

# TORONTO PRIDE 2022 PARADE JUNE 26TH

Presented By; Cocktails The Fluid Experience  
Jeremy Parsons 905.483.3243  
Lizette Garcia 786.863.9636



# ACTIVATION

Pride was full of Roses compliments of the Tequila Rose Team! We handed out 2500 minis and 1370 popsicle molds to Parade goers and Parade participants alike. The response was tremendous and we received over 30k impressions on Instagram.

We ran a two-pronged street team starting near the beginning of the parade route at Park Rd on the North side of Bloor. The team slowly made their way to St Nicolas St to meet up with the remainder of the product and to be right in the middle of the parade, enabling us to access both sides of the street at the onlookers crossing. This allowed for maximum exposure and engagement with the crowds and the team.



# DAY OF EXECUTION

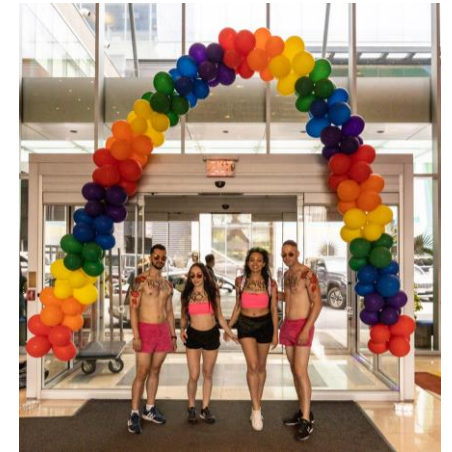
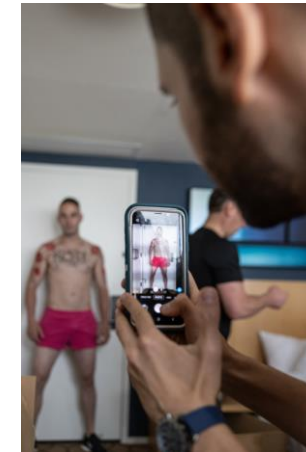
The teams met at the Hotel

- Brand Training
- Artist painted teams
- Social Media postings began
- Set up photos + Team branded posed photos



Next, the teams split up and met with the vehicles already positioned close to the parade route with beverage bins and backpacks

11:30am the teams began sampling and interacting with the parade goers distributing product



1:30pm second round of reloading to distribute another targeted area and leapfrogged throughout the day



# SOCIAL MEDIA POSTING

All of our team members posted stories which we saw were captured by your SM team and used as a story during the day that was fantastic. Here are some additional posts that we did. We received over 30k+ impressions on the team's stories as well as the posts below.

Post insights

June 26 at 8:11 AM

110 4 0 0

Overview ⓘ

Accounts reached	1,182
Accounts engaged	116
Profile activity	42

Post insights

June 26 at 2:53 PM

86 3 0 0

Overview ⓘ

Accounts reached	907
Accounts engaged	88
Profile activity	12

Reel insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

COLORFUL WEEKEND in Toronto!  
austinmillz - Austin Millz - Butterfly  
June 28 - Duration 0:12

893 21 0 0 0

Reach ⓘ

930  
Accounts Reached

Plays 893

Reel insights

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

tequilarosepride #tequila #yummy #pride #torontopri...  
Chela Rivas - Tequila Love  
June 26 - Duration 0:42

555 21 0 2 0

Reach ⓘ

542  
Accounts Reached

Reel insights

Posted on June 26 at 11:50 AM

53 4 4 1

Overview ⓘ

People Reached	664
Content Interactions	62
Profile activity	8

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

Posted on June 26 at 5:03 PM

27 4 0 3

Overview ⓘ

People Reached	3,330
Content Interactions	34
Profile activity	148

Posted on June 26 at 8:44 AM

7 2 - 0

Insights below include data for any time this content was used in ads. Insights are unavailable for content shared on Instagram before you switched to a professional account.

