many occasions.

HIGHLIGHTS OF 2015



GRAND MARSHALS

SRIDHAR RANGAYAN, OLIE PULLEN, HECTOR GOMEZ, MONA BELLEAU ET RAVEN-SYMONÉ

Montréal Pride was pleased to welcome Indian filmmaker and director **Sridhar Ragayan**; **Olie Pullen**, our youngest grand marshals to date and staunch advocate for the rights of Trans children; **Hector Gomez**, a Québec citizen from Colombia who assists newly arrived LGBTQ immigrants; **Mona Belleau**, a dedicated aboriginal activist; and **Raven-Symoné**, currently one of the most popular American hosts and producers. Also in the Parade were guests of honour, **Vincent and Bruno Boileau-Autin**, the first gay couple to be married in France after the Marriage for All law was passed in 2013.



GUEST OF HONOURS

BRUNO ET VINCENT BOILEAU-AUTIN



SPOKESPERSON

JASMIN ROY



AUGUST 10 AT 10:00

PRESS CONFERENCE

HÔTEL GOUVERNEUR PLACE DUPUIS



AUGUST 10 AT 16:00

GOLDEN BOOK SIGNING

MONTRÉAL CITY HALL



AUGUST 12 AT 18:00

RAISING OF THE FLAG

PLACE ÉMILIE-GAMELIN



AUGUST 19 TO 14

THE NEW BOUTIQUE

PLACE ÉMILIE-GAMELIN



AUGUST 11 FROM 9:00 TO 14:00

KIDS' DAY

PLACE ÉMILIE-GAMELIN



AUGUST 13 FROM 11:00 TO 17:00

COMMUNITY DAY

RUE SAINTE-CATHERINE EST



AUGUST 13 AT 18:00

COMMUNITY COCKTAIL

PLACE ÉMILIE-GAMELIN



Presented by



AUGUST 13 AT 20:00

ILLUSION

PLACE ÉMILIE-GAMELIN



AUGUST 14 AT 12:15

PRESS BRIEFING

CANADIAN CENTRE OF ARCHITECTURE GARDEN



Presented by



AUGUST 14 AT 13:00

THE PARADE

RENÉ-LÉVESQUE BOULEVARD



AUGUST 14 AT 14:30

MOMENT OF SILENCE

RENÉ-LÉVESQUE BOULEVARD



Presented by



AUGUST 14 FROM 13:00 TO 23:00

T-DANCE

PLACE ÉMILIE-GAMELIN



Grands partenaires | Great Partners



Partenaires gouvernementaux | Government Partners



Partenaires majeurs | Major Partners



Partenaires | Sponsors



Hôtels officiels | Official Hotels



Partenaires médias | Media Partners



Fournisseurs | Suppliers



Ambassadeurs | Ambassadors



Amis | Friends



10TH EDITION

THANK YOU TO OUR PARTNERS



/fiertemontrealpride



@fiertemtlpride



@fiertemontreal

#fierteMTL

PLACE ÉMILIE-GAMELIN

FREE EVENTS



WOMEN'S EVENTS

- 6 à 9 LSTW
- Poster Workshop
- The Dyke and Allies' March
- Espace LSTW (Inauguration)
- Prom Night
- Happy Hour Cocktail Ladies
- Espace LSTW
- Lez Olympiades
- Party rétro 80-90
- Espace LSTW
- B.Y.O.L.
- Women's Brunch
- Espace LSTW

- Wednesday - 18:00 | Terrasse du Unity
- Thursday - 17:00 | Square Phillips
- Thursday - 19:00 | Square Phillips
- Thursday - 18:00 | Place Émilie-Gamelin
- Thursday - 22:00 | ASCCS
- Friday - 17:00 | Bar Le Cocktail
- Friday - 18:00 | Place Émilie-Gamelin
- Friday - 18:00 | Parc La Fontaine
- Friday - 20:00 | Bar Le Cocktail
- Saturday - 18:00 | Place Émilie-Gamelin
- Saturday - 22:00 | Unity
- Sunday - 11:00 | Thursday's
- Sunday - 16:00 | Place Émilie-Gamelin



