



# SPONSORSHIP PACK 2020



==== 06.06.20 =====





## ABOUT YORK PRIDE



York Pride is the biggest free one day event in York, provides our main platform for a celebration of the diversity of the LGBT+ community with entertainment, inclusivity and fun. The event is a focus for the visibility of the LGBT+ community in York and provides a opportunity to draw attention to important LGBT+ issues.

York Pride is unique; offering a fun, family friendly celebration in which the city comes together to celebrate being inclusive and welcoming to the LGBT+ community.

York Pride is operated by a small team of unpaid volunteers who work hard to all year round to improve Pride for the benefit of the LGBT+ and wider community.

We depend upon sponsorship, donations from events & local businesses, personal donations and stalls revenue from Pride day plus the money we raise through our fundraising activities.

# WHY GET INVOLVED?



- ♥ We are the largest FREE one day event in York.
- ♥ Attracted over 10,000+ people to our event in 2019.
- ♥ York Pride enjoys excellent press coverage, both locally and nationally.
- ♥ Social Media reach reaching over 380,000 people
- ♥ We bring together the City of York in a unique and unparalleled way including businesses, community, services and many more!
- ♥ Show your staff and customers you care about LGBT+ rights.
- ♥ Give something back to community and help make York the best place to live in the UK!



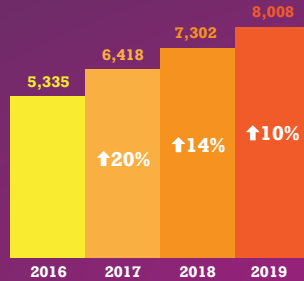
# SOCIAL MEDIA STATS 2019

Figures from 1st May 2019 - 31st July 2019



Followers: **8,008**

Total number of unique users who liked our Page on the day of York Pride 2019



Total Reach: **380,822**

Number of users who saw any content associated with our Page

This includes anyone visiting our Page, seeing our Page or one of our posts, posting to our Timeline, liking, commenting on or sharing one of our posts, responding to one of our events, mentioning our Page, tagging our Page in a photo or checking in at our location. (These can be people who like OR don't like our Page)

## 2019 in Numbers

53% of attendees on the day were Gay or Lesbian

21% were Heterosexual

16% were Bisexual

7% were Trans and 8% replied as Other, including Non-Binary, Pansexual and Asexual.

Total Impressions: **811,167**

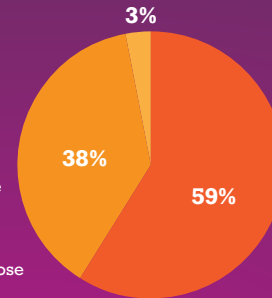
Number of impressions seen of any content associated with our Page

The number of times our posts were seen in News Feed, ticker or on visits to our Page and number of impressions of a story published by a friend about our Page, including liking our Page, posting to our Page's Wall, liking, commenting on or sharing one of our Page's posts, RSVPing to one of our events, mentioning our Page, photo-tagging our Page or checking in at our location. (These can be people who like OR don't like our Page)

Facebook Demographics:

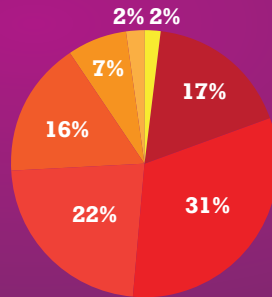
Gender:

59% identify as Female  
38% identify as Male  
3% identify as Non-Binary or did not disclose



Age:

2% 13-17  
17% 18-24  
31% 25-34  
22% 35-44  
16% 45-54  
7% 55-64  
2% 65+



## Economically It Makes Sense

One in sixteen people in the UK identify themselves as LGBT+, that's over 3.7million people or 69,000 in North Yorkshire (or 324,000 in Yorkshire, as a whole) LGBT+ consumers make up a powerful and lucrative spending group, estimated to be worth £70-81 billion to the British economy.

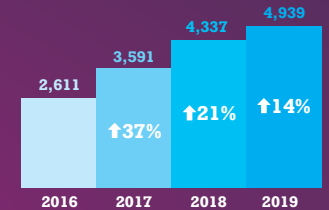
A report from YouGov identified that 60% of LGBT+ people, over 2 million British consumers, are more likely to buy products from organisations who market to the community.

Three in five LGBT+ people will engage with an organisation that is LGBT+ aware.



