



Sponsor with Pride!

Main Sponsorship Package

As the Main Sponsor of Guildford Pride you will receive top billing. Your company will take centre stage for the duration of the event, with a unique package which includes:

- + Naming rights to the pride, e.g., 'Guildford Pride sponsored by YOURNAME'
- + Main sponsor branding on our website including a banner advert linked to the sponsor's home page
- + Listing as a sponsor online
- + Your logo will feature as main sponsor and appear on all web pages
- + Main sponsor branding on our social networking sites
- + Company banner on the main stage
- + Main sponsor branding on all promotional material and literature, including posters, flyers and full page coverage in the Pride programmes
- + Branding on all crew t-shirts
- + Acknowledgement in all press releases to local and national media
- + Opportunity for a company representative to be included in media coverage ahead of the event
- + Complimentary stall pitch at the event to promote your company
- + Name check by our presenters throughout the day live on stage.
- + Opportunity for a company representative to make a speech live on stage to address attendees
- + The opportunity for company representatives to meet and greet our popular stage acts
- + Permission to use the title of 'Official Sponsor of Guildford Pride'
- + Access to the VIP Area

COST: £8,000

Community Village

Support our community showcase. Be our community village sponsor and you will help us provide a space for organisations doing great work across the region.

- + Branding of the community village
- + Branding of all booking forms
- + Branding of community village web pages
- + Feature logo online and in the programme
- + Full page advert in the programme

COST: £4,500

Family Diversity Zone

Invest in the future, from straight families to LGBT parents. It's fun, engaging and important.

- + Branding of the zone
- + Branding of the family diversity zone web pages
- + Feature logo online and in the programme
- + Full page advert in the programme

COST: £4,500

VIP Area

Prestigious and highly visible. Sponsor our area for VIP ticket holders, guests, celebrities and corporate sponsors.

- + Branding of the area
- + Logo on VIP wristbands and tickets
- + Branding on VIP web pages
- + Feature logo online and in the programme
- + Full page advert in the programme

COST: £4,500

If you don't see what you want... talk to us!

Reasons to sponsor Guildford Pride

The lesbian, gay, bisexual and transgender community takes notice of its allies and supporters in the business community and there is no better way to emphasize your commitment to supporting the LGBT community than through sponsorship of Surrey's first ever gay pride event and the gathering of LGBT people. This will highlight your contribution towards uniting the cultures of event and the LGBT community.

Factor in the national average full time income for lesbians is 25% higher than average and 41% for gay men and the financial benefits become clear. 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 organisations. As this research indicates, the LGBT community is loyal to those who support them!

From an economic approach, sponsoring of Guildford Pride makes sense. There are an estimated 3.7million LGBT people in the UK and LGBT consumers make up a powerful and lucrative spending group estimated to be worth £70-81 billion every year in Britain alone.

We would also work with you to engage internal and external audiences through communications and social – our experience is that planning for engagement is key for successful sponsorship.

There's no other event in Surrey that brings together different parts of the community with the sole purpose of celebrating Pride!