



HOW TO GET INVOLVED

***ADVERTISING
PARADE
SPONSORSHIP***

WWW.CHESTERPRIDE.CO.UK



WELCOME TO CHESTER PRIDE 2026

Chester Pride is an established LGBT+ charity that advocates, celebrates and champions LGBT+ causes and issues within the local Chester community and beyond. Our annual Pride event, taking place each August, welcomes thousands of guests to the city for a day of entertainment and education, whilst our bright and colourful walking parade, through the heart of the city centre, see tens of thousands more line the streets in support.

Within this brochure are several ways that your business or organisation can get involved with Chester Pride, either through our main event in August or as a supporter all year round. We have a variety of cost-affordable packages to suit all budgets and needs.

Sadly in 2025, 14 UK Pride events had to cancel, reschedule or downsize due to a decline in financial support. Unfortunately, like all similar charities, Chester Pride relies heavily on support from local organisations, both in terms of financial contributions as well as volunteering and logistical support. It is for this reason that we hope your organisation is able to support us, both in delivering our annual event but also our other year-round projects which enhance the lives of the local LGBT+ community here in Chester and the North-West.

WWW.CHESTERPRIDE.CO.UK

CHESTER PRIDE 2025

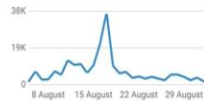
SOCIAL MEDIA IMPACT

Facebook Followers 15,299 Instagram 5,138

This is a sample of our numbers achieved across Facebook & Instagram which saw on average an increase against our 2024 social media reports.

Reach ⓘ

109.0K ↑ 19.9%



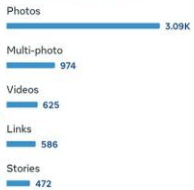
Views ⓘ

474.7K ↑ 42.9%



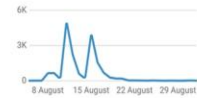
Content interactions ⓘ

↑ 52.4% in the last 28 days



3-second views ⓘ

16.7K ↑ 1.3K%



Content interactions ⓘ

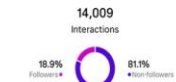
5.9K ↑ 52.4%



Interactions ⓘ

Last 30 days ▾

3 Aug - 1 Sep



By content type



Views ⓘ

Last 30 days ▾

3 Aug - 1 Sep



Accounts reached 220,772 +773.3%

By content type



Followers ⓘ

Last 30 days ▾

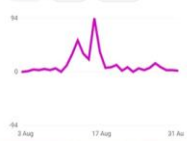
3 Aug - 1 Sep

Growth

Overall 386
Follows 450
Unfollows 64

Follower details

Overall Follows Unfollows



Content ⓘ

All

Last 30 days

🔍

Views



WWW.CHESTERPRIDE.CO.UK

SPONSORSHIP PACKAGES

Premier Partner

£19,500+ vat

12 Month Package

As the Premier partner to Chester Pride, you will enjoy the following as part of your sponsorship package:

- ◇ **Logo added to the Chester Pride logo “In Partnership with”**
- ◇ **Logo added to all digital & printed advertising of the main event**
- ◇ **Mainstage branded with your logo and referred to as “Your Brand Mainstage”**
- ◇ **Minimum of 4 branded heras fence banners around the mainstage area**
- ◇ **Full page advert in our digital & printed pride guide**
- ◇ **250-word welcome speech in the pride guide**
- ◇ **Up to 5-minute welcome speech on the Mainstage**
- ◇ **Digital screen advert**
- ◇ **3m x 3m sponsors & partners stall in the sponsors’ zone**
- ◇ **Logo added to “Sponsors & Partners” social media slide, pride guide page & on our website**
- ◇ **Priority entry into the Chester Pride parade**
- ◇ **Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ **Up to 50 “Sponsors & Partners” entry wristbands**
- ◇ **Regular mentions on our social media platforms**
- ◇ **Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Youth Pride Partner

£7,500+ vat

12 Month Package

Following the success of our “Youth Pride Take Over” & feedback from the main event, we are launching Youth Pride as its own standalone event and hosting a “Youth & Families Tent” at the main event.

- ◇ Logo added to all Youth Pride related digital, social media & printed advertising**
- ◇ Logo added to the volunteer high-vis jackets at the stand-alone event**
- ◇ Full page advert in our digital & printed pride guide**
- ◇ Digital screen advert**
- ◇ 3m x 3m sponsors & partners stall in the sponsors’ zone**
- ◇ Logo added to “Sponsors & Partners” social media slide, Pride guide page & on our website**
- ◇ Logo added to the heras fence size tent advert**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ Up to 25 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Parade Partner

£6,500+ vat

12 Month Package

The Chester Pride parade is a unique sponsorship opportunity not only receiving the main event exposure but also the chance to advertise your brand to an estimated 5,000 spectators lining the streets of Chester.