Followers: **4,939**

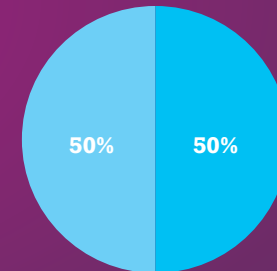
Tweet Impressions: **222,700**



Twitter Demographics:

Gender:

50% identify as Female  
50% identify as Male

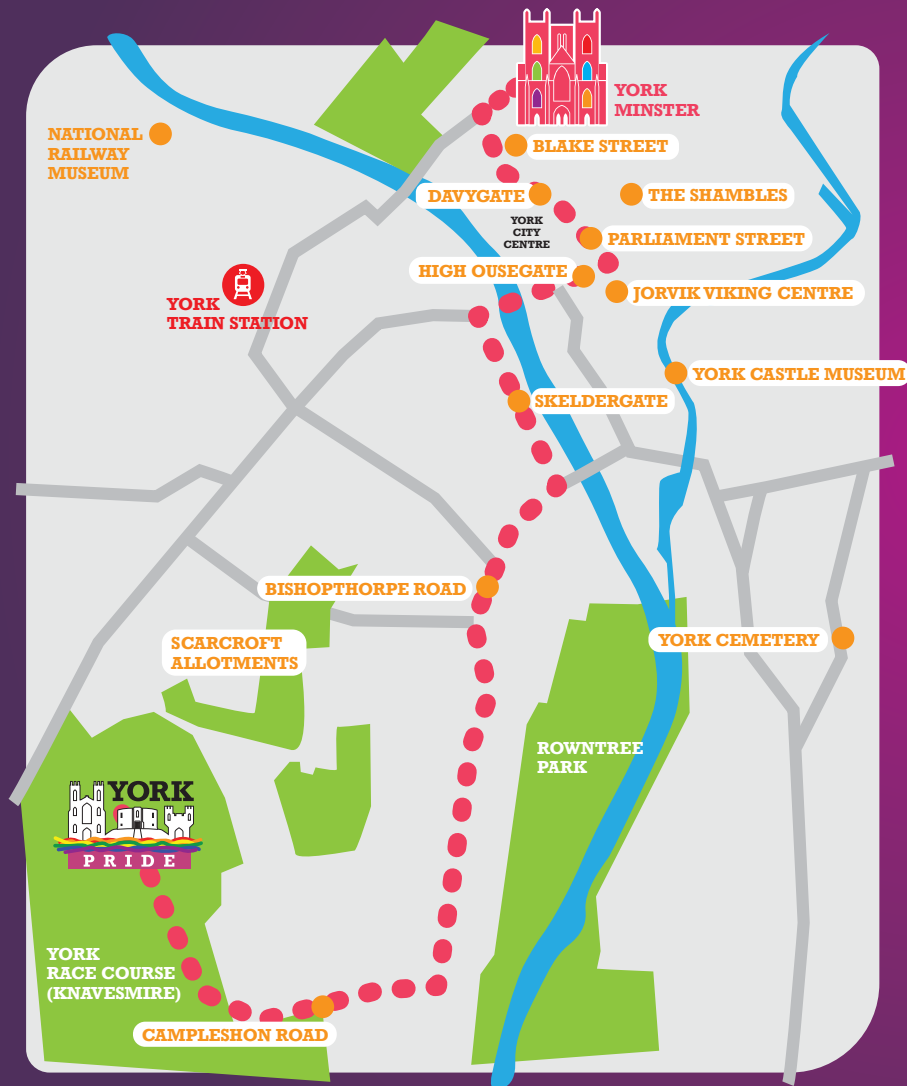


42% of heterosexuals are more likely to give their business to organisations that are LGBT+ 'friendly'.

Each year we, as a community, spend £5.8bn on Dining Out; £5.7bn on Fashion; £1bn on Concert & Theatre Tickets; £2.4bn on Hairdressing; £3bn on Electronics and £4.7bn on Travel (including £47million on honeymoons!).

Speaking of which; there are 60,000 couples in civil partnerships in the UK with an estimated 15,000 couples expected to convert to marriage status in the next three years.

# WHAT HAPPENS ON THE DAY THE PARADE



The Parade for many pride goers is the most enjoyable part of the York Pride day – a real chance to celebrate and raise awareness of LGBT+ issues in the centre of York.

Starting out from the historic York Minster around 12 noon, making it's way through the busy city centre streets of York.

Heading out of the city centre the Parade then passes through Bishy Road – who always give the participants a warm welcome! Then onto the Main Pride Festival site at the Knavesmire for around 1pm.

OVER  
**4000 PEOPLE**  
TOOK PART IN THE  
**2019**  
**YORK PRIDE**  
**PARADE**



## WHAT HAPPENS ON THE DAY?



The main York Pride festival is a cross between a chilled village fete and a pop music festival.

With the main stage providing up beat pop music and our second 'BBC Radio York' Stage giving a more chilled out community and relaxed vibe.

With well over 100 stalls; from community and charity stalls to a fully licenced bar and a variety of food vendors and family stalls we really do have something for everyone to enjoy during the afternoon.

PLUS a large fairground to keep children of all ages entertained.



