

# PRIDE IN LUTON

Painting Our Rainbow



**Pride in Luton supporters pack  
2023/24**

We are delighted you are considering supporting *Pride in Luton*. The event held in June 2023 hailed to be a huge success with regional and local media coverage and over 4500 people enjoying the event.

*Pride in Luton* is a LGBTQ+ led charity, 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 6<sup>th</sup> July 2024 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 LGBTIQ+ 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 an inclusive and cohesive community in Luton

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



# Feedback from 2023 Pride in Luton festival

**91% of participants scored their experience at Pride in Luton either excellent or very good**

**8.9/10 was the average score for how they rated the performances**

*"The entertainment was so varied, each act was completely different. It was amazing to see such a wide representation of people and talent."*

*"I thought the acts across both stages were superb. It was great to see such varied performances."*

**97% of respondents felt the event was inclusive and diverse**

*"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"*

Our supporters from 2023 said:

*"Pride in Luton plays such a pivotal role in the community, providing a safe haven for people to come together to celebrate love in all its forms; easyJet holidays is thrilled to support this year's event as one of its key supporters. Having been highly commended by The Sunday Times as one of the Best Places to Work for LGBTQIA+ employees, it's imperative that we spread this message and prove to the community here in Luton just how passionate we are to support these types of events."*

**Marc McKenna-Coles, easyJet's Head of Diversity and Inclusion**

*"We are very excited to be working in collaboration with Pride in Luton, after the incredible success of previous year's events. Working together as allies and advocates for the LGBTQ+ community we welcome everyone to stand shoulder to shoulder and celebrate PRIDE 24 in the Hat District"*

**Marie Kirbyshaw, Chief Executive of The Culture Trust Luton**

# What will your support help us to achieve?

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

- £750 will pay for arts and craft and the youth zone for the Pride in Luton festival
- £1500 would pay for the annual BIG Pride Picnic held in September each year.
- £1500 will pay for videographer and photographer to capture the Pride in Luton festival
- £2000 pays for our Luton in Pride festival to have British Sign Language interpreters across the festival
- £5000 would pay for a 5 month programme of events in the newly developed LGBTQ+ safe space in the Hat Factory Arts Centre, in partnership with The Culture Trust Luton
- £14,000 would pay for the staging, sound, lighting and security for Pride in Luton festival

Last year we were delighted to secure the support of:

The National Lottery Community Fund, easyJet Holidays, Luton Rising, Volker Highways, Bedfordshire and Luton Community Foundation, Love Luton, Luton BID, The Mall Luton, Whitbreads PLC, Mecca Bingo, Active Luton, Hallgarten Wines, Luton Sixth Form, Barnfield College, National Education Union, Thameslink, Tesco, University of Bedfordshire, Electrolux.

We are also delighted to have formed a 3-year partnership with The Culture Trust Luton to create a more-inclusive Luton for the LGBTIQ+ community.



# History maker's packages

## Marsh P Johnson package - £500

The Marsha Johnson 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 4<sup>th</sup> July
- A shout-out and thank you on our social media channels. This can include a link to your organisations work around LGBTQ+ support.



*Marsha P Johnson was a gay liberation activist and an African-American transgender woman. Known as an outspoken advocate for gay rights, Marsha was one of the prominent figures in the Stonewall uprising in 1969. She co-founded the gay and transvestite advocacy organization S.T.A.R. (Street Transvestite Action Revolutionaries), alongside close friend Sylvia Rivera.*

## Gilbert Baker Package - £1000

The Gilbert Baker package includes everything in the Marsha 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.



*Gilbert Baker was an American artist, gay rights activist and designer of the rainbow flag which debuted back in 1978. In 2017, Baker died in his sleep at the age of 65 in his New York City home.*

## Oscar Wilde Package - £3000

The Oscar Wilde packing includes everything from the Gilbert Baker package plus:

- A thought piece/ blog for the website on why it's important for your organisation to be supporting *Pride in Luton*.
- A mention on stage by the compere to thank your organisation as a key sponsor.
- Logo to appear on flyers and posters



*Oscar Wilde was one of London's most popular playwrights in the early 1890s. He is best remembered for his epigrams and plays, his novel 'The Picture of Dorian Gray', and the circumstances of his criminal conviction for homosexuality and imprisonment at the height of his fame. In 2017, Wilde was pardoned for homosexual acts under the Policing and Crime Act 2017. The Act is known informally as the Alan Turing law.*

### April Ashley package - £5000

The April Ashley package includes everything in the previous packages plus:

- An offer for a member of the Pride in Luton committee to come and speak with your organisation about Pride in Luton.
- Quoted in the pride press releases as a supporter\*

*April Ashley was a singer who was outed as Trans by the Sunday People in 1961. She campaigned for equal rights for Trans people since then and was awarded an MBE for her services to transgender equality in 2012.*



## Other supporter opportunities – 1 of each available

- £2,000 support for the BSL team (includes Gilbert Baker package and on BSL t-shirts)
- £2,000 support for the Arts and Crafts area (includes Gilbert Baker package)
- £2,000 support for the Wellbeing Zone (includes Gilbert Baker package)
- £3,000 support for the volunteer T-shirt – on the Hosts and committee T-shirts (includes Gilbert Baker package)
- £2,500 support for the official launch and vigil (includes Gilbert Baker package)
- £8,000 support for the “Pride Presenting Stage” ( includes the April Ashley package, and branding in Hat Gardens)
- £6,000 support for the official after party 7pm – 9:30pm main stage (includes the Oscar package)
- £10,000 support for the “main stage” (includes the April Ashley package and branding in the main square by the main stage)



# Non-pride festival sponsorship opportunities

We have a number of opportunities for you to get involved over the whole year and not just in the Pride in Luton Festival

## **£2500 support for the Big Pride Picnic September event,**

- Includes branding placement at event
- Shout out on social media
- Quoted in press release\*

## **£3000 support for the Big Pride Christmas event includes:**

- Includes branding placement at event
- Shout out on social media
- Meet and photos with performer
- Quoted in press release\*

## **£1000 support for a club night in partnership with The Culture Trust Luton (4 available throughout year), includes:**

- 5 free tickets to event
- Branding placement at event

## **£3500 support for the Pride in Luton Carnival entry includes:**

- Shout out on social media
- Marsha P Johnson Package at Pride festival

## **£5000 support for LGBTIQ+ History month programme in partnership with The Culture Trust Luton, includes:**

- Shout out on social media
- Branding at all LGBTIQ+ History Month events hosted by Pride in Luton
- Quoted in press release\*
- Opportunity for a member of the Pride in Luton committee to speak at your organisations event

We'd love to have you on board. Contact us to discuss your support further:  
[committee@prideinluton.org](mailto:committee@prideinluton.org)