

## Worcestershire Pride 2019 Sponsorship

Sponsorship Packages **“BE PROUD TO HAVE YOUR BRAND SEEN”** @ Worcestershire Pride 2019.

Who we are :

Over the past few years we have been working with local businesses in the Worcestershire area and creating different events, This all began back in 2016 with our first event being a Vigil for the victims of the shooting at Pulse nightclub in Orlando where we managed to get a large number of people to come show their support at the Guild Hall whilst also having the LGBT+ Pride flag flown above the Guild Hall for the first time ever.

Then in 2017 we set out to create the first Worcestershire's Pride which was held on 23<sup>rd</sup> September, which involved getting local businesses to help support the event we hired a local area in the City centre of Worcester and put on a LGBT + arts festival with vendors, entertainment and refreshment and stalls for local fundraisers and support groups. This event was a success and we then decided to take it to the next level and in 2018 we did it, We held Worcestershire Pride on 22<sup>nd</sup> September 2018 and held our first ever LGBT+ parade in the city centre, Walking along the High Street and Broads street ending up at our festival location. This Parade was led by the Mayor of Worcester and made up of local LGBT+ Members and local businesses that wanted to get involved and show their support. The festival itself was a huge success with Local stalls, Vendors and support groups given out information, The theme of the event was “Out In The Country” being a rural area. We had some amazing entertainment all day and we were pleased of the success we had despite the weather that day which only proves to us that the LGBT+ community are willing to come together to help make a change. We also had a petting zoo on the day as the event is a family friendly event and want to include everyone in it.

Worcestershire Pride has seen an increase in support going from strength to strength in 2017 and 2018 now with your help we could make Worcestershire Pride 2019 a truly amazing day. With Worcestershire Pride taking place in the heart of Worcester City Centre, a town known for historic Cathedral and Worldwide Sauce and porcelain with many LGBT people living there, this is your chance to put your brand at the heart of Worcestershire Pride and in front of thousands of people and potential customers.

Worcestershire Pride is a voluntary, community based, not for-profit charitable organisation that aims to promote equality, diversity and advances in education, in order to eliminate discrimination against the LGBT community.

The major event of the year is the upcoming Pride event. This provides a main platform for a celebration of the diverse community we have in a context of inclusivity and fun, bringing together thousands of people to take part in the event and then the festival after the parade.

Worcestershire Pride is operated by a small team of unpaid volunteers who work tirelessly to organise the event for the benefit of the LGBT people, the wider community of Worcestershire. To ensure it's a success, we need your help.

**SO WHY SHOULD YOU GET INVOLVED?** There are many reasons why your company should get involved with Worcestershire Pride 2019. Sponsorship partnerships are essential to our success, and long-term partnerships clearly bring mutual benefits.

From an economic approach, sponsoring of Worcestershire Pride makes sense. There are an estimated 3.7million LGBT people in the UK - that's one in every 16 consumers. LGBT consumers make up a powerful and lucrative spending group estimated to be worth £70-81 billion every year in Britain alone.

## **Worcestershire Pride and Your Business**

Factor in the national average full time income for lesbians is 25% higher than average and 41% for gay men and the financial benefits become clear.

Polling evidence from YouGov has found that three in five LGBT people - over two million British consumers - are more likely to buy products if they think a company is LGBT friendly and 42% of heterosexual people are more likely to give their business to LGBT friendly organisations.

Put your brand at the heart of this increasingly popular event. We can't promise you 3.7 million consumers, but by sponsoring our pride you can benefit from marketing opportunities including branding and advertising online, positioning on the pride website and promotional activities on the Pride week. You will also be sending a clear message that your organisation supports all consumers regardless of gender, race or sexual orientation.

### **By joining our sponsorship group you will be completing the following**

1. Fulfilling corporate responsibility to support community based projects.
2. Fulfilling corporate responsibility as an equal opportunities employer.
3. Showing your company cares.
4. Helping us to promote equality and fairness; working towards a safe environment where lesbian, gay, bisexual and transgender individuals can promote their culture and work towards removing the social exclusion experienced by so many.
5. Making it clear to your consumers and employees - past, present and future - that you are committed to fulfilling responsibilities as an equal opportunities employer, and that you are also committed to the Equalities Act 2010.

