



Painting Our Rainbow

Pride in Luton supporters pack

We are delighted you are considering supporting *Pride in Luton*. The event held in June 2022 hailed to be a huge success with regional and local media coverage and over 2000 people enjoying the event.

Pride in Luton is a LGBTQ+ led organisation, which is truly inclusive and representative of Luton. We are proud Lutonian's, in more way than one!

We have a number of events throughout the year as well as social networking and a family-fun-filled *Pride in Luton festival* taking place on **Saturday 24th June 2023 from 1pm onwards in the Hat District.**

The area will be filled with colour, light and love. The event will be both educational about the LGBTQ+ community and their history, whilst being entertaining and a grand day out.

Pride in Luton will help increase footfall back into the town centre and support economic growth in Luton, especially in the retail, culture and hospitality sectors.

Without your generous support, we will not be able to put on such a fantastic event or be able to continue to build post pride over the months to follow.

We look forward to working with you on this exciting inclusive journey.



Feedback from 2022 Pride in Luton festival

- **8.8/10 was the average score for their experience during Pride in Luton**
- **8.8/10 was the average score for their view of the performances**

"It was such a great day. All performers were excellent especially the drag Queens. "

"It was all fabulous!"

"Very fun, very talented performers, fantastic vibe from crowd, amazing effort from the organisers, made me proud to be part of Luton community

- **95.1% of respondents felt the event was inclusive and diverse**

"It was a totally inclusive event and a really friendly atmosphere all round"

"It felt so inclusive and diverse!!! Never seen such a wide array of people in one place in my hometown before"

"It was an event that represented our local community and I was glad to see attendees from all age groups and ethnic backgrounds"

Roy Greening, General Manager of The Mall Luton said

"By partnering with key stakeholders like Pride in Luton, we can ensure the right structures are in place to listen, engage and use feedback to develop or refine our approach to LGBTQ+ inclusivity, and we can continue to invest time and money into supporting the causes and charities that are important to the community within which we operate.

We are looking forward to a fantastic weekend at the inaugural Pride in Luton, and hope this is just the start of an annual festival to celebrate our town's pride in our LGBTQ+ community."

What will your support help us to achieve?

To give you an idea how your support could help us:

- £500 will pay for videographer and photographer to capture the Pride in Luton festival
- £750 will pay for arts and craft and the youth zone for the Pride in Luton festival
- £1000 would pay for our Pride launch and vigil that takes places on the Thursday before Pride
- £1000 would support the development of a queer-multi-generational samba band to perform in Luton carnival 2023.
- £1500 would pay for the annual BIG Gay Family Picnic held in September each year.
- £1500 pays for our Luton in Pride festival to have British Sign Language interpreters on the main stage all day.
- £5000 would pay for a 5 month programme of events in the newly developed LGBTQ+ safe space in the Hat Factory
- £10,000 would pay for the staging, sound, lighting and security for Pride in Luton festival
- £20,000 would mean that Pride in Luton could return for a second year guaranteed.

Last year we were delighted to secure the support of:

The National Lottery Community Fund, Beds Luton Community Foundation, Luton Rising, The Mall Luton, Luton BID, Electrolux, EasyJet and Tesco

History maker's packages

Tony Fenwick package - £500

The Fenwick package includes:

- Your logo on our supporters board,
- Your logo on our website in the supporters section
- Invite to Pride in Luton launch and vigil on Thursday 22nd June
- A shout-out and thank you on our social media channels. This can include a link to your organisations work around LGBTQ+ support.



Tony Fenwick was a proud Luton resident for 20 years and was CEO of Schools OUT UK. He was awarded an MBE in 2016 and sadly passed away in 2020.

Lady Phyl Package - £1000

The Lady Phyl package includes everything in the Fenwick plus:

- A shout out as a key supporter in our media and press releases.
- An opportunity to record a supporter's video that will be put on our social media, website and YouTube channels.

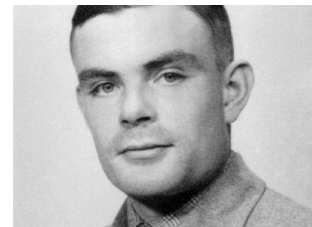


Phyllis Akua Opoku-Gyimah also known as Lady Phyll is a British political activist, co-founder of UK Black Pride, executive director of Kaleidoscope Trust and patron of Schools OUT UK. She has raised the issue of racism in the LGBT community and spoken about the importance of intersectionality.

Alan Turing Package - £2500

The Turing packing includes everything from the Lady phyl package plus:

- A thought piece/ blog for the website on why it's important for your organisation to be supporting *Pride in Luton*.
- A framed version of the 2023 Pride in Luton poster signed by the artist



Who was Alan Turing? – Turing was a codebreaker who helped crack the enigma code during the 2nd world war. He was forced to have a chemical castration due to being homosexual and died in 1954 from poisoning. He was later pardoned by Queen Elizabeth II in 2013, and currently appears on the £50 bank note.

Munroe Bergdorf package - £5000

The Bergdorf package includes everything in the previous packages plus:

- A mention on stage by the compere to thank your organisation as a key sponsor.
- An offer for a member of the Pride in Luton committee to come and speak with your organisation about Pride in Luton.



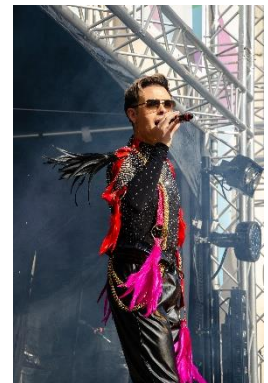
Who is Munroe Bergdorf? – Munroe Bergdorf is an English model and activist. She was the first transgender model in the UK for L'Oréal and has worked as an LGBT adviser to the Labour Party. Munroe won 'Changemaker of the Year' at the 2018 Cosmopolitan Awards and was awarded an honorary doctorate by the University of Brighton. She joined UN Women UK in 2019 aiming to put a stop to female genital mutilation (FGM).

Jaymi Hensley package - £10,000

The Hensley package includes everything in the previous packages plus:

- Your branding at one of our other events during the year (for example BIG Gay Picnic/ World AIDS Day)

Who is Jaymi Hensley? – Jaymi is a proud Lutonian pop sensation best known for being part of Union J. Jaymi performed at Luton's first ever Pride in Luton festival in June 2022.



Gilbert Baker package - £15,000+

The Baker package includes everything in the previous packages plus:

- Headline supporter status within all our media and promotions.
- Headline supporter status on back of "Pride Hosts" t-shirts
- Sponsorship of the evening 7pm –11:30pm after party at the Pride in Luton festival with recognition of your brand throughout the event
- Recognition in Pride in Luton 2024 that your organisation made a second year possible.



Who was Gilbert Baker? – The Rainbow Flag has been the symbol of the LGBT+ movement since it was created by Gilbert Baker back in 1978. A close friend of San Francisco Supervisor Harvey Milk, Gilbert was asked to create something unifying for that year's San Francisco Gay Freedom Day Parade.

Contact us to discuss your support further: prideinluton@gmail.com