ÉVÉNEMENT
BEARS & CUBS
EVENT

- Kink Cocktail
- Meet Mister Leather 2015
- BearDrop
- BearSoup
- Bears & Cubs
- T-Dance & BBQ

BEAR & LEATHER EVENTS

- Wednesday - 18:00 | Place Émilie-Gamelin
- Thursday - 18:00 | La Galerie Dentaire
- Friday - 22:00 | Unity
- Saturday - 14:00 | Sauna Oasis
- Saturday - 22:00 | Bar Le Stud
- Sunday - 15:00 | Bar Le Stud

YOUTH EVENTS

- Kids' Day
- Story Time
- Le trésor d'Ariel
- La relève artistique
- BBQ Astérisk*
- Pride Day at La Ronde

- Thursday - 9:00 | Place Émilie-Gamelin
- Thursday - 10:00 | Place Émilie-Gamelin
- Thursday - 11:30 | Place Émilie-Gamelin
- Thursday - 17:00 | Place Émilie-Gamelin
- Thursday - 18:00 | Place Émilie-Gamelin
- Friday - 11:00 | La Ronde



TRANS EVENTS

- Panel : être trans
- BBQ Astérisk*
- Soirée KARAO-T

- Tuesday - 18:00 | Centre St-Pierre
- Thursday - 18:00 | Place Émilie-Gamelin
- Thursday - 20:00 | Bar Le Club Date

WEDNESDAY
AUGUST 10

18:00 - 23:00

18:00 - 24:00



18:00
DJ ABEILLE

18:00 CHEZ PRIAPE
**KINK COCKTAIL
CUIR/LATEX**

21:00
**ANDRÉ SAUVÉ
+ NEEV**

MARDI
TUESDAY
AUGUST 9 AOÛT

18:00
DJ PAT.NO.



20:35
RAISING OF THE FLAG



20:00
HORIZONS
Bollywood Blast
Lisa Koperqualuk
Valade

THURSDAY
AUGUST 11

18:00 - 23:00

17:00 - 24:00

18:00 - 24:00

17:30 + 18:00



9:00
KIDS' DAY

17:00
**SHOW: EMERGING
ARTISTS**

18:00
BBQ ASTÉRISK*

18:00
**COUNTRY LINE
DANCING LESSONS**

19:00
DJ BARBADA



21:00
**DRAG
SUPERSTARS**
MADO
BIANCA DEL RIO
Alaska
Ginger Minj
Katya
Manila Luzon
Miss Fame
Pearl
Phi Phi O'Hara
Thorgy Thor
Violet Chachki
Willam

FRIDAY
AUGUST 12

18:00 - 23:00

16:00 - 24:00

18:00 - 24:00

17:30 + 18:00



16:30
PRIDE RIDE



18:00
DJ IAN KEY

20:00
LE DIVA DEN
LARA FABIAN
MARLEEN MENARD
Eva Avila
Catherine Avoine
Élizabeth
Blouin-Brathwaite
Sandy Duperval
Tamar Eisenman
Angelike Falbo
Lulu Hughes
Marie-Christine
Stéphane Moraille
Michelle Sweeney
Coco Thompson
Carissa Vales



18:00
BBQ RÉZO

SATURDAY
AUGUST 13

18:00 - 23:00

15:00 - 24:00

18:00 - 24:00

17:30 + 18:00



15:00
**ZUMBA
DE LA FIERTÉ**

16:00
YOGA KUNDALINI

18:00
**TORONTO SUCKS
(REALLY WELL)**

18:30
**COMMUNITY
COCKTAIL**

19:45
**CLAUDE-TOURANGEAU
AWARD**



20:00
ILLUSION
MICHEL DORION
Barbada
Celes
Chouchoune
Ciathanight
Franky Dee
Gisèle Lulaby
Kelly Torrieli
Kitana
Marla Deer
Miss Butterfly
Nana
Peggy Sue
Rainbow
Sasha Baga
Tracy Trash

SUNDAY
AUGUST 14

18:00 - 23:00

13:00 - 24:00

16:00 - 24:00



13:00
MEGA T-DANCE
PUMP!
PUMPUNDERWEAR.COM



13:00
DJ MARINA



17:00
DJ GHUS & CELLABOS

20:00
DJ ALAIN JACKINSKY

22:30
CLOSING SHOW
JADE LONDON

OVERVIEW OF 2016



post cards
(3,000 FR) – (12,000 EN)



OFFICIAL PROGRAM
(120 pages) — 50,000 copies



POSTERS



PROMOTIONAL ITEMS

POSTERS

200 posters printed and distributed in the Village, downtown and in the Plateau Mont-Royal area.

