



# GUILDFORD 21<sup>ST</sup> SEPTEMBER STOKE PARK

## SPONSORSHIP OPPORTUNITIES 2024

CELEBRATE

EDUCATE

CONNECT

EVENT WELCOMED BY



# Sponsorship Packages:

## Event Headline Sponsor

Be the proud main sponsor of our 5th anniversary Pride event. Sponsorship will benefit from: press release, social media posts, website banners and blog, logo displayed prominently around event site and main stage, VIP access, large stall pitch plus opportunity to host on the stage. No Pride is complete without a Parade - stand united with us & be our headline Parade sponsor also!

**£9995**

## Pride Plus (VIP Area) Sponsor

Be the proud sponsors of our fabulous Pride Plus VIP area. Your brand logo will be displayed prominently around the area. You will also benefit from a large pitch for outreach and community engagement, along with everything else included in our gold sponsorship package.

**£3295**

suggested  
donation

## Event Accessibility Sponsor

Benefit from everything included in our gold sponsorship package with the added extra of being the proud sponsors of Accessibility. This enables us to house services such as accessible loos, changing space and dedicated entry points. Your logo will be featured around the event site for thousands to see.

**£2995**

suggested  
donation

## BSL Main Stage Sponsor

Enable us to feature qualified and accredited British Sign Language interpreters on our main stage. Your brand will also benefit from everything included in our gold sponsorship package.

**£1895**

suggested  
donation

## Community Stage Headline Sponsor

Have the second stage named after your business and brand. Your brand logo will be displayed prominently around the stage. You will also benefit from a large pitch for outreach and community engagement, logo and blog post on our website and an invitation to take part in the parade.

**£3995**

suggested  
donation

## Sponsor our events First Aid

Benefit from everything in our gold sponsorship package with the added extra of being the proud sponsors of our first aid provision at Pride.

**£1695**

suggested  
donation

### Youth Pride Zone Sponsor

This will allow us to continue with our youth engagement and enable a physical area at Pride where everyone can be themselves. Your sponsorship will be used to deliver creative activities in a bespoke event zone. You will also benefit from all features in our gold sponsorship package.

**£1995**  
suggested donation

### Sponsor our amazing volunteers

Benefit from everything in our gold sponsorship package with the added extra of being the proud sponsors of our volunteers. Your brand logo will also be featured on volunteers event day t-shirts.

**£1995**  
suggested donation

### Food and Drink Zone Sponsor

Benefit from everything in our silver sponsorship package with the added extra of being the proud sponsor of our food & drink zone. Your brand will be featured across the site for thousands to see.

**£1595**  
suggested donation

### Sponsor our event security and welfare

Event security plays an important part in ensuring everyone feels safe at Pride. Benefit from everything in our gold sponsorship package with the added extra of being the proud sponsors of our event security. We will also feature your branding around the event site, along with a website banner.

**£4995**  
suggested donation

	Bronze	Silver	Gold
Package includes:	£495	£995	£1495
Logo & Link on Website	YES	YES	YES
Use of Pride in Surrey Logo	YES	YES	YES
Parade Wristbands	20 Wristbands	40 Wristbands	Unlimited
Logo in Pride Guide	YES	YES	YES
Advert in Pride Guide	Half Page	Full Page	Full Page
Outreach Pitch Space*	X	3m x 3m	6m x 3m
Pride Plus VIP Access	X	6 Wristbands	10 Wristbands
Website Blog Post	X	X	YES
Advert in Event Park	X	X	YES

*\*Please note pitch spaces are supplied for outreach/community engagement purposes and does not include the sale of any food or drink. Gazebos and other equipment not supplied.*



# Advertise with Pride:

## Banners and Guide Ads

**£139**

### Printed Banner

(210 x 70cm)

Printed and installed.  
Design artwork  
service not included

### Pride Guide Ad

Full page A5

Design artwork  
service not included

**£249**

## Event impact overview:

**10k** expected footfall throughout the day

**49%** of visitors told us they found a new service or support group at pride

**87%** of visitors who attend pride live in Surrey

**72%** of visitors told us they identify as LGBTQ+

**£360k** average brought into local town's economy on the pride event day

## Meet some of our previous sponsors..



All suggested sponsorship and advertisement donations will be used by Pride in Surrey (Surrey LGBTQ Pride CIC) on planned and upcoming events in the next 18 months.