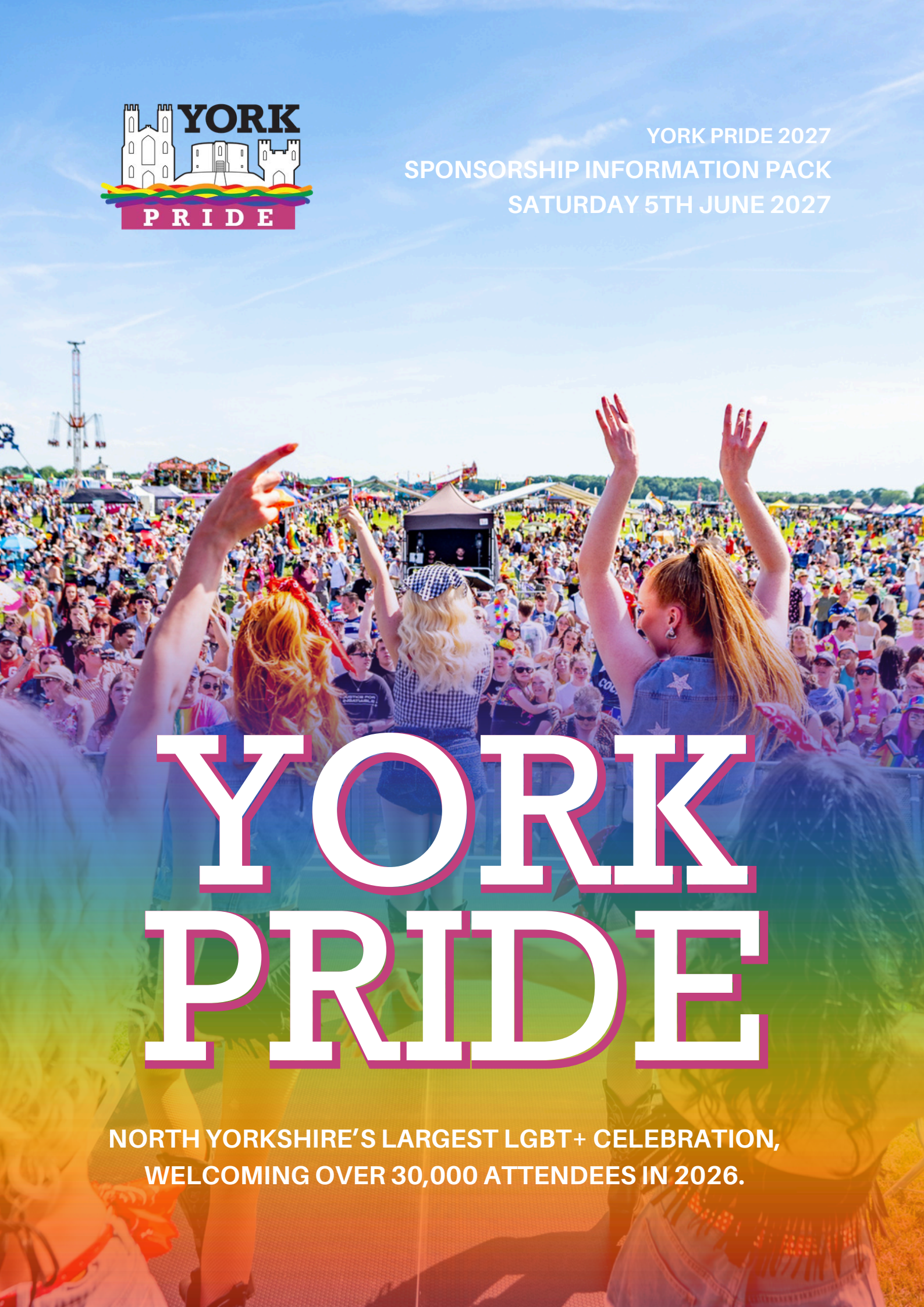
YORK PRIDE 2027
SPONSORSHIP INFORMATION PACK
SATURDAY 5TH JUNE 2027



YORK PRIDE

NORTH YORKSHIRE'S LARGEST LGBT+ CELEBRATION, WELCOMING OVER 30,000 ATTENDEES IN 2026.



