

Worcestershire



19 | 09 | 20

2020 Sponsorship Packages

After an incredibly successful Worcestershire Pride 2019, we are excited to be hosting our fourth LGBT+ Pride Festival and we are looking for organisations who may be interested in being one of our supporters this year.

An Intro

Last year's event was an amazing day that far exceeded everyone's expectations. We had over 1,000 people participate in the march alone and over the day we had an estimated 2,000 people enter the festival site in Worcester. The event also received good coverage in the local newspapers, TV and radio, and more broadly through social media channels.

This year's event on the 19th of September is going to be even bigger and better as we move into Copenhagen Street Car Park, with the iconic backdrop of Worcester Cathedral. We hope your organisation will join us and support our efforts to further build a city with equality and inclusion for all.

We have put together a range of Sponsorship Packages below. You will see that we have a range of opportunities, each with its own benefits in terms of brand exposure and involvement in Worcestershire Pride on the 19th of September. You can become a supporter for as little as £100 or a major Stage Sponsor for £5,000. We would also be very pleased to discuss 'in kind' contributions or a combination of financial and 'in kind' support.

We do hope that you will wish to become involved in Worcestershire Pride and help us make this a fantastic event this year and create an event of which Worcester can be rightfully proud. If you are interested in hearing more about our sponsorship packages, please get in touch.

Mathew Skillbeck
Chairman of Worcestershire Pride

Main Stage Sponsor

Main sponsors make the biggest contribution to Pride, without them we would not have a pride to start with. It's the biggest package available but the most important and the most rewarding.

The package includes:

- i) Decorating part of the site with a company banner
- ii) References to your company in our Pride Guide and other promotional materials
- iii) An advertisement in our Pride Guide, Social Media channels and other advertising.
- iv) An advertisement on the Worcestershire Pride website - receiving thousands of hits.
- v) 10 complimentary tickets to the Worcestershire Pride after-party.
- vi) Opportunity for company representatives to meet and great popular stage acts.
- vii) Name checks live on stage by our main stage presenter in between acts.
- viii) Permission to use the title of 'Official Sponsor of Worcestershire Pride 2020'

£5000.00

Stage Sponsor

Our stage and acts will undoubtedly be the most popular attraction to Worcestershire Pride. With acts from all over the UK, alongside local performers, the Main Stage is going to draw the crowds in. Your sponsorship will take centre stage with a package that includes:

- i) Decorating part of the site with a company banner
- ii) References to your company in our Pride Guide and other promotional materials
- iii) An advertisement in our Pride Guide.
- iv) An advertisement on the Worcestershire Pride website - receiving thousands of hits.
- v) 5 complimentary tickets to the Worcestershire Pride after-party.
- vi) Opportunity for company representatives to meet and great popular stage acts.
- vii) Name checks live on stage by our main stage presenter in between acts.
- viii) Permission to use the title of 'Official Sponsor of Worcestershire Pride 2020'

£2000.00

Site Sponsor

Site sponsor is a key point in Pride and with our sponsors we can make sure that the event has the best location possible. The package includes:

- i) Decorating part of the site with a company banner.
- ii) References to your company in our Pride Guide and other promotional materials
- iii) An advertisement in our Pride Guide.
- iv) An advertisement on the Worcestershire Pride website - receiving thousands of hits.
- v) 5 complimentary tickets to the Worcestershire Pride after-party.
- vi) Opportunity for company representatives to meet and great popular stage acts.
- vii) Name checks live on stage by our main stage presenter in between acts.
- viii) Permission to use the title of 'Official Sponsor of Worcestershire Pride 2020'

£1000.00

Entertainment Sponsor

As the entertainment sponsor your branding will go alongside the acts that we have performing at the festival. You will be advertised on all social media and our website. The package includes:

- i) Logo on Worcestershire Pride website and social media channels
- ii) Branding within the festival.
- iii) Free entry to the parade.
- iv) 5 complimentary tickets to the Worcestershire Pride after-party.

£1000.00

Market Sponsor

Market sponsors play a key role in Pride and with our sponsors we can make sure that the event has the best traders possible. Our stage and acts will draw in the crowds to the event but the market will also draw in crowds.

£1000.00

Partner Package

As a Pride Partner you can promote your business or send your message to the LGBT community in a cost effective way. Designed for small and new businesses which still want to support by making a contribution, the package includes:

- i) Branding on the sponsors section of the Worcestershire Pride website.
- ii) Inclusion as a sponsor in the Pride guide.
- iii) Permission to use the title of 'Official Sponsor of Worcestershire Pride 2020'.

£250.00

After-party Sponsor

The Worcestershire Pride after-party will be the party to be at. The after-party will consist of a one-off act on stage within the venue, DJ sets all evening, giveaways through the night, and a few little surprises. Benefits for the sponsorship of this package include:

- i) Name branding (i.e. your business name) of the after party event.
- ii) An advertisement on the Worcestershire Pride website - thousands of hits each month.
- iii) 5 complimentary tickets to the Worcestershire Pride after-party.
- iv) Permission to use the title of 'Official Sponsor of Worcestershire Pride 2020'

£200.00

Friends of Pride Package

- i) Logo on the website, mentions through our social media channels and a link to your social media pages
- ii) Branding within the festival site

£100.00

Worcestershire Pride

saturday 19th september 2020



worcestershirepride.org



Contact Us

For more information on sponsoring Worcestershire Pride please contact:
info@worcestershirepride.org

proudly partnered with
simplysocial
.media