WHAT HAPPENS ON THE DAY  
**THE FESTIVAL**



6 hours of live on stage  
entertainment from local  
& international acts\*

**LOVE  
WINS**

**DANNY BEARD**



**THE CHEEKY GIRLS**



**GARETH GATES**



**CLEOPATRA**



**DAVINA DECAMPO**



# SPONSORSHIP OPPORTUNITIES



## GOLD SPONSOR

- ♥ Your Link & Logo on our website
- ♥ Entry into the sponsors section of the York Pride Parade
- ♥ A Large stall pitch on the York Pride festival site for you to promote your business/organisation directly to the public
- ♥ 5 x Social Media posts
- ♥ 1 x A5 Advert in the Digital Pride Guide & A5 Editorial
- ♥ 1 x 20 second digital advert to be shown during the parade on our big screen (Video or Static images)
- ♥ Opportunity to speak at the York Pride 2020 launch event
- ♥ Editorial news story to be published on the York Pride Website

£2500

## SILVER SPONSOR

- ♥ Your Link & Logo on our website
  - ♥ Entry into the sponsors section of the York Pride Parade
  - ♥ A Large stall pitch on the York Pride festival site for you to promote your business/organisation directly to the public
  - ♥ 2 x Social Media posts
- OR**
- 1 x 20 second digital advert to be shown during the parade on our big screen (Video or Static images)

£1500





# SPONSORSHIP OPPORTUNITIES



## BRONZE SPONSOR

- ♥ Your Link & Logo on our website
  - ♥ Entry into the sponsors section of the York Pride Parade
- OR**
- ♥ A Large stall pitch on the York Pride festival site for you to promote your business/organisation directly to the public

£1000

## PRIDE SPONSOR

- ♥ Your Link & Logo on our website

£250

We've done our best to come up with packages to suit the most common requests, we are more than happy to tailor a package to suit your needs if you don't quite fit into one of the above!



# ADDITIONAL SPONSORSHIP 'BOLT ONS'



These additional 'bolt ons' can be added onto any sponsorship or supporter package for the following additional charges.  
PLEASE NOTE - These are offered on a first come first served basis as each bolt on can only be offered to one sponsor.

## MAIN STAGE SPONSOR

Your branding along the top and back of the main York Pride stage.

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**BOLT ON PRICE**  
**£2500**

## FAMILY AREA SPONSOR

Your opportunity to sponsor the York Pride Family area, this area is set around the BBC Radio York Community Stage and can become your own area to brand as you wish.

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**BOLT ON PRICE**  
**£1500**

## HEADLINE ACT SPONSOR

Your chance to get your name associated with your headline act, with on stage announcements and your branding along side our headline act when we announce our full lineup.

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**BOLT ON PRICE**  
**£1500**

## RAFFLE SPONSOR

Have your logo printed on 2000 raffle tickets which are sold on Pride day and in the run up to our event.

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**BOLT ON PRICE**  
**£400**

## HOSTS SPONSOR

Support our event by sponsoring our main stage hosts. Your branding will appear along side each of our hosts when we announce our full lineup. Plus on stage announcements from the hosts.

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**BOLT ON PRICE**  
**£750**

# SPONSORSHIP OPPORTUNITIES WITH YORK PRIDE



**PRIDE SPONSOR**

**BRONZE SPONSOR**

**SILVER SPONSOR**

**GOLD SPONSOR**

Link & Logo	1 heart	1 heart	1 heart	1 heart
Parade Entry		1 heart	1 heart	1 heart
Stall at Festival Site		OR 1 heart	1 heart	1 heart
Social Media posts			2x 1 heart	5x 1 heart
Digital advert on big screen during the parade			OR 1 heart	1 heart
A5 Advert in the Digital Pride Guide				1 heart
Speak at the York Pride 2019 launch event				1 heart
Editorial news story to be published on the York Pride Website				1 heart
	<b>£250</b>	<b>£1000</b>	<b>£1500</b>	<b>£2500</b>

We've done our best to come up with packages to suit the most common requests, we are more than happy to tailor a package to suit your needs if you don't quite fit into one of the above!

# GETTING IN TOUCH - WHAT NOW?



We hope our sponsorship pack has answered most of your questions, one thing we have left out is why we need your help and support.

We strive to put on an even better event in 2020 with ambitions to have our best ever lineup which will stretch budgets further!

We are looking for long term and mutually beneficial relationships with our sponsors and supporters and feel sure your business will benefit from supporting York and North Yorkshire LGBT+ Community.



**Please don't hesitate to get in touch with our Chair and Sponsorship Officer, Greg Stephenson, who will be pleased to discuss opportunities further.**

**Email: [chair@yorkpride.org.uk](mailto:chair@yorkpride.org.uk)  
Tel: 07545 258 723**

