

Sponsorship Information

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There are a number of ways that your company or product can have visibility at **Worcestershire Pride** on 22nd September 2018, thus gaining direct access to the LGBT+ community in Worcestershire by showing your support.

From main stage sponsorship to having a stall in the market at Worcestershire Pride, we have a package to suit all budgets.

What is Worcestershire Pride?

Worcestershire Pride is a volunteer run community organisation that provides safe spaces and cultural events for LGBT+ people in Worcestershire. This year our events will culminate in Worcestershire Pride, opening with our first ever Pride Parade through the city centre from 1pm-2pm, followed by our main event at The Fountains and Copenhagen Street car park on South Quay from 2pm to 7:30pm on 22nd September 2017 in Worcester. There will be a main stage with live music, cabaret tent, acoustic stage, family area, literary tent and market stalls.

Worcestershire Pride started in June 2016 when we organised a vigil outside Guildhall to honour the victims of the Orlando gay nightclub terror attack and we have grown in leaps and bounds since then through bringing together our Organising Committee, creating our Constitution and working closely with the Worcester City and Worcestershire County Councils.

The event will take place. Will you be seen to be there?

Worcestershire Pride
<https://worcestershirepride.org>

Why should you support Worcestershire Pride?

West Mercia Police figures show that homophobic hate crime is on the rise in Worcestershire and recently released figures from Amnesty International show that the West Midlands has one of the highest rates in the UK.

Cities with Pride events report that they have a positive effect in reducing hate crime through encouraging tolerance, inclusion and through showcasing diversity.

All large employers, and many smaller ones, will inevitably have LGBT+ staff and customers, whether you know it or not. That is why many employers have LGBT staff networks and why many see the benefits of supporting large public events like Pride, thus demonstrating corporate and social responsibility.

This year, we have adopted the theme of “Out in the Country”, both celebrating Worcestershire’s rural identity and bringing attention to the unique struggles of LGBT+ identities in the countryside as opposed to a big city.

For example, issues of isolation due to a lack of community, a lack of access to mental health support, having to remain closeted due to homophobia/transphobia, and increased rates of suicide amongst farmers due to depression compiled with the increased rates of suicide amongst LGBT+ people due to systemic and overt acts of bigotry.

Supporting Worcestershire Pride also means gaining access to a community that are known to be loyal to brands that show support. There are LGBT+ people from all walks of life, but brands have time and again successfully targeted the community knowing that it includes many with a healthy disposable income and many that are known to be ‘early adopters’ looking for and helping establish the latest products.

How can you become involved in Worcestershire Pride?

Stall Holder - From £40

Stalls in our markets are available via LSD Promotions at:

<http://lsdpromotions.com/special-events/>

Roaming Reps - £80

Have reps attend Pride and circulate freely giving out samples of your product or information on your services/products.

Walking Group in Parade - £20

Book a space in our walking parade through the city centre at:

<https://worcestershireprideparade2018.eventbrite.co.uk>

Pride Buddy - Donations from £500+

- Your company logo on our website's sponsor gallery
- Shout outs on our social media
- Space in our Parade
- Roaming reps

Pride Friend - Donations from £1,000+

- Your company logo on our website's sponsor gallery
- Shout outs on our social media
- Space in our Parade
- Roaming reps
- Stall
- Your logo displayed on **one** of the following:
 - Entrance to the Cabaret tent
 - Family area
 - Literature tent
 - Acoustic stage
 - Security fencing (within car park)
 - Security fencing (riverside)
 - Toilets

Pride Supporter - Donations from £2,000+

- Your company logo on our website's sponsor gallery
- Shout outs on our social media
- Space in our Parade
- Roaming reps
- Stall
- Your logo displayed on **two** of the following:
 - Entrance to the Cabaret tent
 - Family area
 - Literature tent
 - Acoustic stage
 - Security fencing (within car park)
 - Security fencing (riverside)
 - Toilets
- Your logo on the main stage

Pride Sponsor - Donations from £3,000+

- Your company logo on our website's sponsor gallery
- Scheduled shout outs on our social media
- Space in our Parade
- Roaming reps
- Stall
- Your logo displayed on **two** of the following:
 - Entrance to the Cabaret tent
 - Family area
 - Literature tent
 - Acoustic stage
 - Security fencing (within car park)
 - Security fencing (riverside)
 - Toilets
- Your banner/logo displayed prominently on the main stage