

# YORK PRIDE SPONSORSHIP PACKAGES 2025





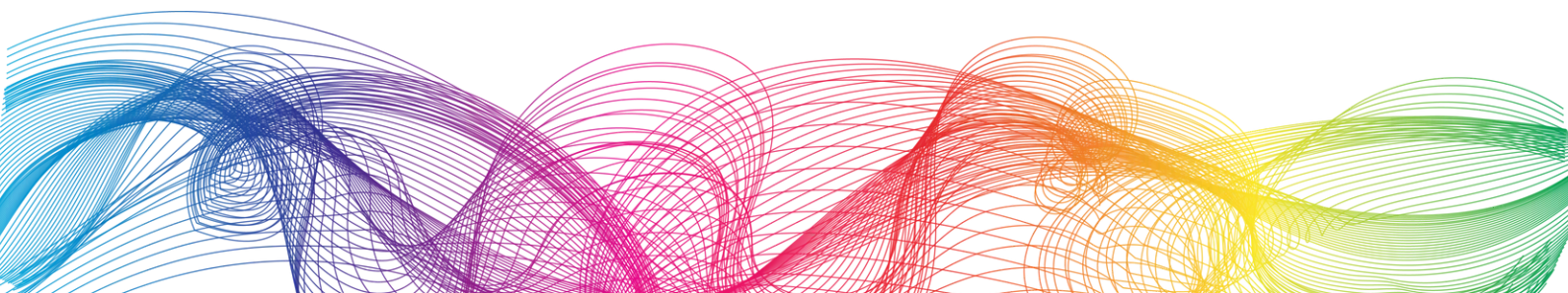
## ABOUT US

York Pride stands as the pinnacle of York's cultural celebrations — a vibrant, annual extravaganza that heralds the beauty of diversity within the LGBT+ community. As the largest event of its kind in North Yorkshire, and notably the biggest free one-day event York has to offer, it serves as both a jubilant celebration and a vital platform for raising awareness about key LGBT+ issues.

This event shines as a beacon of inclusivity, where entertainment and joy are interwoven with the spirit of unity. It's a day where families, friends, and allies come together in a harmonious display of support, creating a festival atmosphere where everyone is encouraged to be their authentic selves.

Behind the scenes, York Pride is brought to life by a dedicated cadre of volunteers, who tirelessly devote their time and energy throughout the year to elevate the Pride experience for everyone. This labour of love is fueled by the generous contributions from local businesses, the proceeds from sponsorship, personal donations, and the vibrant activity of stalls on Pride day, alongside a series of engaging fundraising events.

Your support is an investment in the values of diversity and acceptance, helping to ensure that York Pride continues to be a beacon of hope and joy for the LGBT+ and broader community. Join us in making a statement, in celebrating love, and in continuing the cherished tradition of York Pride.



## WHY GET INVOLVED



- York Pride is the largest free event in York, drawing over 20,000 attendees in 2024 alone.
- With excellent press coverage, both locally and nationally, York Pride is widely celebrated and reaches audiences far beyond the city.
- Our social media extends our impact even further, engaging over 100,000 people and showcasing our vibrant community spirit.
- We unite the City of York in a one-of-a-kind celebration, bringing together businesses, community groups, services, and more.
- Partner with us to show your staff, customers, and the local community your commitment to LGBT+ rights.
- Stand out as a beacon of inclusivity at an event that blends joy and entertainment with a powerful message of unity.
- Give back to York, and help make our city an even better place to live for everyone!





## WHAT HAPPENS ON THE DAY

The York LGBT+ Pride festival effortlessly blends the quaint charm of a traditional village fete with the electrifying energy of a pop music extravaganza.

York Pride begins with an exciting, colourful parade that snakes its way through the city towards the Knavesmire. At the heart of the celebration, the main stage bursts to life with upbeat pop anthems, creating a vibrant soundtrack for the festivities. In contrast, the Community Stage offers a retreat, where relaxed rhythms and local performances provide a tranquil haven for those seeking a more laid-back local atmosphere.

With an array of over 140 stalls, the festival caters to a diverse range of interests and tastes. Visitors can explore everything from charity and community stands to a fully licensed bar, alongside an eclectic mix of food vendors offering delectable treats. The festival also features dedicated spaces for families, a pulsating dance tent and a quiet/sensory area for those needing a moment of calm.

The excitement doesn't stop there — a sprawling fairground brings smiles to faces young and old, promising endless fun with its array of thrilling rides and games. York Pride truly offers a rich tapestry of experiences, ensuring that everyone, regardless of age, finds joy and celebration throughout the day.



## AWARD WINNING



York LGBT Pride celebrated an incredible year in 2024, firmly establishing itself as a key highlight of York's cultural calendar. Winning the prestigious Yorkshire Post Tourism Award 2024 and the York Mix Choice Award 2024—an accolade voted for by the public—demonstrates the event's outstanding impact and deep connection with the community.



These achievements, alongside being finalists in the Visit York Awards (for both 2024 and 2025) and the Little Vikings Awards, reflect our commitment to delivering an inclusive, family-friendly experience that resonates with a wide audience.



These milestones underscore York LGBT Pride's vital role in bringing tens of thousands of people together to celebrate diversity and community spirit. For sponsors, this is an exceptional opportunity to align with values of inclusivity and social impact. Partnering with York LGBT Pride not only offers unparalleled brand visibility but also connects your organisation with a vibrant, engaged audience that values meaningful, community-driven initiatives.