Welcome & Overview

York Pride stands as the pinnacle of York's cultural celebrations, bringing together tens of thousands of people each year to celebrate diversity, equality, and inclusion. As the largest free one-day event in York and North Yorkshire's biggest LGBT+ celebration, it is both a jubilant festival and an important platform for visibility and community pride.

In 2026, more than 30,000 people joined us on-site at the Knavesmire, with a further 100,000 people engaging across the city. Our 2027 event promises to be even bigger, combining spectacular live entertainment, a vibrant parade, and an inclusive festival atmosphere that reflects the heart of York.

Behind the scenes, York Pride is powered by volunteers and community partners whose dedication makes the event possible. Sponsorship plays a vital role in delivering an accessible, professional, and high-impact event that remains free for everyone to enjoy.

Your partnership with York Pride is more than sponsorship; it is an investment in equality, community, and visibility. Together, we can create something extraordinary.









Why Partner with York Pride

York Pride offers businesses an unparalleled opportunity to connect with an engaged, loyal, and diverse audience while showcasing their commitment to inclusion and community values.

Key Highlights:

- Over 30,000 on-site attendees and 100,000+ city-wide visitors.
- 1.5 million social media views (Jan–July 2025).
- Coverage across national and regional press.
- 150+ stalls, stages, dance tents, and family zones across festival site.
- An award-winning event recognised for inclusivity and excellence.

Sponsorship at York Pride provides measurable brand impact and long-term visibility while supporting one of the UK's friendliest and fastest-growing Pride events.















What Happens on the Day?

York Pride begins with a colourful parade through the city centre, bringing thousands of people together in a joyful celebration of identity and unity. The parade leads to the Knavesmire, where the festival site comes alive with music, performances, stalls, and community engagement.

The festival field features:

- A professional main stage with live music and headline acts.
- Themed areas including a dance tent, cabaret stage, and family zones.
- Over 150 community, charity, and commercial stalls.
- A fairground, food village, and licensed bars.
- Accessibility support, welfare areas, and sensory spaces.

It's a full day of entertainment and celebration that unites York like no other event.








Past Acts & Highlights









York Pride has hosted a line-up that blends West End stars, chart-topping pop icons, Drag Race winners, and BBC-featured talent, showing the true scale of our festival.

We've proudly welcomed:

- **West End & Broadway icon:**
  - Kerry Ellis

- **Pop & Chart Stars:**
  - Nadine Coyle (Girls Aloud)
  - Kimberly Wyatt (Pussycat Dolls)
  - Claire Richards (Steps)
  - Max George (The Wanted)
  - Big Brovaz & Booty Luv
  - Marcus Collins
  - The Cheeky Girls

- **Drag & TV Icons:**
  - The Angels of the North (Ginger Johnson – RPDRUK S5 Winner, Michael Marouli & Tomara Thomas)
  - Danny Beard (RPDRUK S4 Winner)
  - La Voix (BGT finalist & RPDRUK)
  - Divina De Campo (RPDRUK S1 finalist)
  - Kitty Scott-Claus (RPDRUK finalist & West End performer)
  - Veronica Green (RPDRUK contestant).

- **Dance, Club & Tribute Acts:**
  - Soraya Vivian (international house music vocalist)
  - Janice D (north-east and international entertainer)
  - Eva Iglesias (Britain's Got Talent semi-finalist)
  - Tania Alboni (internationally acclaimed Amy Winehouse & Cher tribute)
  - Pet Shop Boys, Actually (tribute)
  - Making It Madonna (tribute)

- **Local Talent:**
  - Beth McCarthy (The Voice UK, BBC Introducing, Radio 1's Big Weekend)
  - Samantha Atkinson (X Factor 2016)
  - Rory Hoy (award-winning DJ, BBC Radio York)

From West End royalty and chart-topping acts to Drag Race stars and BBC-endorsed artists, York Pride offers a line-up with both national impact and local pride.

Sponsorship Opportunities

We are proud to offer a range of sponsorship opportunities designed to suit organisations of every size, from headline partners to local supporters. All packages are fully customisable, and we welcome discussions to tailor partnerships to your goals.