- ◇ Logo added to a minimum of 25 event fence banners spread out across the parade route**
- ◇ Logo added to all “Parade” related digital social & printed advertising**
- ◇ Full page advert in our digital & printed pride guide**
- ◇ Digital screen advert**
- ◇ 3m x 3m sponsors & partners stall in the sponsors’ zone**
- ◇ Logo added to “Sponsors & Partners” social media slide, Pride guide page & on our website**
- ◇ Logo added to the heras fence size tent advert**
- ◇ Lead entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site.**
- ◇ Up to 25 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Charity Staffing Partners

£5,000+ Vat

12 Month Package

Chester Pride is much more than a one-day event and with this in mind, permanent members of staff are required to take on tasks that our volunteers cannot dedicate the much-needed time for; by sponsoring a member of staff, we are able to continue with our year-round activities.

- ◇ A minimum of 2 heras fence banners spread across the main event site**
- ◇ Logo added to all staff related recruitment and promotion including a new monthly update of what the team have achieved**
- ◇ Logo added to branded Chester Pride uniform
“Staff empowered by YOUR LOGO”**
- ◇ Full page advert in our digital & printed Pride guide**
- ◇ Digital screen advert**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**
- ◇ Up to 25 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Community Engagement Partners

£5,000+ Vat

12 Month Package

Chester Pride is much more than a one-day event and to help us grow our all-year-round reach, we are looking for new Community Engagement Partners to help us deliver this vital work such as:

- ◇ **Annual focus events like World Aids Day & visibility days**
- ◇ **Free Christmas Day meal**
- ◇ **Foodbank campaign**
- ◇ **Social & focus groups**
- ◇ **Free coffee mornings at the Rainbow Tea Rooms**

- ◇ **A minimum of 2 heras fence banners spread across the main event site**

- ◇ **Logo added to all “Community Engagement” digital, social media and printed adverts**

- ◇ **Full page advert in our digital & printed pride guide**

- ◇ **Digital screen advert**

- ◇ **Priority entry into the Chester Pride parade**

- ◇ **Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**

- ◇ **Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**

- ◇ **Up to 25 “Sponsors & Partners” entry wristbands**

- ◇ **Regular mentions on our social media platforms**

- ◇ **Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Icons of Pride Stage

£3,500+ vat

12 Month Package

12 Month Package

Our Icons stage is named yearly after local icons of the LGBT+ community; in 2025 we carried The Vivienne's name and in 2026 will carry local drag queen and campaigner Lavina. This stage is our over 18's stage that boasts some of the UK's best drag, burlesque and alternative cabaret, along with a platform for new up and coming talent.

- ◇ Heras fence banners at the entrance to the tent and logo added to the back drops on the stage
- ◇ Logo added to all "Icons of Pride Stage" related digital, social & printed advertising
- ◇ Half page advert in our digital & printed pride guide
- ◇ Digital screen advert
- ◇ Priority entry into the Chester Pride parade
- ◇ Logo added to a minimum of 5 x "Sponsors & Partners" heras fence banners around the main event site
- ◇ Logo added to our social media slides, website and digital advertising in the "Sponsors & Partners" section
- ◇ Up to 20 "Sponsors & Partners" entry wristbands
- ◇ Regular mentions on our social media platforms
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets

ADVERTISING SIZE & DEADLINE

W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Sustainability Partners

£3,500+ vat

12 Month Package

As an event, we try to minimise our environmental impact where we can whilst navigating the challenges thrown up by such a large-scale event. Sponsoring this package allows us to continue our focus on sustainability and minimising our impact on the environment.

