

CHESTER PRIDE



SPONSORSHIP 2024



Celebrating, supporting,
and advocating for the
LGBTQ+ community



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SATURDAY 17TH AUGUST 2024

CITY CENTRE PARADE
12PM - 1PM

MAIN EVENT

1PM - 7PM

- Main Stage
- Glitterlounge Cabaret Stage
- Runway Drag Stage
- Community Zones
- Youth Zones
- Marketplace
- VIP Area



WELCOME TO CHESTER PRIDE 2024

2023 proved to be one of the most mixed years in our history. We faced significant challenges, with the economic and social environment providing our biggest hurdles. Most of the planning for the 2023 event was done with a question mark over it. In the face of spiralling costs, would we be able to afford it? It was one of our most challenging times .

But then, what a year it turned out to be! We enjoyed huge support from the public, but our sponsors made the year even better. We enjoyed our biggest level of financial support to date, and we were humbled and grateful for the huge amount of volunteer power that was provided during set up. It made this year one of our easiest and most enjoyable Pride events, and repaired a lot of the economic damage from the last few years.

We still learnt a lot from this year, but we are truly grateful for our sponsors who have supported us time and time again. We want to continue to build on our success, doing even more to support our community, and celebrate them. We welcome you to join us for what we're aiming to be one of our best years yet.

On behalf of the Chester Pride Committee,



Warren Lee Allmark, Chair



OUR OBJECTS AND MISSION

OUR OBJECTS

The objects of the charity are to promote equality and diversity, advance education and eliminate discrimination in relation to gay, lesbian, bisexual, transgender and otherwise sexual and gender diverse (LGBTQ+) people, in particular but not exclusively those resident in Cheshire, North Wales, and Merseyside (the 'area of benefit') for the benefit of the public by raising awareness of issues affecting said persons; undertaking support and relief work for said persons; promoting and staging an annual LGBTQ+ festival; coproducing work with other charitable, statutory, and voluntary organisations working towards similar objects as these objects; and otherwise undertaking any further activity with the object of developing an environment in favour of LGBTQ+ equality.



OUR MISSION

Chester Pride celebrates, supports, and advocates for the LGBTQ+ community of Cheshire and North Wales. We are community led, responding to the needs and voice of the community we work for. We will celebrate our community's diversity, and not gatekeep or exclude community members and allies from our activity. We will do what we can to provide the services the community needs and want, and we will be their voice in creating a society that includes, respects, and dignifies them.



OUR IMPACT 2023

How we supported and advocated for our community, beyond the main event



Our helpline service, set up in 2020 sadly came to a close in September as funding and operational constraints made it too difficult to maintain. However we're taking what we've learnt from this and creating a whole host of new activities and support services.

During it's operational time the helpline had:

OVER 10,714 CONTACTS

with 3,339 in the last six months of operation



Turning 1 year old in May 2023, the Tea Rooms has become an important community space, with art exhibitions, social groups and support activity taking place there alongside serving great coffee!

56,398
CUSTOMERS IN 2023



This year we took on three holiday lets, situated above the Tea Rooms, to earn extra revenue and provide safe refuge to those in crisis



Our Podcast launched in 2023, and has rapidly grown our audience



Distributed
OVER 1,000
free period products and condoms

OUR 2023 EVENT IN NUMBERS



12,000
ATTENDEES



84%

Rated the event
Good or Very
Good



98%

Felt safe being
themselves at
Chester Pride



89%

Rated our
accessibility Good
or Very Good

EVENT FEEDBACK

Chester Pride means I can be me and I can be with like minded people who deserve the same rights and respect that every other person gets

I find the whole weekend such a positive and uplifting experience, to feel included and within safe, positive spaces, is so lovely. Thank you for all the hard work that goes on behind the scenes to put the event on!

I found with Chester Pride unlike some you haven't forgotten the true meaning of Pride let's hope it continues from strength to strength

It's fantastic. To have something on such a large scale in Chester is brilliant. Especially as we lived in London for many years. So have been used to London Pride.

Pride is being with like minded people in a safe space. Reminding/ showing others we're here, were queer, strong and not going anywhere.