## SO WHERE DO YOU COME IN?



We've thoughtfully crafted a range of sponsorship packages to highlight the diverse opportunities available for your brand at York Pride 2025. Understanding that each business has unique goals and needs, we're pleased to offer fully customizable options, ensuring a seamless alignment with your specific objectives and budget.

Please take a moment to review the attached sponsorship packages, where you'll find a variety of exciting benefits and exposure opportunities that await your brand. We're more than happy to discuss any adjustments to ensure that your partnership with York Pride in 2025 perfectly supports your brand and business goals.

Together, with your support, we look forward to making York LGBT+ Pride 2025 our most memorable celebration yet!



# PLATINUM SPONSOR

As a Platinum Sponsor, your brand will enjoy unparalleled visibility and engagement at York Pride 2025. This premium package includes 30 York Pride wristbands and a prominent position in the York Pride Parade, ensuring maximum exposure. On Pride Day, you'll have a key stall location with an expansive 12m x 12m pitch, giving your brand an impressive platform to connect with the community.

Enhance your brand's reach with four dedicated social media posts, and enjoy ten tickets to the exclusive after-party for additional networking and celebration. Your sponsorship includes two 20-second digital ads on the main screen, a full-page advert in the digital pride guide, and a dedicated editorial news story on the York Pride website. To top it off, a large banner with your logo or design will be prominently displayed at the festival site, marking your brand as a central partner in this vibrant celebration of diversity and inclusion.

## **Platinum package summary:**

- Your link and logo on our website
- 80 x York Pride wristbands
- Entry into the York Pride Parade
- An extra-large stall pitch on the York Pride festival site
- 4 x Social Media posts
- 2 x 20 second Big Screen Ad at the Festival (Video or Static images)
- Editorial story to be published on the York Pride Website
- Full Page Advert in Digital Pride Guide
- Large Banner with your Logo/Design at the festival site

£9,500





## GOLD SPONSOR

As a Gold Sponsor, you'll enjoy a high-profile presence at York Pride 2025, with 25 exclusive wristbands and a prominent position in the York Pride Parade to showcase your brand's commitment. On Pride Day, you'll receive a prime stall position with an extra-large 12m x 12m pitch at the festival site, allowing ample space to engage with attendees.

This package also includes three targeted social media posts, a 20-second digital ad on the main screen for optimal visibility, and a dedicated editorial news story on the York Pride website to spotlight your support. Additionally, your logo will be featured in the digital pride guide, cementing your brand's role as a valued partner of York Pride.

### **Gold package summary:**

- Your link and logo on our website
- 28 x York Pride wristbands
- Entry into the York Pride Parade
- An extra-large stall pitch on the York Pride festival site
- 3 x Social Media posts
- 1 x 20 second Big Screen Ad at the Festival (Video or Static images)
- Editorial news story to be published on the York Pride Website

£6,500





## SILVER SPONSOR

As a Silver Sponsor, your brand will enjoy strong visibility and engagement at York Pride 2025. This package includes 15 York Pride wristbands and a prominent position in the York Pride Parade, ensuring your support is front and centre. On Pride Day, you'll benefit from a key stall location with a spacious 9m x 9m pitch, providing an excellent platform for interacting with attendees.

To further amplify your presence, this sponsorship includes two dedicated social media posts, allowing you to connect with our engaged online audience. Additionally, your logo will be featured in the digital pride guide, reinforcing your commitment to inclusivity and community support at York Pride.

### Silver package summary:

- Your link and logo on our website
- 18 x York Pride wristbands
- Entry into the York Pride Parade
- A large stall pitch on the York Pride festival site
- 2 x Social Media posts

£4,500



# SPONSORSHIP PACKAGES

PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER+	SUPPORTER
Your Link and Logo on our website	Your Link and Logo on our website	Your Link and Logo on our website	Your Link and Logo on our website	Your Link and Logo on our website	Your Link and Logo on our website
50 x York Pride wristbands	25 x York Pride wristbands	15 x York Pride wristbands	10 x York Pride wristbands	5 x York Pride wristbands	
Entry into the York Pride Parade	Entry into the York Pride Parade	Entry into the York Pride Parade	Entry into the York Pride Parade  OR	1 x 10 second Big Screen Ad in Festival (Video or Static images)	
An extra large stall pitch on the York Pride festival site.	An extra large stall pitch on the York Pride festival site.	A large stall pitch on the York Pride festival site.	A standard stall pitch on the York Pride festival site.		
4 x Social Media posts	3 x Social Media posts	2 x Social Media posts			
2 x 20 second Big Screen Ad at the Festival (Video or Static images)	1 x 20 second Big Screen Ad at the Festival (Video or Static images)				
Editorial news story to be published on the York Pride Website	Editorial news story to be published on the York Pride Website				
Full page Advert in Digital Pride Guide					
Large Banner with your Logo/Design at festival site					
£9,000	£6,500	£4,500	£2,750	£1250	£600



## GET IN TOUCH

Our sponsorship pack has been quite the chatty Cathy, answering all your questions except for one: why do we need your help?

Well, we're on a mission to make our 2025 event the most epic one yet. We're talking an A-list lineup that will blow your socks off! But, we need your support to make it happen.

We're not just looking for a one-time thing; we're after a long-term, mutually beneficial relationship with our sponsors and supporters. Trust us when we say that by supporting the York and North Yorkshire LGBT+ Community, your business will reap the rewards. Jump on board and let's chat more about how we can take this to the next level.

To chat further please email Greg Stephenson [greg.stephenson@yorkpride.org.uk](mailto:greg.stephenson@yorkpride.org.uk)

