



# PRESTON PRIDE

## Sponsorship, Donations and Information for Stall holders 2017

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Preston Pride takes over the City's Flag Market on **Saturday 9th September** for our annual LGBT celebration

# Supporters' Overview

## Theme

The 50 year anniversary of part decriminalisation of homosexuality in the UK

## Rewards

A package of rewards are on offer for the best dressed & most creative stalls

## News

Neither Preston city nor the county council are able to support our event financially meaning we need the support of organisations like yours now more than ever.

Fortunately, we have Podio Magazine under our sleeves; a resource we can exploit to the advantage of our early bird supporters & sponsors (print deadlines apply)

## Podio

The Pride edition of this free seasonal publication is being put together & distributed courtesy of Preston-based social enterprise, GlobalAmigos.org.uk.



# 2017 Expectations

**“2017 looks likely to be our most promoted & best attended event to date”**

- Debs Bradshaw (Preston Pride, Chair)



## Daytime

Given year on year patterns & new partnerships already formed for 2017, we anticipate 3000-5000 individuals will engage during the course of the day



## Night time

400–500 guests are expected to attend the Dirty Harry's After Party based on previous numbers. The year-long build up & final act line up could increase this significantly.



## Media reach

Several thousand visits are expected to our newly developed website in the ten weeks leading up to our free community event.

The 'Pride Edition' of Podio will see up to 10,000 units printed & distributed in the run up to & during the course of the day. Many will remain on display via vendors until late October.

Our social media campaign is planned to reach a further 20,000 individuals across Lancashire (and beyond)

# Opportunities: Sponsors & Significant Supporters

Wish to play a leading role in supporting our free community event? We have two options, which can be as flexible as you wish; simply tell us what you'd like from the proposed benefits listed & we'll see what we can do. Note, these options include the benefits of a Premium Stall (if requested/required).



## Headline Sponsor

### You provide

- ★ £2000 cash donation or £3000+ worth of services/products

### You receive

- ★ A double page spread in Podio's Pride Edition (up to 10k units)
- ★ Logo displayed on homepage of prestonpride.com
- ★ Branding featured on the main stage during the event
- ★ A dedicated feature on PrestonPride.com & PodioMagazine.com
- ★ Priority stall at the community event & promotion at the evening event (if requested / attended)
- ★ Fortnightly Tweets & Facebook statuses leading up to the day
- ★ Branding on ALL marketing materials leading up to & on the day
- ★ Dedicated hourly shout outs during the community event
- ★ Up to 10x VIP Tickets for the Dirty Harry's After Party (evening event)



## Significant Sponsor

### You provide

- ★ a £250 - £1500 cash donation

### You receive

- ★ A full page advert in Podio Magazine's Pride Edition (up to 10k units)
- ★ A mention / feature on PrestonPride.com
- ★ Monthly Tweets & Facebook status dedications
- ★ Branding on some marketing materials leading up to the day
- ★ Dedicated shout out at the start / end of the community event
- ★ 6-8x VIP Tickets for the Dirty Harry's After Party (evening event)

Due to Preston City Council being unable to contribute financial support, we have had no choice but to apply a fee for all stall holders. We are consequently offering a much broader range of promotion & benefits for our supporters though.

Book before July 14th to ensure your organisation benefits from our partnership with Podio Magazine. All information was correct at the time of print but is subject to change. The options opposite are to act as a guide only.

We now have a Marketing Consultant as part of our Steering Group who is happy to discuss most appropriate options to ensure your organisation gets the most out of working with Pride. Please do use this as your opportunity to shine, as well as to support us.

# Stalls at Preston Pride 2017

Stall pitches are being offered on a first come first served basis. Different fees apply depending on whether you're a community group or charity versus a public or private organisation. We believe all fees could easily be recouped on the day simply by hosting a tombola (for example) on your stall...



## Premium Stall

Upgrade your basic stall to our Premium Stall Package for an extra £95

### You receive

- ★ A small advert in Podio Magazine (payment & details required by July 14th)
- ★ A dedicated Tweet / Facebook status prior to the event
- ★ Dedicated shout out during the course of the community event
- ★ Guaranteed photo op / mention after the event on [podiomagazine.com](http://podiomagazine.com)
- ★ 4x VIP tickets for Dirty Harry's After Party (evening fundraising event)



## Basic Stall

Charitable / Community Project = £25 fee  
Private / Public Sector = £75

### You receive

- ★ Allocated & pre-selected stall on the city's Flag Market
- ★ Freedom to distribute literature without applicable license
- ★ Freedom to sell, fundraise & promote your organisation all day
- ★ Gazebo, table and chair, allocated per pitch (if requested)
- ★ 2x VIP tickets into Dirty Harry's After Party (evening fundraising event)

## Creativity Reward

Prizes for the best dressed & the most creative stalls at this year's event!  
(Want to donate a prize? Get in touch!)

Pay in full before July 14th to ensure your organisation benefits from our partnership with Podio Magazine.

# Official Sponsor Logo

Sponsors and supporters of Preston Pride 2017 will receive an original and lite version of the **'Official Sponsor Logo'** in the following formats for use on their promotional material:

- ★ .EPS
- ★ .PDF
- ★ .JPG
- ★ .PNG



We encourage members of the public and local businesses to support those organisations who display the **'Official Sponsor Logo'**.

# Contacting Preston Pride

We do anticipate this year's event to sell out of pitches so please register and pay ASAP to guarantee your space. All information correct at the time of print.

## For Stalls

[stalls@prestonpride.com](mailto:stalls@prestonpride.com)

## For broader partnership opportunities

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## All other enquiries

[info@prestonpride.com](mailto:info@prestonpride.com)

