# Backlash against DEI policies starting to affect global Prides



The recent backlash against Diversity, Equity and Inclusion (DEI) policies spearheaded by President Trump is spreading as far as Canada, particularly in Toronto, where sponsors have begun to withdraw their financial support for the city's Pride celebrations planned for 2025.

Last week, Kojo Modeste, the executive director of Toronto Pride, revealed that a significant shift in sponsorship has occurred, with one silver and two gold sponsors retracting their commitments. Gold sponsors are defined as contributors providing over $150,000, while silver sponsors typically donate around $100,000. This withdrawal is raising concerns about the financial viability and overall nature of the event moving forward.

Nissan Canada has been identified as one of the companies that has decided to step back from its sponsorship. A spokesperson from the automotive giant communicated that the decision was made "solely due to a re-evaluation of all our marketing and media activations." The implications of this announcement have sparked dialogue among participants and organisers in the LGBTQ+ community regarding the cause and effects of such decisions on Pride festivities.

In comments addressing the situation, Modeste suggested that the withdrawal of sponsors is closely linked to the prevailing political atmosphere in the United States, where Trump's anti-DEI stance has gained prominence. He noted that all three companies that have retracted their support maintain operations in the U.S., implying that corporate sentiments may be influenced by the larger socio-political environment across the border.

As preparations for Pride 2025 progress, the implications of reduced sponsorship and support are yet to be fully realised. The impact of the shifting corporate landscape reflects broader trends within society, mirroring the challenges faced by LGBTQ+ organisations in maintaining visibility and resources amid fluctuating political climates.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.cbc.ca/news/canada/toronto/pride-toronto-three-corporate-sponsors-dei-attack-1.7469734> - This article supports the claim that Pride Toronto has lost corporate sponsors due to a backlash against DEI policies, which is linked to political developments in the U.S. It also mentions that the loss of sponsors will impact the festival's financial viability.
* <https://toronto.citynews.ca/2025/02/26/corporate-sponsors-pull-support-from-pride-toronto-amid-dei-backlash/> - This article corroborates the information about corporate sponsors pulling out from Pride Toronto due to the DEI backlash and its connection to U.S. political developments. It highlights the financial challenges faced by the festival.
* <https://www.france24.com/en/live-news/20250227-toronto-pride-says-sponsors-bolting-over-trump-s-anti-dei-push> - This article provides additional context on how Trump's anti-DEI stance is affecting Pride Toronto's sponsorship, aligning with the broader narrative of corporate responses to political shifts.
* <https://www.cbc.ca/news/canada/toronto/pride-toronto-three-corporate-sponsors-dei-attack-1.7469734> - This article further explains the impact of losing major sponsors on Pride Toronto's ability to deliver its events, including the cancellation of certain stages and events.