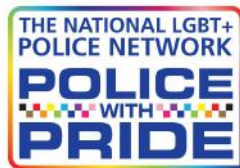




**PRIDE
CYMRU**

**Pride Cymru 2023
Partnerships**

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



About Pride Cymru



#UniqueandUnited



The Charity

Pride Cymru campaigns for the advancement of LGBT+ equality, celebrates LGBT+ life and creates opportunities within local communities for LGBT+ 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 LGBT+ charity in Wales and a leading voice within the UK-wide network of Pride organisations.

Accessibility and equality for all!

www.pridecymru.com

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 22 volunteers organising the event who are joined by over 120 additional volunteers stewarding the event in June.



 @lgbtpridecymru

 @Pride Cymru

 Pride Cymru

 Pride Cymru

 Pride Cymru

What we achieved over the last few years.

- ❖ **'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.
- ❖ **New dedicated Youth Area and Family Zone** in Alexandra Gardens with investment from dedicated sponsor proved extremely popular.
- ❖ **New Community Stage** hosted various local acts and young performers
- ❖ **New Partnerships with ITV and Capital FM** continuing into 2023
- ❖ **The First Minister of Wales led the Pride march** and addressed the crowd from the main stage. This drove significant media coverage across broadcast and social media.
- ❖ **Biggest, most inclusive, most diverse range of acts** and stages ever, which included Mel C, Boney M, Bimini, Kelli-Leigh and many more. This year's lineup is looking to be even more diverse with an increase in welsh speaking artists and some exciting headliners yet to be announced.
- ❖ **Largest Pride March** that has taken place in Cardiff, ever! Over 15,000 marched.
- ❖ **The Parade was live streamed on social media** for the first time, and we had 11,000+ new followers across our social accounts.
- ❖ **Increased Press coverage** with printed features in the Western Mail, South Wales Echo & Buzz magazine to name a few. 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.
- ❖ **38% of Big Weekend visitors stayed in city centre hotels** or rented accommodation over the duration which is an increase from 23% in 2018.

What our sponsors and supporters say

South Wales Police D. C. Scot Anderson

"South Wales Police has been sponsoring Pride Cymru for a number of years now. The process is always pleasant and the benefits to both the local police service and the communities that we serve are valued and bring a truly positive impact on those that attend the event.

The sponsorship provides us with the ability to attend and participate in the excellent parade, inviting colleagues from around the country to join us. We also benefit from a stall to engage with the public and a number of entry wristbands for our team across the weekend.

Our sponsorship funds are used to provide accessibility solutions to the event including BSL translators, viewing platforms, accessible toilet facilities and also quiet areas. These facilities really benefit those that use them and have assisted Pride Cymru in achieving Gold Accreditation from Attitude Is Everything, an award only held by two Pride events nationally."

Aberystwyth University R. Fielding

"We are so proud to have been part of Pride Cymru in 2019. Aberystwyth University has been a supporter of the Big Weekend for many years now and we can't wait to work with the team behind the event again. The commitment from its committee and volunteers is incredible. There is a real sense of belonging and of community at the event that we have not experienced at any other event. Long may Pride Cymru continue! We have found them to be accommodating and understanding of our objectives and we receive so much positive feedback from our employees about how much they enjoy the event."



Admiral Nick Mansfield-Stuthridge

"We have been a proud sponsor of Pride Cymru since 2000 and as one of Wales largest employers it's an important way to demonstrate our commitment to LGBT+ diversity and inclusion. Our support also means we are able to engage our employees in the event through participating in the parade, volunteering at the event and celebrating Pride with their families and friends. Throughout our long-standing relationship, we have been impressed by the passionate commitment of the team of volunteers who have built the event from its small beginnings to a national 3-day celebration.

The Pride team are professional and passionate about what they do, and that passion is contagious. We challenge ourselves every year to come up with something new to bring to the event and working with Pride Cymru, we always manage to surprise ourselves. It is a privilege to work with Pride Cymru and the event is something we look forward to every year."