Overview ⓘ

People Reached	673
Content Interactions	-
Profile activity	-

PRIDE  
2022



# Festival Footprint

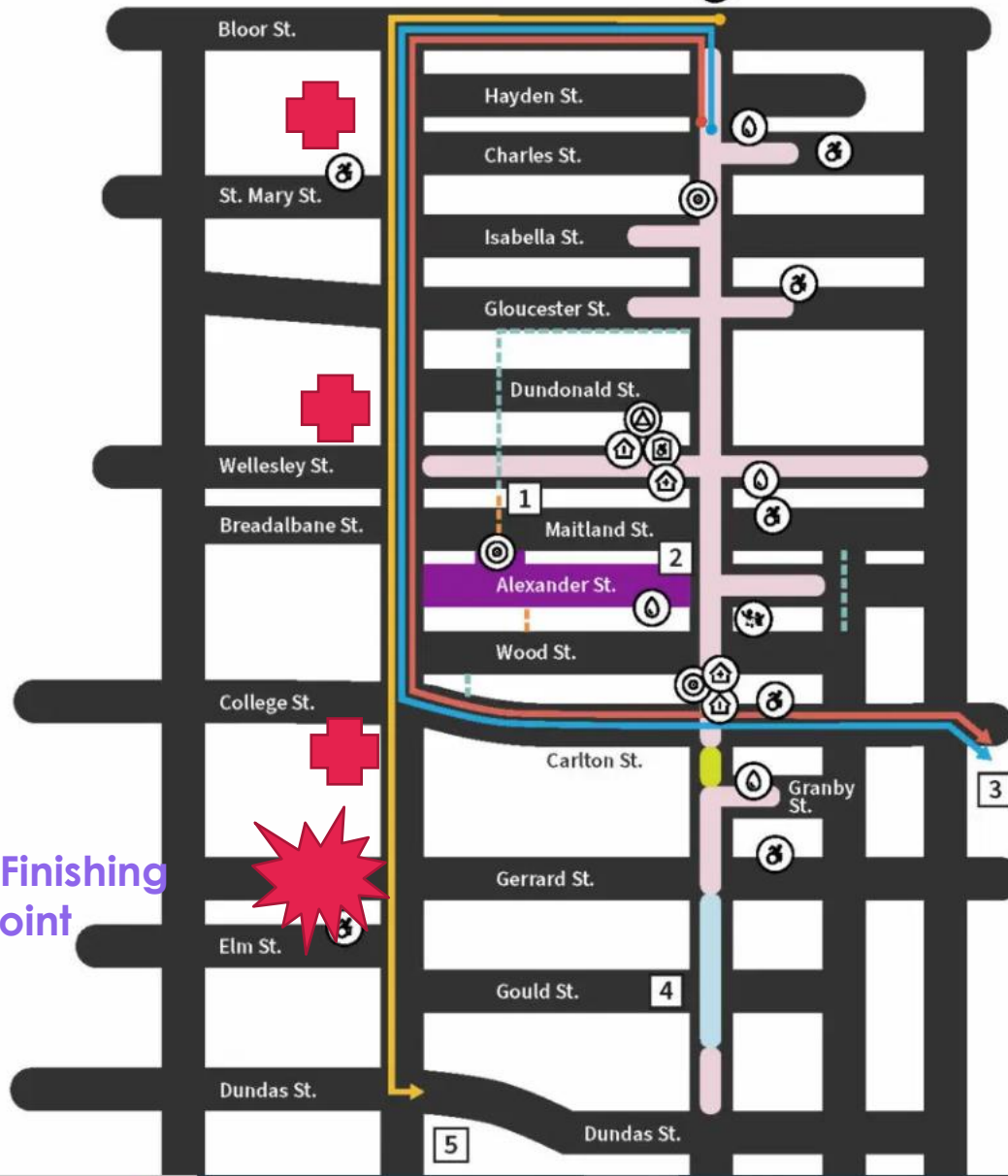
PrideToronto/FestivalMap



Team Finishing Point



Team Starting Point



Team Restocking Points

- 1 Bud Light Seltzer Wellesley Stage
- 2 OLG Central Stage
- 3 Allan Gardens
- 4 Rogers South Stage
- 5 TD Main Stage
- 6 Nathan Phillips Square

- Dyke March
- Pride Parade
- Trans Pride March
- Wellness Zone
- Accessible Alternate Route
- Partially Accessible Route
- Art Zone
- Food Zone
- StreetFair





# THE NUMBERS

## Toronto Pride Parade Activation

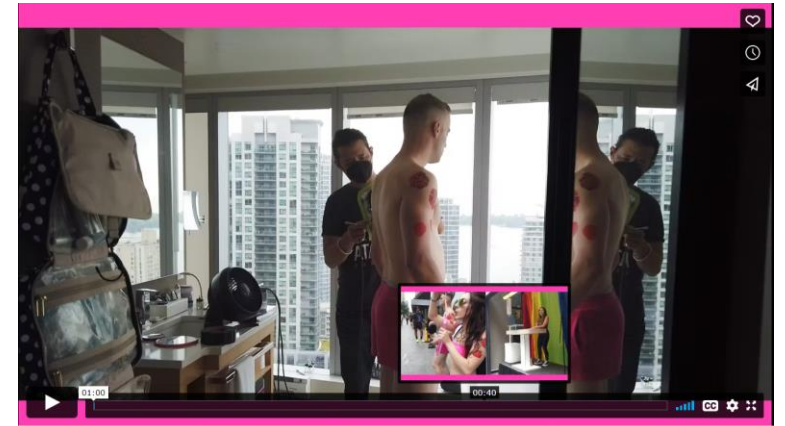
- 2500 mini bottles of Tequila Rose Handed out
- 1370 Tequila Rose Popsicle molds distributed
- 1.3 million in attendance
- 10,000 direct interactions with consumers by the team
- Over 400,000 eyes on the team over 8 hours
- 30k+ impressions and counting on social media
- Tequila Rose was the only spirit sampling team on the parade route

**VS.**

## A billboard at Yonge and Dundas Square for one month

- no liquid to lips or personal interactions
- 1 of over 12
- No exclusivity
- Approximately 250k views.

**Investment \$24k+ not including artwork or installation**



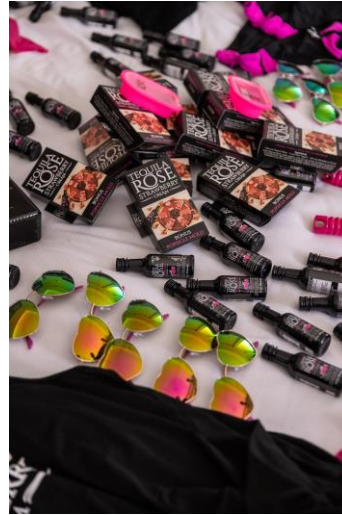
[Click Picture To Play](#)

# ASSETS

## Cocktails Provided:

- 2 x 5 team members
- Body paint artist
- Stencils for body painting
- Branded beverage bins x 2
- Branded backpacks x 4
- Branded outfits for team
- Social media posting
- Photo and video documentation
- Management of event
- Vehicles for team and product movement
- Licensing of Team

***The team handed out up to 2500 minis and popsicle molds***







**THANK YOU  
FOR WORKING WITH US ON OWNING**



**TORONTO PRIDE 2022!**