OFFICIAL PROGRAM

50,000 copies printed and distributed at 240 high-traffic locations and places frequented by the LGBT community and visitors to Montréal: the Village, the downtown area, the Plateau Mont-Royal and the Infotouriste Centre.

E-NEWSLETTER

Three email blasts sent in June and July to more than 15,225 subscribers.

One email blast sent by Fugues Magazine to its database.

POST CARDS

25,000 postcards (FR and EN) printed and distributed in Montréal and Toronto (Montréal Pride, Women Events, Bear Events, Mega T-Dance and Canada Pride Montréal 2017).

3,000 postcards printed and distributed in Montréal for the women's market.

VOLUNTEER POSTERS

300 posters printed for recruiting volunteers.

PROMOTION

PROMOTION OUTSIDE MONTRÉAL

A remarkable presence was assured during Pride Toronto, at the kiosk during Fair Days (with 35 team members present), the Trans March on Friday and the Parade on Sunday with a contingent of 40 aerobic dancers plus banners and drag queens. We had created several pamphlets and distributed hundreds of Tourisme Montréal kisses besides offering festival-goers to participate in a contest (in partnership with VIA Rail and the Alt Hotel Montréal) for a three-day VIP trip for two Montréal Pride.

In London, Ontario, Montréal Pride was present at the Fierté Canada Pride conference.

In Las Vegas, Montréal Pride was also present to attend the InterPride Conference.

Members of the Montréal Pride team visited Mumbai and Delhi from May 18 to 30 to take part in discussions on the advancement of human rights. Among others, they also meet with the director of KASHISH, the Mumbai International Queer Film Festival, Sridhar Rangayan who has been included on the British Council's fiveFilms4freedom 2016 Global List of 33 inspiring people from around the world who use culture to promote equality and LGBT rights. The filmmaker and activist was also one of the Grand Marshals for Montréal Pride 2016.



MUMBAI, INDE



FIERTÉ SIMCOE PRIDE



SASKATOON PRIDE



PRIDE TORONTO



PRIDE TORONTO

OVERVIEW OF 2016

PUBLICITY

Through advertising partnerships, Montréal Pride implemented a comprehensive visibility campaign from May until August. Investments targeted the local and international media covering general news, tourism and LGBT news.

Bruno Gmunder Group — Germany

- + 1 page ad in the editions of July and August for MÄNNER magazine
- + 1 page ad in the Pride special edition of SPARTACUS magazine

CTV Montréal

- + 30-sec ads broadcast 170 times from July 25 to August 14, 2016
- + Range: 252,000 person

Edge Media Network

- + Creation of a mobile application

Magazine Fugues and Magazine Arc-en-Ciel

- + 14 pages of editorial articles
- + 10 ads from May to September
- + Cover page of Fugues magazine
- + 2 editorials of Arc-en-Ciel magazine
- + Online distribution of all articles
- + Online broadcast of Montréal Pride promotional video
- + Four banners from April to August, in rotation, on Fugues.com website and m.fugues.com
- + 1 banner ad in 15 newsletters to subscribers of the magazine
- + Montréal Pride logo at the bottom of every page of Fugues.com
- + One newsletter dedicated to Montréal Pride
- + Suggested outings at the festival in 3 newsletters
- + Range: 1,882,500 readers

Radio Énergie Montréal

- + 77 broadcasts of 30-sec ads from August 1 to 12, 2016
- + Montréal Pride visual on Radio Énergie home page
- + Range: 500,000 listeners