Principal Sponsor & Partner

Festival, Main Stage & Parade Sponsorship – £22,500

(Exclusive – Only one package available)

- Recognised as the official Main Sponsor/Partner on all printed and digital literature.
- Dedicated page on the York Pride website (over 60,000 unique visitors annually).
- 10 social media posts across York Pride platforms.
- Key position in the parade ahead of all other businesses.
- 4 representatives backstage on Pride Day as official guests.
- 80 York Pride wristbands.
- 20 tickets to the official after-party.
- Prime stall position on Pride Day.
- 2 x 30-second digital ads on the main stage screen.
- Main stage branding and opportunity to announce a key act.
- Guaranteed local radio interview and dedicated press release.
- Branding across the festival site and main stage.
- Opportunity for a representative to announce a key act on stage.
- Top banner logo on the York Pride website with link.
- Invitation to speak at the York Pride 2027 Launch Event.
- Large banner with your logo or design displayed prominently at the festival site.



Festival Sponsor

Festival & Main Stage Sponsorship – £15,000

(Exclusive – Only one package available if no Principal Sponsor established)

- Recognition as Festival Sponsor on all printed and digital materials.
- Dedicated page on the York Pride website (over 60,000 unique visitors annually).
- 5 social media posts.
- Parade inclusion.
- 50 York Pride wristbands.
- 8 after-party tickets.
- Prime stall position on Pride Day.
- 2 x 20-second main stage screen ads.
- Main stage branding and opportunity to announce a key act.
- Large footer logo with link on the York Pride website.
- Large Banner with your Logo/Design at the festival site.

Parade Sponsor

Official Parade Sponsorship – £15,000

(Exclusive – Only one package available if no Principal Sponsor established)

- Recognition as the official Parade Sponsor on all communications.
- Dedicated page on the York Pride website (over 60,000 unique visitors annually).
- 5 social media posts.
- Key position at the front of the parade.
- 50 York Pride wristbands.
- 8 after-party tickets.
- Prime stall position on Pride Day.
- 2 x 20-second digital ads on the main screen and in the parade.
- Large footer logo with link on the York Pride website.



Platinum Sponsor

£9,000

- Your link and logo on our website
- 50 x York Pride wristbands
- Entry into the York Pride Parade
- Extra-large 12m x 12m stall pitch as the 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.

Gold Sponsor

£6,850

- Website link and logo.
- 30 York Pride wristbands.
- Entry into the York Pride Parade
- Extra-large 12m x 12m stall pitch as the Festival Site.
- 3 social media posts.
- 1 x 20-second main stage ad (video or static).
- Editorial story on the York Pride website.

Silver Sponsor

£4,850

- Website link and logo.
- 20 York Pride wristbands.
- Entry into the York Pride Parade
- Large 9m x 9m stall pitch as the Festival Site.
- 2 social media posts.



Bronze Sponsor

£3,050

- Website link and logo.
- 10 York Pride wristbands.
- Parade entry or standard stall pitch.

Supporter+ Sponsor

£1,300

- Website link and logo.
- 5 York Pride wristbands.
- 1 x 10-second main stage ad (video or static).

Supporter Sponsor

£650

- Website link and logo.

Custom Partnerships

We recognise that every organisation has unique goals. Bespoke sponsorship opportunities can be developed to meet your marketing objectives, from naming rights to specific zone sponsorships, branded installations, or hospitality activations.

To discuss a tailored partnership, please contact us directly.



Sponsorship Summary

York Pride offers a range of sponsorship opportunities designed to suit businesses of all sizes and ambitions. Whether you want to take centre stage as our Principal Partner or show community support as a valued local sponsor, each package delivers measurable visibility, engagement, and impact.

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	30 x York Pride wristbands	20 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	£6,850	£4,850	£3,050	£1,300	£650





Get in Touch

We are building something extraordinary for 2027, and we want you to be part of it. York Pride is more than a festival; it is a statement of inclusion, creativity, and collaboration.

To discuss sponsorship opportunities or arrange a meeting, please contact:

Greg Stephenson
Sponsorship & Partnerships Lead
info@yorkpride.org.uk

Join us in making York Pride 2027 our most memorable celebration yet.

Socials
@yorkpride
(Facebook, Instagram)

Let's bring Pride to life – together