SPONSORSHIP PACKAGES	THE RED HEADLINE PACKAGE £25,000 - SOLD	THE ORANGE PACKAGE £12,500	THE YELLOW PACKAGE £8000	THE GREEN PACKAGE £3750	THE BLUE PACKAGE £1500
Branding/Link on website as sponsor	✓	✓	✓	✓	✓
Social media announcement and sponsor generated content	✓	✓	✓	✓	✓
Logo on event guide/maps	✓	✓	✓	✓	✓
Parade entry option (walking group as agreed)	Prominent position and unlimited space for walking group	Premium position with space for large walking group	Space for large walking group	Space for walking group	
Tickets option (split over sat/sun as agreed)	100 standard + 70 VIP	75 standard + 45 VIP	50 standard + 25 VIP	10 Standard + 5 VIP	
Main stage side screen advert	✓	✓	✓		
Event branded heras fencing (inc 3 panels - design to be provided)	✓	✓	✓		
Market stall option (pre-built 3mx3m)	✓	✓	✓		
Exclusive option as part of package	A. Sector exclusivity B. Main stage naming - all stage branding and screens featuring name and logo, and all publications media references to include naming in lead up to event. C. Media mentions - press release confirming partnership and reference in all media/press activities.	A. Sector exclusivity. B. Media mention - press release confirming partnership and reference in media/press. C. 25% reduction off other options - see page 7 for availability.			

At Pride Cymru, we offer a number of opportunities for companies and supporters to be creative and interactive in their promotion and involvement. We believe in keeping our packages as flexible as possible depending on your priorities and aims. Get in touch!

Extra branding opportunities

Access sponsor £5,000 Branding and exposure/marketing opportunities

Dance Stage sponsor £5,000 Stage branding/naming opportunities

Family Area Sponsor £5,000 Branding/naming opportunities and also involvement in entertainment/content of area

Youth Area Sponsor £5,000 Branding/naming opportunities and also involvement in entertainment/content of area - The brand new designated Youth area at Pride Cymru is a partnership between Pride Cymru, Cardiff Youth Service, Impact lgbtq+ Cardiff and Goodvibes lgbtq+ Swansea with support from many other lgbt+ youth groups in Wales. It will feature information and support services plus activities and entertainment .

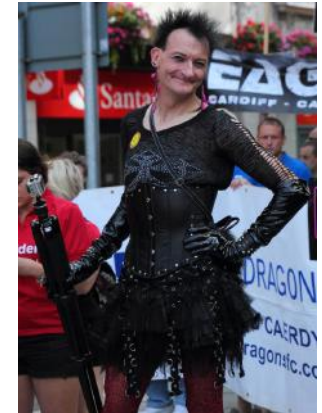
Parade Sponsor £5,000 - SOLD Branding/naming opportunity and key position in parade and marketing

VIP Area Sponsor £5,000 Branding exposure and promotion opportunities

Volunteer/Crew Sponsorship £4,000 - SOLD Branding on up to 250 volunteer/crew t-shirts and uniforms - maximum exposure

Our packages involve a variety of benefits and we can offer bespoke sponsorship options to meet your individual needs.

Should you have any ideas you would like to discuss, please contact our sponsorship team: dee@pridecymru.com



Hotels Contra Partnership Package



We Provide:

- Branding/Link on website as sponsor
- Social media announcement and sponsor generated content sharing
- Logo on event guide/maps
- Parade entry option (walking group)
- Tickets option - 10 x Standard (split over sat/sun as agreed)
- Market Stall - 3m x 3m pre built

Total Value £2,000 plus VAT

You Provide:

- Hotel rooms to the value of £2000 plus VAT
- Use of conferencing facilities (if available)

Total Value £2,000 plus VAT



#UniqueandUnited





**PRIDE
CYMRU**

Join us on 17th & 18th June 2023 for our big event!
Keep an eye out on our socials for updates.

For more information on sponsorships, please contact
dee@pridecymru.com

 @lgbtpridecymru

 @Pride Cymru

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