Virgin Radio

- + Broadcast of 30-sec ads
- + Facebook Live of the Parade (24,000 views)
- + Social media mentions
- + Range: 500,000 listeners

Québecor Média

- + Web banner – Canoë (from July 31 to August 14, 2016)
- + 30 sec video TVA (from July 31 to August 14, 2016)
- + 1/3 page in the J. de Montréal – cahier weekend (July)
- + 1/3 page in the J. de Montréal – cahier weekend (August)
- + 1/3 page in the J. de Montréal
- + 1/3 page Journal de Québec – cahier weekend
- + Range: 5,509,802 people

Scruff

- + 2 advertising campaigns (national and regional) "in-app pop-up alerts" between July 30 and August 14
- + Inclusion in the list of World Prides
- + Reach: 4,7 million impressions and 4,989 clicks

24 heures

- + 1 fasle cover, 1 advertsign, 7 quarter page, 1 central pop-up, 5 back page
- + Reach: 978,000 readers

Out TV

- + 30-sec ads broadcast 400 times aired from July 1 to August 14
- + A bonus advertising campaign (60 seconds) aired from July 1 to August 14
- + Reach: estimated at 100,000 listeners

Gay Guide Network (Shaun Proulx Media)

- + A contest "Win a trip to Montréal" on the TheGayGuideNetwork.com website from July 3 to 30, 2016
- + 2 newsletters sent to subscribers of TheGayGuideNetwork.com
- + 2 live mentions per day on the media platforms of Shaun Proulx Media and TheGayGuideNetwork from July 3 to July 30, 2016
- + Range: 30,000 views for advertisements, 30,000 visits for the contest, 10,000 subscribers to the newsletter of TheGayGuideNetwork.com

LesTubbies.com

- + Rotating banners on LesTubbies.com website homepage from May 25 to August 16, 2016
- + 28 articles about Montréal Pride
- + Range: 141,241 people

LGBT in the City

- + Ad banners on website from June 8 to August 14
- + 2 publications on website about the highlights of program
- + 1 publication in the newsletter

