



**PRIDE  
CYMRU**

# **Sponsorship Information Pack 2024**

# A huge thank you to all our incredible partners from the past couple of years, including:



# About Pride Cymru



## The Charity

Pride Cymru campaigns for the advancement of LGBTQ+ equality, celebrates LGBTQ+ life and creates opportunities within local communities for LGBTQ+ people to thrive.

We are committed to diversity and inclusivity within our community and we challenge discrimination in all its forms. We are the largest LGBTQ+ charity in Wales and a leading voice within the UK-wide network of Pride organisations.

**Accessibility and equality for all!**

## The Event

Wales' biggest, most diverse and most inclusive event with over 50,000 participants across the weekend.

It is the 6th biggest Pride event across the UK.

Supported by Cardiff Council and Welsh Government.

There is a core team of 26 volunteers organising the event who are joined by over 120 additional volunteers stewarding the event in June.



[pridecymru.com](http://pridecymru.com)



Pride Cymru



@lgbtpridecymru

# What We've Achieved

'Attitude is Everything' Gold Status for our commitment to accessibility, making Pride Cymru the only event in Wales to have this award and one of only two Pride events across the UK to have reached this standard.



Community Stage, hosting a variety of local acts and young performers. At the 2023 event this stage was incredibly popular with guests, creating a great family friendly environment.



With investment from incredible sponsors, designated Youth and Family Areas are available for everyone to enjoy,



Support from The First Minister of Wales, who opened the Pride event with a welcome address. This drove significant media coverage.



Largest Pride March that has taken place in Cardiff. ever! Over 15,000 people marched



Increased Press coverage with printed features in the newspapers and online. Plus, TV and Radio coverage on S4C, BBC Wales, ITV Cymru & Capital FM Coverage was not only local but national with features on BBC One and ITV.

# Benefits of Sponsoring Pride Cymru



## Brand Loyalty

LGBTQ+ individuals are arguably the most brand-loyal community. In fact, 76% of LGBTQ+ people say they are more likely to buy from a brand that they see as LGBTQ+ friendly, while only 11% of the community say friendly brands do not affect their purchasing decision. In addition to supporting queer positive brands, the community also has a powerful voice for change and support from organisation amplify their voice.

## Disposable Income

Beyond brand loyalty, the LGBTQ+ community is often in a position to spend more money than their heterosexual counterparts. Gay male couples make on average 55% more than straight couples, while lesbian couples make on average 11% more.

# Sponsorship Packages 2024

## Bronze Package

Parade Entry  
Logo on Website as a Sponsor  
Logo on Event Guide

## Silver Package

Parade Entry  
Logo on Website as a Sponsor  
Side Screen Advert  
Social Media Announcement  
Logo on Event Guide  
50 x Standard Entry Tickets  
25 x VIP Entry Tickets

## Gold Package

Premium Position in the Parade  
Market Stall  
PED Fencing x 5  
Logo on Website as a Sponsor  
Side Screen Advert  
Social Media Announcement  
Logo on Event Guide  
75 x Standard Entry Tickets  
50 x VIP Entry Tickets

## Platinum Package

Premium Position in the Parade  
plus Static Vehicle  
Market Stall  
PED Fencing x 15  
Logo on Website as a Sponsor  
Side Screen Advert  
Social Media Announcement  
Logo on Event Guide  
100 x Standard Entry Tickets  
75 x VIP Entry Tickets  
Onsite Activation Space



Please note prices are plus VAT

# Sponsorship Packages 2024

How about making a impact by sponsoring a fabulous area during Pride Weekend? The following areas are available to sponsor:



**Access Area**

**Family Area**

**Youth Area**

**VIP Area**

**Parade  
Sponsor**

**e-Ticket  
Sponsor**

**Volunteer  
Sponsor**

Each area/sponsorship are £5,000 plus a sponsorship package of your choice

For example, Family Area plus Silver Package = £10,000 plus VAT

# Hotel Contra Partnership Package

## We Provide:

- Logo on Website as a Sponsor
- Social Media Announcement
- Logo on Event Guide
- Parade Entry
- 10 x Standard Entry Tickets
- Pre Built Market Stall

## You Provide:

- Hotel rooms to the value of £2,000 plus VAT
- Use of conference space if available

**Total Value £2,000 plus VAT**





 pridecymru.com

 Pride Cymru

 @lgbtpridecymru



**Join us on the 22nd & 23rd of June 2024 for our big event!  
Keep an eye out on our socials for updates.**

**For more information on sponsorships, please contact  
[sponsorship@pridecymru.com](mailto:sponsorship@pridecymru.com)**

