



# STALLHOLDERS 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 770,000 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!



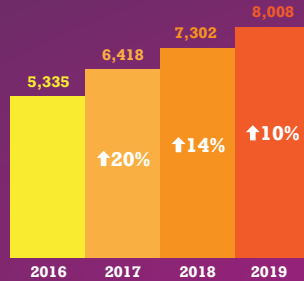
# SOCIAL MEDIA STATS 2019

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**

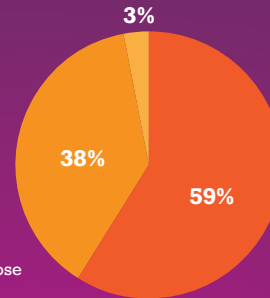
Number of impressions seen of any content associated with our Page

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:

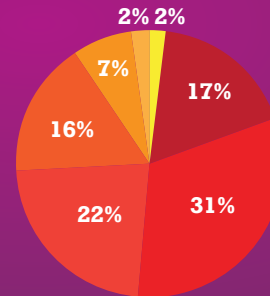
Gender:

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.

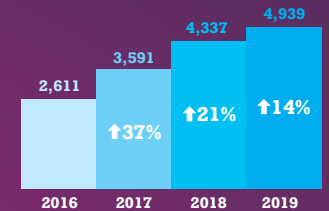
A report from YouGov identified that 60% of LGBT+ people, over 2 million British consumers, are more likely to buy products from organisations who market to the community.

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



Followers: **4,939**

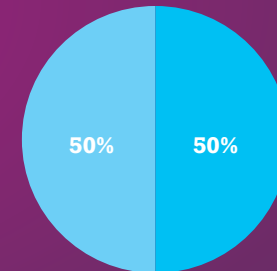
Tweet Impressions: **222,700**



Twitter Demographics:

Gender:

50% identify as Female  
50% identify as Male

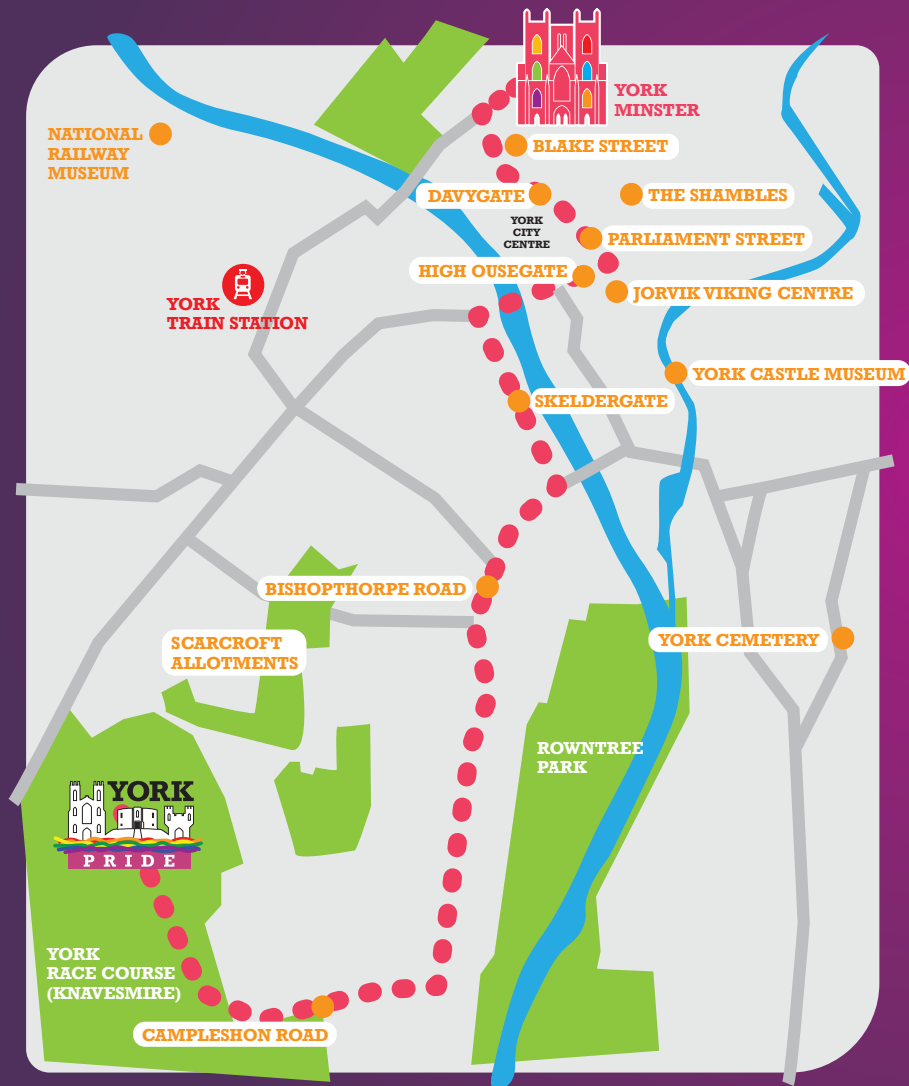


42% of heterosexuals are more likely to give their business to organisations that are LGBT+ 'friendly'.