PROMOTION

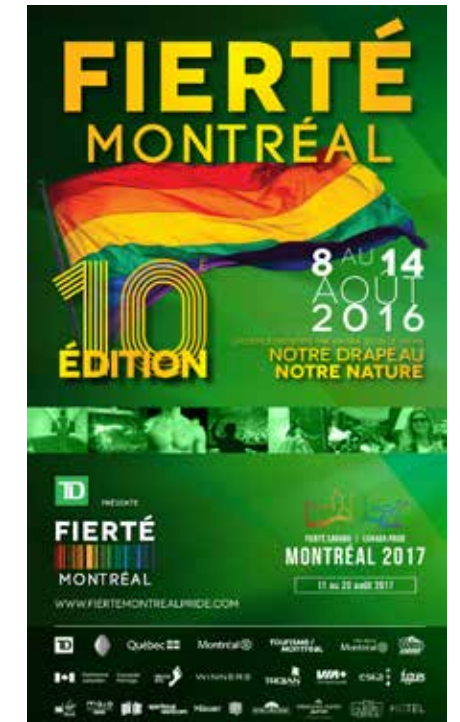
24 Heures



La une du 24 heures



Fugues



Guide Arc-en-ciel

Mannschaft Magazin — Germany

- + 1 page ad in the June issue of the Mannschaft Magazin

Yelp — France

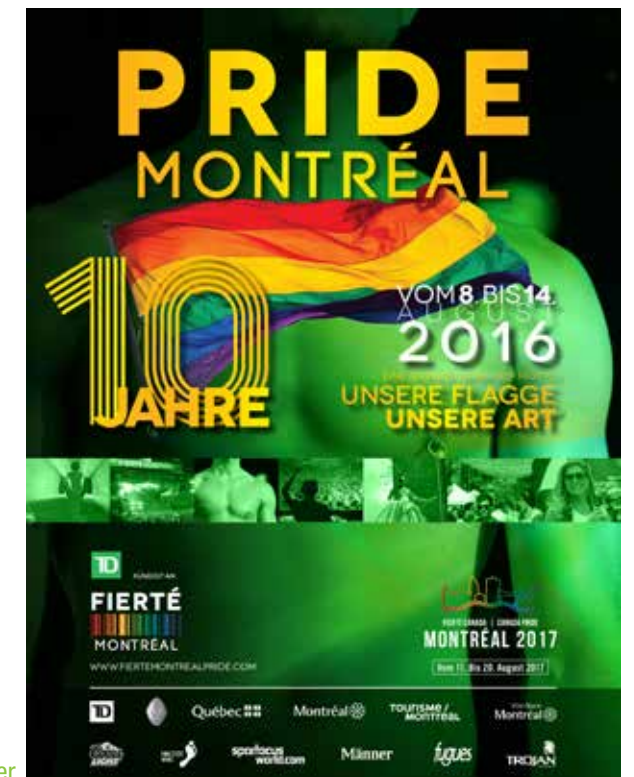
- + Included in August 10 newsletter (100,000 people)
- + Addition of Fierté Montréal on their web list of events

Zeste

- + 40 TV broadcast of a 30 sec video (from July 25 to August 13)
- + Billboard 970 x 250 on web home page (33,000 impressions)
- + 3 posts on social media

Gay Living

- + Ad banners on the website from June 8 to August 14, 2016 articles on the website
- + 1 publication in June newsletter



Männer

The event enjoyed the most extensive media coverage to date since 2007.



INTERNATIONAL INTERNET AND PRINT COVERAGE

- | | | | |
|--------------------------|----------------|--------------------------|---------------|
| eGlobalMedia | Australia | Edgemeanatlanta | United States |
| mobile.sudinfo.be | Belgium | Edgemedianetwork.com | United States |
| msn.com | Belgium | Edgemepalmspring.com | United States |
| 24gay.fr | France | Edgenewyork.com | United States |
| Actualité24.info | France | Edgephiladelphia.com | United States |
| ActuGay.com | France | Edgepittsburgh.com | United States |
| actu-live.fr | France | Gay Guide World | United States |
| alvinet.com | France | Gay Star News | United States |
| e-lico.com | France | gay.vegas.rss | United States |
| fierementgay.unblog.fr | France | GayCation Magazine | United States |
| fr.glam.touch.com | France | GayCities.com | United States |
| FR.news.yahoo.com | France | GayTravel.about.com | United States |
| hellovoton.fr | France | GayTravel4U.com | United States |
| Le Figaro | France | Gossip Bucket | United States |
| Les Diplomates | France | Heyevent.com | United States |
| Midi Libre | France | HeyEvents.com | United States |
| nizzino.com | France | HotSpots Magazine | United States |
| non-stop-zapping.com | France | HotSpotsMagazine.com | United States |
| Nuzzel.com | France | Inagist | United States |
| panoranews.com | France | justgo.com/djalberto | United States |
| programme-television.org | France | Live Network News | United States |
| Tetu.com | France | Lockerdome | United States |
| Vous savez tout | France | Lonely Planet | United States |
| Yagg | France | Man about world | United States |
| Yagg.com | France | mm24plus | United States |
| zurbaains.com | France | Montreal.Usconsulate.gov | United States |
| Spartacus Traveler | Germany | My Gay Pride | United States |
| in.news.yahoo.com | India | National Post | United States |
| in.shafaqna.com | India | NationalPost.com | United States |
| Ragap | Spain | New York Times | United States |
| Dailymail.co.uk | United Kingdom | NYTimes.com | United States |
| Huffington Post | United Kingdom | OutTraveler.com | United States |
| LGBTv.co.uk | United Kingdom | Passport Magazine | United States |
| 199 News | United States | PassportMagazine.com | United States |
| 9ijaneews | United States | Pride Life | United States |
| About Travel | United States | Reddit.com | United States |
| About.com | United States | Regator | United States |
| Advocate.com | United States | Snews1 | United States |
| All events | United States | TheWebis | United States |
| AllEvents.In | United States | Times Pulse | United States |
| BeatKing | United States | TMZ | United States |
| Bent Magazine | United States | Usa News | United States |
| Daily ReadList | United States | Vbox7 | United States |
| Dailymotion | United States | WireMag | United States |
| Edge | United States | Yahoo! Sport | United States |



WEB

Our website (www.fiertemontrealpride.com) received 534,844 visits from January 1 to September 15, 2015.

