



SPONSORSHIP PACK

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.

15,000+ PEOPLE
throughout the day

3,000+ PARADE
through the city centre

ONE OF LEICESTER'S
biggest cultural events

OVER 20,000
attended in 2022

15 YEARS
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:

- 36 page magazine released annually
- 13,000+ followers 100,000+ reach
- Events hosted throughout the year
- TV, radio and press coverage

PREVIOUS SPONSORS INCLUDE

nationalgrid



BARRIE STEPHEN
barriestephenhair.co.uk

DIAGEO



Sturgess



BRONZE PACKAGE

Here are the sort of opportunities that we can offer for a £2,500 sponsorship

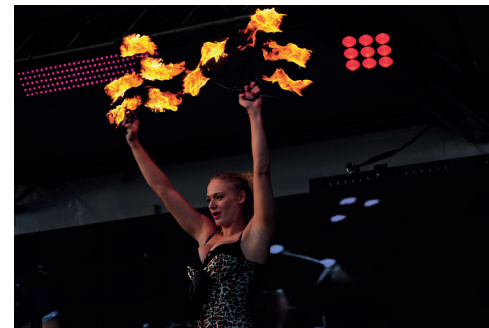
- Brand or logo on our website
- Logo placement on our main stage screens
- 25% discount on pitch hire at the main event
- Small advert within our annual magazine
- Your brand present on our city centre parade



SILVER PACKAGE

For a medium sized sponsorship of £5,000, we can offer these kind of benefits

- Brand or logo on our website plus link
- Logo placement on our main stage screens
- 50% discount on pitch hire at the main event
- Medium page advert within our annual magazine
- Your brand present on our city centre parade
- Post messages via our social media accounts



GOLD PACKAGE

A sponsorship of £7,500 would get you access to our full range of sponsorship benefits

- Brand or logo on our website plus link
- Large logo placement on our main stage screens
- Complimentary pitch hire at the main event
Including: 5 free Heras fence panel adverts
- Your advert within our annual magazine
- Your brand present on our city centre parade
- Post messages via our social media accounts



INTERESTED?

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

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www.leicesterpride.com
www.facebook.com/leicesterpride
www.twitter.com/leicesterpride
Leicester Pride is a registered charity #1137667