ProudToBePriory

PRIORY
Part of MEDIAN

WHAT'S NEW FOR 2024

Improved VIP Area with better bars, toilets and seating

Better seating and signage across the event

Expanded sizes for the Glitterlounge and Runway tent, due to popular demand

Reducing our carbon footprint through replacement of the Pride Guide, and new waste management streams

Return of the marketplace showcasing local and LTBGQ+ owned businesses

Expanded community spaces, particularly the Alcohol Free Chill Out area

A bigger Youth Pride, with the activities on offer planned and run by young people

OUR CHARITY WORK IN 2024



More episodes of our popular podcast exploring LGBTQ+ lives and issues



Re-launch of our distribution of period products and condoms, expanding into more venues across a wider area

A VOLUNTEERING OVERHAUL

With new opportunities for short and long term volunteer placements

MENTAL HEALTH PEER SUPPORT

A new buddy and befriending scheme to tackle mental health and social isolation

A RANGE OF SOCIAL GROUPS

Craft + Chat



Trans Youth Social in partnership with Mermaids

TRANS SOCIAL

Guardian Gathering for LGBTQ+ families



EVENT SPONSORSHIP PACKS

Sponsorship options for our main Chester Pride Festival



PREMIER PARTNER

£15,000 + VAT

- Your brand added prominently on all marketing materials for the 2024 event
- Exclusive branding of the Main Stage as the “Your Brand’ Main Stage”, included in all marketing materials and stage announcements
- Exclusive branding on and around the Main Stage on with your brand on the stage banner, stage wings and on at least 4 Heras (3x2m) fence panels around the Main Stage area, including the VIP area
- Press release announcement of your partnership with Chester Pride on all our platforms and to local press outlets
- Welcome message and advert space on the new 2024 Pride map
- 3-minute main stage opening speech from a company representative
- Large Heras fence adverts (3x2m) placed around the Chester Pride site
- 3x3m stall in our Sponsor’s Zone with 6 Vendor Passes
- 2 postings per week on social media for adverts or mentions tailored to you
- 20 VIP Passes
- 6 Vendors passes for Sponsor’s Zone
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms
- Priority entry to the Chester Pride Parade



YOUTH PRIDE PARTNER

£7,500 + VAT

- Your brand added prominently on all marketing materials for the 2024 Youth Pride event
- Exclusive branding of the Youth Pride area as the “Your Brand’ Youth Pride”, included in all marketing materials and stage announcements
- Exclusive branding on and around the Youth Pride area and on at least 3 Heras (3x2m) fence panels around the main area
- Press release announcement of your partnership with Chester Pride on all our platforms and to local press outlets
- Welcome message and advert space on the new 2024 Pride map
- Large Heras fence adverts (3x2m) placed around the Chester Pride site
- 3x3m stall in our Sponsor’s Zone and 6 Vendor Passes
- 2 postings per week on social media for adverts or mentions tailored to you
- 10 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms
- Priority entry to the Chester Pride Parade





PARADE PARTNER

£5,000 + VAT

- Your brand added prominently on all marketing materials for the 2024 Parade
- Exclusive branding of the parade area as the “Your Brand’ Chester Pride Parade”, included in all marketing materials and stage announcements
- Exclusive branding on Chester Pride parade vehicles, on 20 event barriers along the parade route, and on at least 2 Heras (3x2m) fence panels around the main area
- Mentions of your partnership during the main stage announcements
- Advert space on the new 2024 Pride map
- Priority entry to the Chester Pride Parade, directly behind Chester Pride
- 3x3m stall in our Sponsor’s Zone
- 2 postings per week on social media for adverts or mentions tailored to you
- 5 VIP Passes
- 4 Vendors passes for Sponsor’s Zone
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms





WELLBEING AND SUPPORT ZONE PARTNER

£5,000 + VAT

- Your branding on all marketing for the Wellbeing and Support Zone, including at all entrances to the tent
- Dedicated social media posting about your zone, featuring your branding
- Mentions of your sponsorship during the main stage announcements
- Advert on the new 2024 Pride map
- Large banner adverts placed around the Chester Pride site
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- 3x3m stall in our Sponsor's Zone, OR stall in the Wellbeing and Support Zone, with 4 Vendor Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms





SECONDARY STAGE SPONSOR

£4,000 + VAT

STALL ADD-ON
AVAILABLE

- Exclusive branding of ONE of our Secondary Stages as 'Your Brand Stage'
- Available stages are the Glitterlounge cabaret stage, or Runway Drag stage.
- Your branding on all adverts for the relevant stage
- Mentions of your sponsorship during the main stage announcements and regularly on the relevant Secondary Stage
- Advert space on the new 2024 Pride map
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

STALL ADD-ON

£150 + VAT

Available to all packages below £5,000

Boost your engagement with the public with a onsite stall to promote your brand, give out freebies, or generate marketing leads.

We can only accommodate a limited number of sponsors onsite, so please reserve your space as early as possible

Each stall add-on includes:

- 3x3m stall in our Sponsor's Zone with a table, and two chairs provided
- Premium location near the main stage
- 4 Vendors passes for Sponsor's Zone



STEWARDS SPONSOR

£4,000 + VAT

- Logo printed on all Hi-Vis Jackets worn by our volunteer Stewards across all days of the event including set-up/take down
- Your branding on all adverts for Steward recruitment, and on the Steward section of our website
- Mentions of your sponsorship during the main stage announcements
- Advert space on the new 2024 Pride map
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

STALL ADD-ON
AVAILABLE

2024 TICKET TYPES

There are three tickets available to our sponsors, depending on the specifics of the package you take out:

VIP Tickets - General admission to the site, plus access to the VIP area for the VIP bar, toilets and closer viewing area (for security reasons we can no longer offer backstage access for these passes)

Vendor Passes - General admission to the site, plus access pre-event for setting up

General Admission - access to the site after the Parade (1pm)



DISABILITY PARTNER

£3,000 + VAT

STALL ADD-ON
AVAILABLE

- Your branding on all marketing relating to the accessibility at Chester Pride, such as adverts, guides and sections of the website
- Your brand on banners attached to the Accessible Viewing Platform
- Mentions of your sponsorship during the main stage announcements
- Branding on the new 2024 Pride map
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms



VIP AREA SPONSOR

£2,500 + VAT

STALL ADD-ON
AVAILABLE

- Your branding on all marketing for the Chester Pride VIP Area
- Your branding place prominently at the entrance to the VIP Area
- Mentions of your sponsorship during the main stage announcements
- Branding on the new 2024 Pride map
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms



STALL ADD-ON
AVAILABLE

COMMUNITY SPONSOR

£2,500 + VAT

- Your branding on all marketing for the relevant community zone, including a dedicated space on the event website
- Your brand included on banner at entrance to the relevant tent
- Mentions of your sponsorship during the main stage announcements
- Branding on the new 2024 Pride map
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

Available Zones:

- Family Zone (12 and Under)
- Teen Zone (13 - 18)
- Youth Zone (18 - 25)
- Older Person's Zone (60+)
- Alcohol Free Chill Out Zone





SUSTAINABILITY SPONSOR

£2,000 + VAT

- Your brand featured on reusable event cups, and on collection and drop off points for the cups
- Your logo on all waste separation bins across the site
- Mentions of your sponsorship during the main stage announcements
- Branding on the new 2024 Pride map
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

**STALL ADD-ON
AVAILABLE**





PODCAST SPONSOR

£2,000 + VAT

STALL ADD-ON
AVAILABLE

- Your branding on all marketing for the Chester Pride Podcast
- Recorded jingle to be played twice each Podcast episode
- Mentions of your sponsorship during the main stage announcements
- Branding on the new 2024 Pride map
- Large banner adverts placed around the Chester Pride site
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

BESPOKE PACKAGES

Don't see something within your budget, or that matches your brand or priorities?

We can probably create a bespoke package that suits your organisation. Just get in touch to start the conversation!