- ◇ Free canned water provided by “Your Logo” along with logo added next to the free water refill station**
- ◇ Logo added to all “Sustainability” related digital, social & printed advertising**
- ◇ Half page advert in our digital & printed pride guide**
- ◇ Digital screen advert**
- ◇ Logo added to social media, digital and printed advertising about our “new for 2026 reusable cup scheme”**
- ◇ Logo added to all bins encouraging people to use the right bins along with signage around the event site**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site.**
- ◇ Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” sections**
- ◇ Up to 25 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Accessibility Partners

£3,500+ vat

12 Month Package

We are proud that Chester Pride is an event for everyone, regardless of any accessibility issues and we try our best to provide several services to assist all guests, including:

- ◇ BSL interpreters on our Main stage and Icons stage**
- ◇ Larger viewing platform to the Main stage**
- ◇ Noise cancelling headphones**
- ◇ Large-print site maps & Pride guides**
- ◇ Accessible toilets**

As part of your package you will receive:

- ◇ A minimum of 1 x heras fence banner & 2 x event fence banners around the accessible viewing platform**
- ◇ Logo added to all “Accessible” related digital, social & printed advertising**
- ◇ Half page advert in our digital & printed Pride guide**
- ◇ Digital screen advert**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**
- ◇ Up to 25 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Volunteer Partner

£3,000+ vat

12 Month Package

Volunteers are a lifeline to our event, it simply could not happen without a dedicated team of hard working individuals who take on many tasks from setting up the event to waste management and everything in between! By sponsoring the volunteer team, we are able to equip them with the essentials and offer much needed food and energy throughout the event.

◇ Logo added to 6" name badges worn by all volunteers on the main event

◇ Logo added to all "Volunteer with us" related digital, social & printed advertising

◇ Half page advert in our digital & printed pride guide

◇ Digital screen advert

◇ Logo added to "Sponsors & Partners" social media slide, Pride guide page & on our website

◇ Logo added to the volunteer hut

◇ Priority entry into the Chester Pride parade

◇ Logo added to a minimum of 5 x "Sponsors & Partners" heras fence banners around the main event site

◇ Up to 25 "Sponsors & Partners" entry wristbands

◇ Regular mentions on our social media platforms

◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets

ADVERTISING SIZE & DEADLINE

W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Wellbeing Zone Sponsors

£2,500+ vat

12 Month Package

Our Health, Life & Wellbeing zone is one of the largest at any Pride event in the country and boasts vital services, charitable organisations & other essential products/services.

- ◇ Heras fence banners at the entrance to the tents with your logo added**
- ◇ Logo added to all “Wellbeing Zone” related digital, social & printed advertising**
- ◇ New and improved alcohol-free chill out zone to carry your logo on all advertising for the new area**
- ◇ Half page advert in our digital & printed pride guide**
- ◇ Digital screen advert**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**
- ◇ Up to 20 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Infrastructure Sponsors

£2,000+ Vat

12 Month Package

One of our largest overheads is the infrastructure costs for the event, which includes logistical equipment, technology and all-year-round storage facilities. By sponsoring this package you help to ensure a smoother and more efficient operation in terms of event set up, delivery and take down.

- ◇ A minimum of 4 heras fence banners spread across the main event site**
- ◇ Logo added to all “Infrastructure” digital, social media and printed adverts**
- ◇ Full page advert in our digital & printed pride guide**
- ◇ Digital screen advert**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**
- ◇ Up to 15 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Podcast Sponsors

£2,000+ Vat

12 Month Package

The “Chester Pridecast” is now in its’ fourth season with shows tackling topics such as current affairs, mental and sexual health, highlighting campaigns and inequality towards the LGBT+ community, as well as more light-hearted content. The Pridecast team are also seen across the main event interviewing artists, sponsors, volunteers and our guests with a varied array of segments that are then shown across our social media platforms and YouTube channel.

- ◇ **Branded jingle at the beginning of every podcast episode**
- ◇ **Logo added to all “At Pride Segments”**
- ◇ **Exclusive podcast episode to get to know your brand and team**
- ◇ **Logo added to podcast themed shed at the main event**
- ◇ **Half page advert in our digital & printed pride guide**
- ◇ **Digital screen advert**
- ◇ **Priority entry into the Chester Pride parade**
- ◇ **Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ **Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**
- ◇ **Up to 15 “Sponsors & Partners” entry wristbands**
- ◇ **Regular mentions on our social media platforms**
- ◇ **Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026

SPONSORSHIP PACKAGES

Community Zone Sponsors Starting from £1,750+ Vat 12 Month Package

Chester Pride is pleased to have several dedicated zones at Pride that focus on different parts of our community, such as our Older Persons, Youth & Families and Trans & Non-Binary zones. By sponsoring a zone, you allow us to create a tailored program of events to engage and educate our community and its allies.