TELEVISION

- | | | | |
|-------------------|----------------|--------------|---------------|
| ICI Radio-Canada | TVA | Global | CBC |
| CityTV - Montréal | CTV | OutTV | V Télé |
| Météo Média | CUTV Concordia | Musique Plus | TVA Nouvelles |
| BreakfastTV | RDI | LCN | Global |

RADIO

- | | | | |
|-----------------|--------------------|-----------------|------------------------------|
| Virgin Radio 96 | Radio 98,5 FM | CKOI FM 96,9 | NRJ Montréal 94.3 |
| CBC Radio one | Radio Centre-ville | Proud FM | Radio Ville-Marie |
| Radio CINQ FM | CKUT 90.3FM | Rythme FM 105,7 | Première Chaîne Radio-Canada |
| Radio CJAD | Radio Info 690 | Radio CIBL | CIBL |
| Radio Fierté | Radio 9 | Sirius XM | |

DAILIES AND WEEKLIES (Greater Montréal)

- Des dizaines d'articles dans les journaux et hebdomadaires :
- | | | | |
|---------------------|------------------|-------------------|---------------|
| Journal de Montréal | Le Devoir | La Presse | Cult Montréal |
| The Gazette | 7 Jours Magazine | La Semaine | Les Affaires |
| Journal Métro | Fugues | Journal 24 heures | Nightlife |

INTERNET (Canada)

- | | | | |
|------------------------|---------------------|--------------------------|----------------------------|
| 24hmontreal.canoe.ca | Fugues.com | LaPresse+lavantage.qc.ca | tacles.com |
| 24News.ca | Gay Calgary | Le PetitJournal.com | QuebecHuffigtonPost |
| 4Guys.ca | Gay Calgary.com | LeaderPost.com | Radio-canada.ca |
| 660News.com | Gay living | LeDevoir.com | Ricochet Media |
| Avenues.ca | GayduQuebec.com | Lereveil.ca | scoopnest.com |
| Bazoom.ca | GayGuideNetwork | LesTubbies | showbiz.net |
| Calgary Herald | GayRoom.com | LesAffaires.com | SoundCould |
| Calgaryherald.com | Geeks and com | LesNerds.ca | Sympatico |
| Canada.Trendolizer.com | GeorgiaStraight.com | LezSpreadtheWord | The Globe and Mail |
| Canoe.ca | Girls on games | Lien multimedia | The Link |
| Canoe.TV | Globalnews.ca | MaTV.ca | The Main Mtl |
| CBC.ca | Globe and Mail | Métronovedestars.com | The Suburban.com |
| CJAD.com | GlobeandMail.com | Montreal Times | The Toronto Sun |
| CLGA | Gscene | montreal.ctv.ca | TheChronicleHerald |
| Concordia | HeyEvents.com | MontrealTV | TheWebis |
| Curtains Up | Hollywood PQ | MontrealGazette.com | Toronto Sun |
| Daily Xtra | Hotel-montreal.net | MontreAll.com | TorontoSun.com |
| Demotix | Huffington Post | Msn | Tourisme Express |
| Demotix.com | Info-Culture.biz | msn.com | Tourisme-Montreal.org Blog |
| Droit-inc | Infopresse | MtlBlog.com | Tourismexpress.com |
| Droit-inc.com | Inkblot.ca | Mylnforms.com | TVAnouvelles.ca |
| EdmontonJournal.com | lskio.ca | NDTV.com | UnSoiraMontreal.com |
| En Route Edition | Journal de Québec | newsinquebec.com | VancouverSun.com |
| EnManchette.ca | JournaldeMontreal | Nightlife.ca | Vice.com |
| EnRoute.AirCanada.com | Journaldequebec.com | Noticias Montreal | Vtele.ca |
| Event-carnival.com | JournalduHavre.ca | Nuzzel.com | Westmountmag.ca |
| Flickr | JournalMetro.com | Ottawa Sun | Yahoo Divertissement |
| FM93.com | JournalMobiles.com | Photographers Direct | Youtube |
| | Karabana.blogspot | Quartierdesspec- | Yul.buzz |
| | LaMetropole.com | | |
| | LaPresse.ca | | |

