

The logo for the Walsall Pride Festival features the word "Walsall" in a white, lowercase, sans-serif font at the top. Below it, the word "Pride" is written in a large, white, stylized, rounded font. A vibrant rainbow streamer is woven through the letters of "Pride", starting from the 'P' and ending at the 'e'. The background of the logo is a blurred image of the festival's main stage, with a person visible on stage and various banners, including one that says "Pride Festival MAIN STAGE".

# Walsall Pride

The background of the entire image is a photograph of the Walsall Pride Festival. In the foreground, a large crowd of people is seen from behind, looking towards the stage. A man in the immediate foreground is wearing a grey t-shirt with a graphic of red sparrows and the text "THE RED SPARROWS". In the background, the "MAIN STAGE" is visible with a person on stage and various banners. The scene is set outdoors on a grassy area with trees in the distance.

# WALSALL PRIDE FESTIVAL

Sponsorship, & Advertisement Information



Walsall Pride Festival is an annual event to Celebrate the diverse LGBT community in and around Walsall, to dispel myths, break down barriers and promote community cohesion. The event is open to all members of the community with no age, gender or religious restrictions, We're also a registered charity number 1161574

The event works closely with community groups, local businesses and organizations to promote harmony through this celebration. The event itself consists of a main stage, Cabaret Stage and Dance Arena all now held in The Walsall Arboretum Extension





# WHY SPONSOR OR SUPPORT WALSALL PRIDE FESTIVAL

- There are many reasons why your company should get involved with Walsall Pride Festival,
- Sponsorship partnerships are essential to our success, and long-term partnerships clearly bring mutual benefits.
- From an economic approach, sponsoring of Walsall 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. 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 organizations.
- Put your brand at the heart of this increasingly popular event. We can't promise you 3.7 million consumers, but by sponsoring Walsall Pride you can benefit from marketing opportunities including branding and advertising online, positioning on the pride website and promotional activities on the event day. You will also be sending a clear message that your organization supports all consumers regardless of gender, race or sexual orientation.

# HEADLINE SPONSORSHIP £10K+

## Sponsorship Opportunities Available: 1

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Your Logo displayed on our website on every page

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Branding featured on all stages As well as our Community Picnic

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Stall at event if required to promote your Business

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Your Logo on all marketing materials leading up to and on the day including our guidebook

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Dedicated hourly shout outs during the event on main stage, cabaret stage plus chance for a company representative to make a speech on Mainstage

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Mention in all Press releases and publications

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Full Page Advert in our Pride Guidebook

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Tweets & Facebook Statuses leading up to event



# MAIN STAGE SPONSORSHIP £6250

**Sponsorship Opportunities Available: 1**

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Your Logo displayed on our website in sponsor section and on main stage page in guidebook and on Digital Screen on main stage

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Branding featured on Mainstage

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Stall Pitch at event if required to promote your Business

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Your Logo included on Front page of our Guide Book\*

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Dedicated shout outs during the event on main stage by presenters

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Full page advert in our Pride Guide Book \*

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Tweets & Facebook Statuses leading up to event



# CABARET STAGE SPONSORSHIP £3500



## **Sponsorship Opportunities Available: 1**

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Your Logo displayed on our website in sponsor section, on Cabaret stage page

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Branding featured in Cabaret Stage Area

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Stall Pitch at event if required to promote your Business

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Your Logo included on Front page of our Guide Book

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Dedicated shout outs during the event on Cabaret stage by presenters

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Full page advert in our Pride Guide Book \*

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Tweets & Facebook Statuses leading up to event

# DANCE ARENA SPONSORSHIP £2500



## Sponsorship Opportunities Available: 1

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Your Logo displayed on our website in sponsor section and on Dance Arena page

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Branding featured in Dance Arena

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Stall Pitch at event if required to promote your Business

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Your Logo included on Front page of our Guide Book

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Full page advert in our Pride Guide Book \*

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Tweets & Facebook Statuses leading up to event

# WRISTBAND SPONSORSHIP £600



## Sponsorship Opportunities Available: 1

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Your Logo Printed onto attendees Entry Wristbands

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Stall Pitch at event if required to promote your Business

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Your Logo included in Sponsors page of our Guide Book

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Quarter page advert in our Pride Guide Book\*

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Featured on Website Sponsors Page



# PRIDE PARTNER SPONSORSHIP £400



**Sponsorship Opportunities Available: 30**

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Your Logo displayed on our website in sponsor section

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Stall Pitch at event if required to promote your Business

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Your Logo included on Sponsors section of our Guide Book\*

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Half page advert in our Pride Guide Book\*

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Tweets & Facebook Statuses leading up to event



# ADVERTISE WITH PRIDE



Advertise in our Digital What's On A5 Pride guidebook, It is also distributed as a hard copy before and during the event to get your message across or even a website advert



Full Page Advert	£40
Half Page Advert	£30
Quarter Page Advert	£20
Website Advert	From £15 Per Month

Print & Design Deadlines apply