

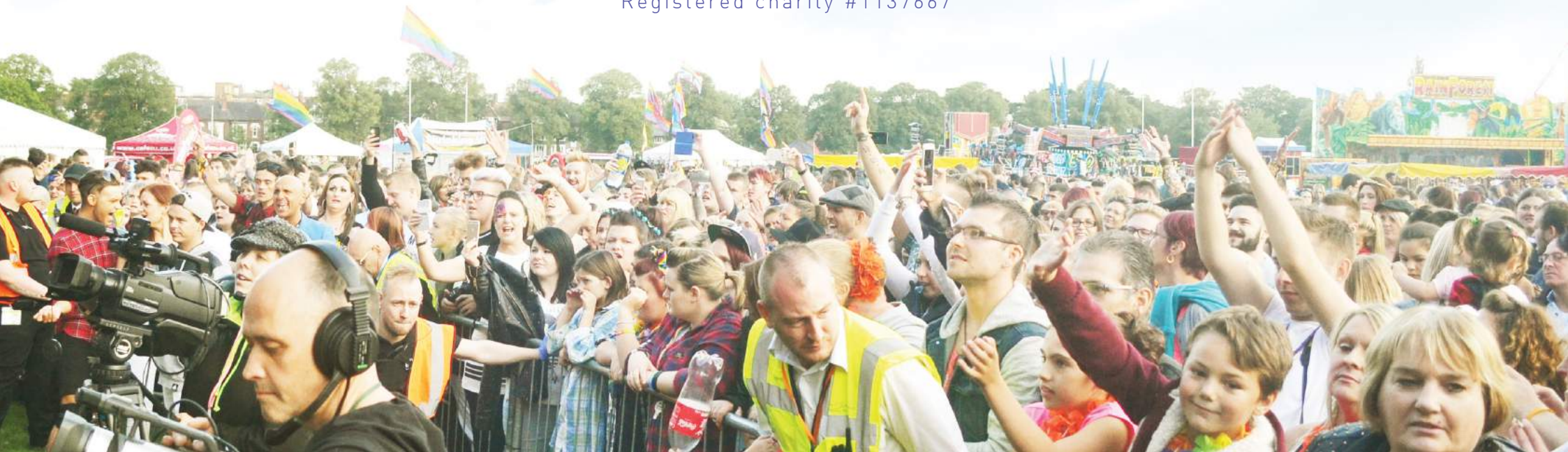
LEICESTER

PRIDE

2016

2016 SPONSORS PACK

Registered charity #1137667



ABOUT US

Our main goal is to promote equality, diversity, advance education and eliminate discrimination and homophobia throughout the community.

To do this we hold an annual festival celebrating all aspects of the LGBT community as well as fund raisers and evening events such as the Leicester Pride Ball.

From 2010 to 2014, Leicester Pride (in conjunction with the LGBT Centre and Trade Sexual Health) were the first UK pride event to host a 'Wellbeing Marquee' at the festival. The marquee, proving a great success has helped promote awareness to the entire community by enabling them to have free testing for STDs with instant results.

We're getting bigger and more effective every year, but we rely heavily on corporate sponsorship to make the big day happen.

10,000+ PEOPLE
throughout the day

2,000+ STRONG
parade through the city centre

ONE OF LEICESTER'S
biggest cultural events

HUNDREDS OF ACTS
and DJs across two stages

8 YEARS RUNNING
under the current team

WHAT WE OFFER

We do everything we can to help our sponsors share in the success of Leicester Pride.

This document outlines example packages with costs to give you an idea of the kind of opportunities that are available.

We can also tailor a package to best meet your needs, to ensure that you get the most out of your partnership with Leicester Pride.

We've built a lot of trust in our community and maintain a series of outlets that are available for you to use:

- 32 page magazine released annually - 10,000 copies
- LGBT iOS/Android mobile app - 25,000 active users
- 7,000+ likes and followers across social media
- Events hosted throughout the year
- TV, radio and press coverage

PREVIOUS SPONSORS INCLUDE

nationalgrid



BARRIE STEPHEN
barriestephenhair.co.uk

Midlands Zone



oneleicester one passion

Nuffield Health



waste bakers solution for all waste

Sturgess

DIAGEO



BRONZE PACKAGE

Here are the sort of opportunities that we can offer for a £1,000 sponsorship

- Inclusion of your brand or logo on our website
- Outdoor banner placement at the main event
- 25% discount on pitch hire at the main event
- Small advert within our annual magazine
- Your brand present on our city centre parade



Only 15 available

SILVER PACKAGE

For a medium sized sponsorship of £2,500, we can offer these kind of benefits

- Brand/Logo on our website plus a link to your website
- Main stage banner placement at the main event
- 50% discount on pitch hire at the main event
- Quarter page advert within our annual magazine
- A clickable banner in our LGBT mobile app.
- Your brand present on our city centre parade
- Post messages via our social media accounts

Only 10 available

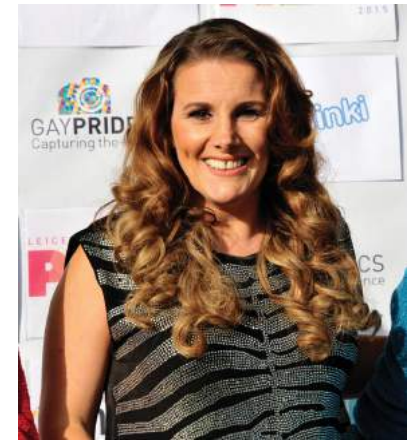


GOLD PACKAGE

A sponsorship of £4,000 would get you access to our full range of sponsorship benefits

- Brand/Logo on our website plus a link to your website
- Large main stage banner placement at the main event
- Complimentary pitch hire at the main event
- Half page advert within our annual magazine
- A clickable banner in our LGBT mobile app.
- Complimentary tickets to the Leicester Pride Ball
- Your brand present on our city centre parade
- Post messages via our social media accounts

Only 5 available



INTERESTED?

If you would like more information, or to discuss a tailored sponsorship package - please contact one of our directors

Martyn Parker
07975 858 000
martyn@leicesterpride.com

Craig Thorpe
07932 612 380
craig@leicesterpride.com

Leicester Pride (main switchboard)
0843 289 2840

www.leicesterpride.com
www.facebook.com/leicesterpride
www.twitter.com/leicesterpride

Leicester Pride is a registered charity #1137667