Our contact details can be found on the last page



SPONSOR

£1,500 + VAT

STALL ADD-ON
AVAILABLE

- Mentions of your sponsorship during the main stage announcements
- Branding on the new 2024 Pride map
- Branding on sponsor adverts placed around the Chester Pride site
- Priority entry to the Chester Pride Parade
- 5 VIP Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms



SUPPORTER

£750 + VAT

STALL ADD-ON
AVAILABLE

- Mentions of your sponsorship during the main stage announcements
- Branding on sponsor adverts placed around the Chester Pride site
- Priority entry to the Chester Pride Parade
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

CHARITY SPONSORSHIP PACKS

Get increased exposure throughout the year, as well as at the Chester Pride event, by supporting our charity projects. With three tiers of sponsorship available, you can tailor your support toward a specific activity, or provide general sponsorship for all our work.

BRONZE

£1,500 + VAT

- Your Brand on all marketing for charitable projects
- Mention in our 2024 Impact Report and video
- Branding on the new 2024 Pride map
- Branding on sponsor adverts placed around the Chester Pride site
- Priority entry to the Chester Pride Parade
- 5 VIP Event Passes
- Logo added to sponsors slide that is fixed on website sponsors page, cover photos on social media, and posted out at least once a week across all social media platforms

SILVER

£3,000 + VAT

- All BRONZE benefits plus:
- Website feature highlighting why you're supporting our work
- Free training or awareness workshop, tailored to your organisation's needs
- Creation of a tailored CSR volunteer opportunity
- 8 total VIP Passes to Chester Pride 2024

GOLD

£5,000+ VAT

- All BRONZE and SILVER benefits plus:
- Video feature highlighting why you're supporting our work for distribution on our website and social media
- A message from your representative included in our Impact Report, and a recorded version for inclusion in the video version
- 3x3m Stall in our Sponsor's Zone plus 5 Vendor Passes
- 10 total VIP Passes to Chester Pride 2024



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VOLUNTEERING OPPORTUNITIES

With Chester Pride being one of the largest events in Chester, it takes a huge number of volunteers to be a success. Plus there's always activity going on throughout the year that provides opportunities for our sponsors to support our ongoing social and support work. Below is a list of just some of the ways that your organisation could support us through volunteering:

EVENT STEWARDS

Set-Up Support

Duties: Moving and erecting barriers, seating, bins, advertisements etc.

When: Friday 16th 11am - 8pm (various shift patterns available)

Main Event

Duties: Parade marshalling, queue management, litterpicking, assisting attendees, supporting community activity

When: Saturday 17th 8am - 9pm (various shift patterns available)

Take-Down Support

Duties: Dismantling the event and final site clean up

When: Sunday 19th 10am - 2pm

CHARITABLE PROJECTS

Buddies and Befrienders

Duties: To regularly meet with lonely or socially isolated LGBTQ+ people, and be a friendly listening ear. You may also attend social events, or do activities together. A full package of training will be given to all Buddies and Befrienders.

When: Launching early 2024



CHARITABLE PROJECTS (CONTINUED)

Social Group Facilitator

Duties: Help to organise one of our social groups, leading on the planning and administration of the group. Training will be provided to these volunteers. Our current social groups:

- Trans Social - for adult gender diverse people
- Trans Youth Social (in partnership with Mermaids)
- Youth Collective - social and advocacy space for 13 - 25s
- Youth Creatives - creative workshops for 13 - 25s
- Guardian Gathering - social space for LGBTQ+ families
- Craft and Chat - LGBTQ+ adult social group

When: Most groups meet once a month

Other Projects

Duties: One off or regular volunteer opportunities to support the short term projects we are developing. These will be advertised on our website, and in our newsletter we will launch in 2024.

CUSTOM VOLUNTEER OPPORTUNITIES

Want to do something special?

We're always looking for ways to build mutually beneficial relationships with our sponsors, so we're always happy to discuss ways in which we can put together bespoke volunteering opportunities that benefit us and meet specific aspects of your own CSR priorities.

This might include:

- Fundraising events
- Community action days (e.g. litterpicks, or awareness events)
- Internal events
- Sponsored events (e.g. walks, 5ks, read-a-thons)

GET IN TOUCH

EMAIL

For all enquiries please CC in both address below,
and one of us will get in touch

Warren Allmark - Chair
info@chesterpride.co.uk

Richard Euston - CEO
richard@chesterpride.co.uk

CALL

01244 257602

SOCIALS

-  ChesterPrideUK
-  Chester_Pride_Official
-  chesterpride
-  Chester Pride