### **NOW THAT REALLY IS A POWERFUL MESSAGE**

Worcestershire Pride has been receiving strong media interest and this will no doubt increase as the big day draws closer. That media coverage includes local and national publications, as well as radio coverage. This is an opportunity for you to have your organisation included in that coverage. You could be a part of that celebration by sponsoring Worcestershire Pride. It's a big event with a captive audience of thousands.



HERE'S HOW YOUR SUPPORT CAN HELP OUR CAUSE AND RAISE YOUR PROFILE...

### **MAIN SPONSOR £1000**

**SPONSORSHIP PACKAGE** As the Main Sponsor of Worcestershire Pride 2019 you will receive top billing. Your company will take centre stage for the duration of the event, with a unique package which includes:

1. Main sponsor branding on our website thousands of hits each month and rising.
2. Your logo featured as main sponsor and appearing on all web pages.
3. Main sponsor branding on our social networking pages.
4. Inclusion of company name on all Worcestershire Pride 2019 merchandise.
5. Company banner on the Worcestershire Pride 2019 main stage.
6. Main sponsor branding on all promotional materials and literature, including posters and flyers, event programmes and digital downloads.
7. Main sponsor branding on all site notices, signage, and branding on all crew t-shirts.
8. Opportunity for company representatives to be included in media coverage ahead of the festival.
9. Name checks by our main stage presenters throughout the day.
10. Complimentary stall pitch in the most prominent position to promote your company.
11. Opportunity for a company representative to make a speech live on stage to address attendees.
12. 10 complimentary tickets for the Worcestershire Pride after-party.
13. Permission to use the title of 'Official Sponsor of Worcestershire Pride 2019'.

### **STAGE SPONSOR £500**

#### **TWO SPONSORSHIP PACKAGES**

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

1. Decorating part of the main stage with a company banner.
2. References to your company in our Pride Guide and other promotional materials.
3. Complimentary stall pitch to promote your company.
4. An advertisement in our Pride Guide.
5. Inclusion of your company logo on all Worcestershire Pride 2019 promotional materials.
6. An advertisement on the Worcestershire Pride website - receiving thousands of hits each month and rising.
7. 5 complimentary tickets to the Worcestershire Pride after-party.
8. Opportunity for company representatives to meet and greet popular stage acts.
9. Name checks live on stage by our main stage presenters in between acts.
10. Permission to use the title of 'Official Sponsor of Worcestershire Pride 2019'.



## **AFTER PARTY SPONSOR £100**

### **SPONSORSHIP PACKAGE**

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:

1. Name branding (i.e. your company name) of the after-party event.
2. Inclusion as a sponsor in the Pride Guide.
3. An advertisement on the Worcestershire Pride website - thousands of hits each month and rising.
4. A complimentary stall pitch to promote your company.
5. 5 complimentary tickets for the Worcestershire Pride after-party.
6. Permission to use the title of 'Official Sponsor of Worcestershire Pride 2019.

## **PARTNER PACKAGE £100**

### **Ten Sponsorship Packages**

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:

1. Branding on the sponsors section of the Worcestershire Pride website.
2. Inclusion as a sponsor in the Pride Guide.
3. Complimentary stall pitch to promote your company.
4. Permission to use the title of 'Official Sponsor of Worcestershire pride 2019.

## **Friends of Pride Package £ 50**

1. Logo on Website Social Media mentions with link to social media pages
2. Banner on website Social media mentions with link to both twitter and Facebook.
3. Branding within the festival site.
4. Entry in to the parade



**What we can do for you :**

Heightened brand visibility through considerable positive publicity via both printed and electronic media platforms supporting the Pride event.

Help optimise unique media opportunities that may not ordinarily be available and provide exciting opportunity to broaden your brands competitive edge by further enhancing your companies image and credibility within the much sought after LGBTQ market.

Offers a platform to demonstrate your understanding and desire to embrace the needs of the LGBTQ community through your positive ethical messaging.

Further enhance community perception and attitude towards your organisation and create emotional commitment to your brand. LGBTQ customers are more likely to use organisations who are perceived to be supportive of their lifestyle.