



Ethical Sponsorship Policy

Background

In partnership with the Palestine Solidarity Pride Campaign and in keeping with the guidelines put forth by the BDS National Committee, we have elected to sign and adhere to the Palestine Solidarity Pledge (“PSP”).

The apartheid Israeli regime is committing a livestreamed genocide against Palestinian people. Economic and cultural boycott was effective in dismantling South African apartheid and is the most effective tool at our disposal now.

We acknowledge that our struggle for liberation is intertwined with the struggles of oppressed peoples from Turtle Island to Palestine and beyond. Pride started as a riot, not a tool for corporate pinkwashing. It is in that rich tradition which we adopt the following framework.

The Pledge

In recognition of the ongoing genocide of Palestinians in Gaza, the Israeli apartheid regime and its occupation of Palestine, we pledge:

- To adopt a publicly available ethical sponsorship policy
- To abide by the guidelines of the cultural boycott of Israel as outlined by the Boycott Divestment and Sanctions of the (BDS) National Committee
- Not to accept sponsorship from or partnership with companies on the BDS list and arms companies
- Not to accept sponsorship from or partnership with financial institutions funding arms companies and/or participating in the apartheid and occupation of Palestine

Implementation

This policy will be reviewed annually by the governance committee. A copy of this policy will become publicly available on our website and/or social media accounts within 1 month of adoption.

A full list of sponsors will be maintained on our website and will be updated as needed. We will communicate our commitment to this policy to the organization’s stakeholders.



Signed agreements with sponsors must permit Fierté Sudbury Pride to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

Approved by the Board of Directors on December 18, 2024