- ◇ Heras fence banners at the entrance to the zone**
- ◇ Logo added to all “Community Zone” related digital, social & printed advertising**
- ◇ Half page advert in our digital & printed pride guide**
- ◇ Digital screen advert**
- ◇ Priority entry into the Chester Pride parade**
- ◇ Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site**
- ◇ Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” section**
- ◇ Up to 15 “Sponsors & Partners” entry wristbands**
- ◇ Regular mentions on our social media platforms**
- ◇ Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADVERTISING SIZE & DEADLINE

**W 99mm x 105mm H saved as a PDF or PJEG using CMYK Colour with a minimum resolution of 300 pixels/inch
REQUIRED BY 01.07.2026**

SPONSORSHIP PACKAGES

Event Sponsors

£1,000+ Vat

12 Month Package

One of our largest costs in the infrastructure costs for the event, van hire and our all-year-round storage facilities, by sponsoring this package it means we can use items that help us with a smoother operation in set up, delivery and take down of the event.

- ◇ **Priority entry into the Chester Pride parade**
- ◇ **Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site.**
- ◇ **Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” sections**
- ◇ **Up to 10 “Sponsors & Partners” entry wristbands**
- ◇ **Regular mentions on our Social Media platforms**
- ◇ **Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

Event Supporters

£750+ Vat

12 Month Package

- ◇ **Logo added to a minimum of 5 x “Sponsors & Partners” heras fence banners around the main event site.**
- ◇ **Logo added to our social media slides, website and digital advertising in the “Sponsors & Partners” sections**
- ◇ **Up to 5 “Sponsors & Partners” entry wristbands**
- ◇ **Press release announcement of your partnership on our social media, local press and national LGBT+ press outlets**

ADD ON ITEMS TO ALL PACKAGES

HERAS FENCE ADVERTISING £150 PER BANNER PRINTED

DIGITAL SCREEN ADVERTISING £50 PER ADVERT SHOWN ON THE MAIN STAGE

SPONSORS ZONE TENT £275+VAT 3X3 TENT

JOIN OUR 2026 PARADE

The Chester pride parade is a great way to showcase your business, charity or organisation and the positive messaging and support you promote for the lgbt+ community, our walking parade takes place through the streets of Chester and is seen by large crowds lining the parade route.



CHARITIES, NOT FOR PROFIT OR SUPPORT SERVICES
Entry fee £0.00 for up to 25 paid employees

CHARITIES, NOT FOR PROFIT OR SUPPORT SERVICES
Entry fee £75 + VAT for up to 50 Paid employees

CHARITIES, NOT FOR PROFIT OR SUPPORT SERVICES
Entry fee £150 + VAT for 150 employees or more

**BUSINESSES & PROFIT OR REVENUE
ORGANISATIONS**

£150 + VAT for up to 25 employees

£250 + VAT for between 25 & 50 employees

£500 + VAT for over 50 employees



**TO APPLY VISIT WWW.CHESTERPRIDE.CO.UK AND
FILL OUT THE FORM IN THE PARADE SECTION OF
THE WEBSITE**

ADVERTISE AT CHESTER PRIDE

DIGITAL SCREEN

Advertise on our main stage via our digital video wall, a great chance to advertise still adverts or video adverts on the main stage between acts

Prices start from £50 + VAT per advert

HERAS FENCE BANNER

Heras fence banners are a great visible advert placed around the event site in prominent areas for guests to see your advertising

Prices start from £125 + VAT per advert

PRIDE GUIDE

Our pride guide is a pocket friendly DL size guide both in digital and print format that allows guests to see the offering of the event along with a selection of adverts

Half Page Advert £100 + VAT

Full Page Advert £175 +VAT

SPONSOR ZONE STALL

Our sponsor stalls are a great way to directly engage with guests to showcase a product or service

3MX3M Stalls are priced at £550 + VAT

**TO ARRANGE ANY OF THE ABOVE, PLEASE
EMAL INFO@CHESTERPRIDE.CO.UK**

ARTWORK DEADLINE 01.07.2026

CONTACT US

E EMAIL US

GENERAL ENQUIRES

info@chesterpride.co.uk

SPONSORSHIP APPOINTMENTS

Sponsorship@chesterpride.co.uk

CHARITY ENQUIRIES

Rachael@chesterpride.co.uk

VOLUNTEERING OPPORTUNITIES

katrina@chesterpride.co.uk

RAINBOW TEA ROOMS

scott@chesterpride.co.uk

C CALL US

CHESTER PRIDE

01244 257 602

RAINBOW TEA ROOMS

01244 906 672

@ SOCIALS



ChesterPrideUK



Chester_Pride_Official



chesterpride



Chester Pride

ADVERTISING SIZE & DEADLINE

W 99mm x 210mm H saved as a PDF or PJEG using CMYK
Colour with a minimum resolution of 300 pixels/inch

REQUIRED BY 01.07.2026