

Walsall

Pride

2022

Sponsorships, Donations & Stall Holders Information

ABOUT US

Walsall Pride 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 situated in Walsall's gallery square in the heart of the town Centre, a cabaret stage, community stage, Market stalls and also a health and wellbeing area.



WHY SPONSOR PRIDE



There are many reasons why your company should get involved with Walsall Pride,

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.

SPONSORSHIPS



Headline Sponsor

For your cash Donation you will be able to use the official sponsor of Walsall Pride Logo and we will also be able to offer the following



YOU PROVIDE:

★ £5000

YOU RECEIVE:

- ★ A table for 10 people to the Pride Ball *
- ★ Your Logo displayed on our website on every page
- ★ Branding featured on all stages
- ★ Premium stall at event if required to promote your Business
- ★ Your Logo on all marketing materials leading up to and on the day including our guidebook
- ★ Dedicated hourly shout outs during the event on main stage, cabaret stage and community stage plus chance for a company representative to make a speech on Mainstage
- ★ Mention in all Press releases and publications
- ★ Full Page Advert in our Pride Guidebook
- ★ Weekly Tweets & Facebook Statuses leading up to event

*Subject to availability and date of ball



SPONSORSHIPS



Main Stage Sponsor

For a £2500 cash donation you will be able to use the official Walsall Pride Logo plus we will be able to offer the following

YOU PROVIDE:

- ★ £2500 cash donation

YOU RECEIVE:

- ★ Your Logo displayed on our website in sponsor section and on main stage page
- ★ Branding featured on Mainstage
- ★ Stall Pitch at event if required to promote your Business
- ★ Your Logo included on Front page of our Guide Book
- ★ Dedicated shout outs during the event on main stage by presenters
- ★ Full page advert in our Pride Guide Book *
- ★ Tweets & Facebook Statuses leading up to event

* Subject to artwork and print deadline



SPONSORSHIPS



Cabaret Stage Sponsor

For a £1500 cash donation you will be able to use the Official Walsall Pride Logo plus we can offer the following

YOU PROVIDE:

- ★ £1500 cash donation

YOU RECEIVE:

- ★ Your Logo displayed on our website in sponsor section and on Cabaret Stage page
- ★ Branding featured on Cabaret stage
- ★ Your Logo included on Front page of our Guidebook *
- ★ Dedicated shout outs during the event on cabaret stage
- ★ Half page Advert in our Pride Guidebook *
- ★ Tweets & Facebook Statuses leading up to event

* Subject to artwork and print deadline



SPONSORSHIPS



Dance Marquee / Community Stage Sponsor**

For a £1000 cash donation you will be able to use the Official Walsall Pride Logo plus we can offer the following

** Areas Subject to planning please confirm if available



YOU PROVIDE:

★ £1000 cash donation

YOU RECEIVE:

- ★ Your Logo displayed in sponsor section on our website
- ★ Branding featured in Dance Arena / or on Community stage
- ★ Your Logo included in our Guide Book
- ★ Dedicated shout outs during the event
- ★ ½ Page Advert in our Pride Guide Book *
- ★ Tweets & Facebook Statuses leading up to event



* Subject to artwork and print deadline
And advert size will be ¼ Page unless a free upgrade is available

SPONSORSHIPS



Pride Partner Sponsor

For a £350+ cash donation you will be able to use the Official Partner of Walsall Pride Logo plus we can offer the following



YOU PROVIDE:

★ £350+ cash donation

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

YOU RECEIVE

- ★ Branding on Sponsors section of Walsall Pride Website
- ★ Inclusion as a Sponsor in Pride Guide *
- ★ 50% Discount on a Stall/Pitch to promote your business or brand if required 5 +
- ★ Free to hand out literature at the event
- ★ 20% Discount on a Guide Book Advert

* Subject to print deadline being met and space available
+ Subject to availability and stall being booked and fully paid 3 months prior to event



DONATIONS



Friend of Walsall Pride

Designed for Individuals to show their support

For a cash donation of £20 - £50+ you will get the following benefits



YOU PROVIDE:

★ £20 - £50+ cash donation

YOU RECEIVE

- ★ A Walsall Pride Lanyard*
- ★ A Thank you on our Social Media (Should you want one)
- ★ Listed on our Website as a friend of Walsall Pride



ADVERTISE WITH PRIDE



Advertise in our A5 Pride guidebook distributed before and during the event to get your message across or even a website advert



Full A5 Page Advert £70



1/2 A5 Page Advert £50

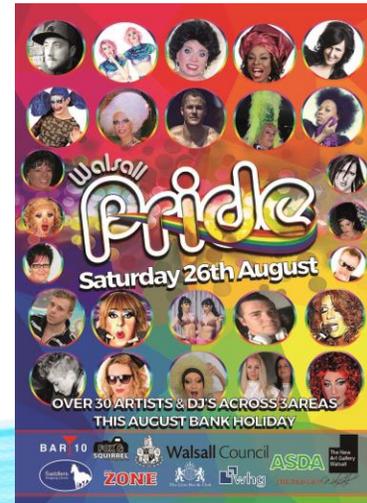
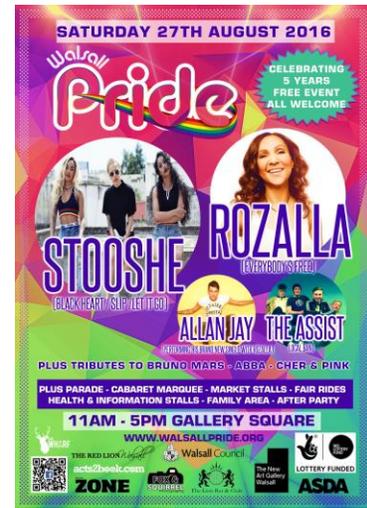


1/4 A5 Page Advert £30



Website Advert £15 per month

Our Pride Guidebook is distributed before and during the event. we print 5000 copies, these are distributed in shops, shopping centres and gay bars in Walsall, Birmingham and Wolverhampton. Our Website sees increased traffic in the run upto our event and is the perfect time to have an advert online





STALL HOLDERS

Different fees apply depending on whether you're a community group or charity versus a public or private organisation. We believe all fees could easily be recouped on the day simply by hosting a tombola (for example) on your stall... Your Fee is a Donation and will help to stage our event

Upgrade

.....
Upgrade your Standard stall for just £20 Extra and get all of the standard features plus the following

You receive

- ★ A Small Advert in our Pride Guide*
- ★ A dedicated tweet on our Social Media prior to the event
- ★ A dedicated shout out by our presenters on the Main Stage

* Subject to print deadline

STANDARD STALL

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Charitable / Community Project = £30
Private / Public Sector = £50

You receive

- ★ Allocated pitch 3m x 3m
- ★ Freedom to distribute literature & Fundraise* & promote your organisation all day

*Please note a street collection license must be obtained from the council if you plan to collect donations



Stalls are allocated on a first come first served basis and payment must be received 4 weeks prior to the Event day

CONTACT US

If you are interested in becoming a sponsor, you would like to Donate and become a friend of Walsall Pride or would like to hold a stall at this this years event then please get in touch

Email us at info@walsallpride.org or call us on 08432897046

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