



## **SPONSORSHIP PACKAGES 2007**

**Europe's largest free LGBT park event and the best parade in the UK  
Attended by 120,000 at Preston Park and over 160,000 to the city**

It gives us great pleasure to be able to present you with the opportunities available to you and your organisation to be involved with the UK's biggest, brightest and favourite Pride Festival, Pride by the Sea – Pride in Brighton & Hove!

As a registered charity, our aim is to raise awareness and educate around issues affecting the Lesbian Gay Bisexual and Transgender community not only in Brighton and surrounding districts, but across the UK. We support other voluntary sector groups, working towards the elimination of exclusion, disadvantage and discrimination.

There are opportunities for branding and marketing to put your organisation at the forefront of recognition within a significant market segment. We stage Winter Pride, a Summer Festival and a host of other events all of which show year-on-year growth and reach increasing audiences. We have strong brand identity and a reputation for success.

We are renowned for our ability and willingness to tailor packages and arrangements to suit you. Once you have had an opportunity to peruse the brochure we would be delighted to discuss your needs.

**Please contact the Pride Office for further information or to arrange a meeting;**

**01273 773959**

**[office@brightonpride.org](mailto:office@brightonpride.org)**

**[www.brightonpride.org](http://www.brightonpride.org)**

**Packages** – Four levels of sponsorship from Bronze @ £5,000 to Platinum @ £40,000.  
Please note; we can tailor packages to suit your business requirements

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**Branding Opportunities** – all opportunities available within various packages

***Pages 3 & 4***

## PACKAGES 2007

BRIGHTON PRIDE SPONSORSHIP 2007		PLATINUM	GOLD	SILVER	BRONZE
		£40,000	£25,000	£10,000	£5,000
<b>BRANDING</b>					
	Posters & Flyers	√	√	√	√
	Advertisements	√	√	√	√
	Banners in Preston Park	√	√	√	√
	City Lamp-post Banners	√	√	√	√
	Website	√	√	√	√
	Official Guide	√	√	√	√
	Pride in Pictures	√	√	√	√
	All Pride correspondence	√			
	Pride merchandising and T'Shirts	√			
<b>ADVERTISEMENTS</b>					
	Official Guide	<i>double page</i>	<i>full page</i>	<i>half page</i>	
	Pride in Pictures	<i>double page</i>	<i>full page</i>	<i>half page</i>	
	Website Home Page Banner	√			
	Website Home Page Link	√	√		
<b>PARADE</b>					
	Float entry	√	√	√	√
	Promotional Activities	√	√		
<b>PARK</b>					
	Branding of major park attraction	√	√		
	Stall in Market	√	√	√	
	Exhibition Space	√	√	√	
	Promotional Activities	√	√	√	
<b>VIP AREA</b>					
	Six invitations	√	√	√	√
	Ten hospitality invitations	√			
<b>POST PRIDE PARTY</b>					
	Six invitations	√	√		
	Ten hospitality invitations	√			
<b>ACCOMMODATION</b>					
	Two double rooms @ a premier hotel	√	√		
	Five double rooms @ a premier hotel	√			

## **BRANDING OPPORTUNITIES – PRIDE 2007**

**All correspondence & printed material** to include Pride Headed paper, newsletters, all general and official correspondence, year-round promotional material from an agreed start date.

**Advertisements** in local and national newspapers and magazines scheduled to run from at least March through to the festival in August.

**Banners** in Preston Park supplied by the sponsor, positioning, size and quantity to be agreed as part of the package. For example a Bronze package would allow for up to 4 banners in key locations or a Gold package would allow for up to 10 banners to be placed in prime locations on Preston Park and Madeira Drive.

**City Lamp-post Banners** will include the sponsor's logo on at least half of the banners that are prominently displayed throughout the festival week in the City centre.

**Website** presence to include a link for all sponsors and description of their services and involvement with Pride.

**Official Guide** to include logo and information on each sponsor including any particular attraction they are directly sponsoring.

**Pride in Pictures** to include logo placement. There are opportunities for pictorial placement depending on the level of sponsorship.

**Posters & Flyers** to include all sponsors logos for displayed just prior and during the Festival week.

**Pride merchandising and T'Shirt** branding available to highest level of sponsorship with their logo placed on any and all Pride merchandising that is produced and T'Shirts worn by personnel and volunteers.

## **ADVERTISEMENTS**

**Official Guide** advertisement available within three of the packages from half page up to a double page spread.

**Pride in Pictures** advertisement available within three of the packages from half page up to a double page spread.

**Website Home Page Banner** for the highest level of sponsorship to be displayed year from an agreed date

**Website Home Page Link** displayed from date of the agreement through to and including the Festival week.

## **PARADE**

**Float Entry** for an agreed amount of vehicles or walking tableaux

**Promotional Activities** such as sampling, distribution etc on the Parade and at the start of the Parade at Madeira Drive.

## **PARK**

**Branding of major park attraction** such as the People of Colour tent, Access area, women's performance stage, first aid points, toilets, market, line dancing tent, members area etc.

**Stall in Market** to include infrastructure and canopies

**Exhibition Space** in an agreed area of Preston Park

**Promotional Activities** such as sampling, distribution etc on Preston Park

## **VIP AREA**

Hospitality for group of up to six in the exclusive members and VIP area to include food and drink, with reserved seating

Hospitality for a further ten in the exclusive members and VIP area to include food and drink, with reserved seating

## **POST PRIDE PARTY**

Hospitality for group of up to six at the Post Pride party in the City in the designated VIP area.

Hospitality for a further ten at the Post Pride party in the City in the designated VIP area.

## **ACCOMMODATION**

**Two double rooms @ a premier Brighton Hotel** for two nights to include breakfast.

**Five double rooms @ a premier Brighton Hotel** for two nights to include breakfast.