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 FESTIVAL



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

# LOVE WINS

DANNY BEARD



THE CHEEKY GIRLS



GARETH GATES



CLEOPATRA



DAVINA DECAMPO



Above pictures are of previous acts not 2020 lineup\*



# STALL OPPORTUNITIES



We have five different categories of stalls. Minimum donation amounts are a guide if your business or group can afford a little more it is appreciated and goes towards covering our £40,000+ running costs each year!

## SMALL CHARITY & COMMUNITY STALLS

Suggested Donation  
**£35**

## POLITICAL/TRADE UNION & LARGE CHARITY STALLS

Suggested Donation  
**£70**

## SMALL BUSINESS, RETAIL & FAMILY STALLS

Suggested Donation  
**£85**

## LARGE BUSINESS / CORPORATE STALLS\*

Suggested Donation  
**£200**

## CATERING, FOOD & DRINK STALLS

Suggested Donation  
**£250-£750**  
(Not bar providers)

Bids are taken and then pitches offered based on criteria including, selection of food, vegetarian options, vegan options, price of food to public and stall bid amount.

## BAR/ALCOHOL TRADER

See [www.yorkpride.org.uk/get-involved](http://www.yorkpride.org.uk/get-involved) for more information.  
£3000 minimum bid for sole alcohol right

\*We class any business with over 250 employees nationally as large

# A FEW THINGS TO CONSIDER



- ♥ Stall position is at the sole discretion of York Pride, we aim to build a site that benefits traders and attendees equally.
- ♥ We do not provide gazebos, chairs, tables etc.
- ♥ We aim to provide a good mix of vendors and will avoid having numerous stalls of the same product(s).
- ♥ We've found attendees like to support stalls who take part in our wristband scheme and also those who take card payments.
- ♥ Standard stall size is 3mx3m if you need more space please ensure you give correct measurements in your application.

The whole site will be licenced for trade under 1 licence from City of York Council, if you are selling food or drink you will have to pay an additional licence fee of £35 on top of your pitch fee (This is much cheaper than if individual traders had to obtain their own licence).





# STALL TERMS & CONDITIONS



- ♥ Application closing dates will depend on how many applications we receive. We may close applications for certain stalls but leave them open for others. Please see the Stalls 'Get Involved' page on our website for more details. Successful stalls will be invoiced with payment due within 30 days otherwise bookings will be offered to other stallholders.
- ♥ Stall space is at a standard size of 3m x 3m, if your stall will vary from this please declare this within your application. We have ample space on site so larger stalls can be easily accommodated, with advanced warning.
- ♥ Stalls will be allocated positions at the sole discretion of York Pride. The position given is non-negotiable as all stalls will be placed for maximum benefit of the trader and patrons.
- ♥ No stall is guaranteed a 'good view of the stage', we anticipate you'll be too busy to notice anything past your queue of eager customers.
- ♥ York Pride will charge all stalls who are selling food or drink an additional £35 licence fee on behalf of City of York Council. We have 1 occasional street trading consent licence for the site which means individual retailers do not need an individual licence.
- ♥ It is the sole responsibility of all stall holders to have the appropriate health and safety certificates and public liability insurance, copies of which will need to be sent to York Pride in advance.
- ♥ Catering, Food and Beverage vendors must provide their own power/generators, water and are responsible for all waste, including customers within their radius. (We are unable to accommodate petrol generators – Diesel only)
- ♥ Stall holders must provide a gazebo/marquee type structure, along with appropriate tables. York Pride only supply the given dimensions of field space requested.
- ♥ York Pride is an open-air event on a grass field. Please come prepared for all weathers. No traders will be allowed early exit due to being unprepared.
- ♥ All gazebo/marquee structures will be checked on the morning of the event, please don't forget your tent pegs!!

ALL stalls must be in place and ready to trade by 10.30am for inspection prior to the field opening. Restrictions around vehicle parking for stall holders will be in place. Some stalls will be able to keep their vehicle near their stall others won't. Please assume you won't be able to. There will be a designated stall holder's car park away from the public. Cars parked at owner's risk.

**Stalls must remain onsite and trading until 6pm**, at the earliest, this is the allocated time for disassembly.

# GETTING IN TOUCH - WHAT NOW?



We hope our stallholders 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  
Stalls & Logistics director Will Bosanquet**

**[Will.b@yorkpride.org.uk](mailto:Will.b@yorkpride.org.uk)**