SOCIAL NETWORKS

- | | | | |
|--------------------|-----------|--|-------------------|
| Active presence on | Twitter | /fierteMTLPride | (3,513 followers) |
| | Facebook | /fiertemontrealpride | (31,719 fans) |
| | YouTube | www.youtube.com/user/fiertemontrealpride | (98 subscribers) |
| | Instagram | /fiertemontreal | (585 followers) |
| | Hashtag | #fierteMTL | |

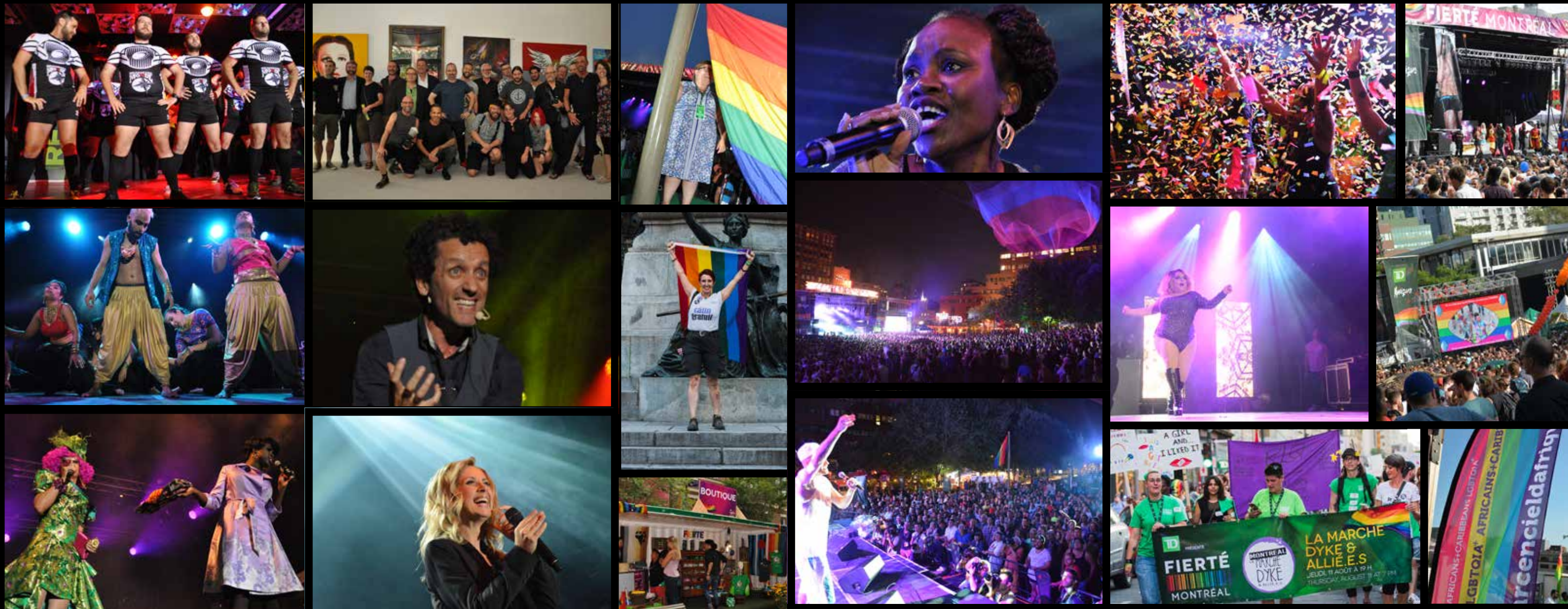




MONTRÉAL PRIDE 2015 PHOTOS



PHOTOS ALISON SLATTERY



MONTREAL PRIDE 2016 IN PHOTOS



PHOTOS ANDRÉ BILODEAU - CARL ÉTHIER - ALISON SLATTERY