Pride 2020 Sponsorship Package

Building on the success of 2019’s Pride event the Pride steering group, a sub group formed from Northampton Borough Council’s LGBTQ Forum, are working to grow Northampton Pride 2020.

Northampton Borough Council’s LGBTQ and Allies Forum is a well-established community forum made up of both community members and representatives of local LGBTQ organisations, groups and charities. The remit of the forum is to raise local issues related to LGBTQ equality; work in partnership with other groups and agencies to try to resolve issues; and to celebrate and promote LGBTQ related activity locally.

The first official outdoor Pride event was held on the Market Square last year and created a big buzz within the town with hundreds of people attending from Northamptonshire and surrounding areas to be involved in the day and enjoy the activities and entertainment.
Media outreach

Northampton Borough Council has the following social media reach:

Facebook
Followers - 8,322
Likes - 7,766

Twitter followers - 13,900
Twitter impressions - over 103,000 (monthly)
Profile visits - 1,081

Website visits - 45,373 visits (1-30 January 2020)

Supporters

THE BOSTON
NORTHAMPTON

LGBTQ FORUM
LESBIAN, GAY, BISEXUAL, TRANSGENDER AND questionING

Q SPACE

the lowdown
supporting young people

NORTHAMPTON OUTLAWS RFC

GROSVENOR CENTRE

Children First
Northamptonshire

Northamptonshire County Council
Pride Northampton 2020:

This year we are hosting Northampton’s very first Pride Parade on Saturday 18 July 12.30pm to 6pm and we anticipate a large number of community groups and organisations to be marching in the parade.

The main event, or Pride Village at Becket’s Park will host a programme of live performances, walkabout entertainers, stalls, food and a range of other activities for people to participate in. The event has already been receiving a high volume of attention in the Chronicle and Echo and on their Facebook page.

Event area
What we offer

We do everything we can to help our sponsors share in the success of Northampton Pride. This document outlines example packages with costs to give you an idea of the kind of opportunities that are available. We can also tailor a package to best meet your needs, to ensure that you get the most out of your partnership with Northampton Pride.

We’ve built a lot of trust in our community:

8,000+ likes and followers across social media

Events hosted throughout the year

Radio and press coverage

Sponsors Commitment

The Pride committee are keen to involve sponsors who show a commitment to their LGBTQ employees and customers so please include a copy of your equality and diversity policy, which includes transgender equality, in your reply so that we can promote you as an LGBTQ friendly business in Northamptonshire.

A free awareness raising training session will be provided by QSpace for your staff ahead of the event.
Sponsorship Options

Platinum Package

A sponsorship of £3,000 would get you access to our full range of sponsorship benefits:

- Brand/Logo on our website plus a link to your website
- Large main stage banner placement at the main event
- Your brand present on our town centre parade
- Mentions in posts via our social media accounts
- Mentions in press releases
- Your logo on promotional materials (A0 posters, A3 posters and A5 flyers)
- 5 mentions in stage programme
- Mentions in opening speeches/Have a representative speak at opening (stage or parade)

Only 1 package available

Gold Package

For a sponsorship of £2,000, we can offer these benefits:

- Brand/Logo on our website plus a link to your website
- Main stage banner placement at the main event
- Your brand present on our town centre parade
- Mentions in posts via our social media accounts
- Mentions in press releases
- Your logo on promotional materials (A0 posters, A3 posters and A5 flyers)
- 2 mentions in stage programme

Only 2 packages available

Silver Package

For a sponsorship of £500, we can offer these benefits:

- Brand/Logo on our website plus a link to your website
- Mentions in posts via our social media accounts
- Mentions in press releases
- Your logo on promotional materials (A0 posters, A3 posters and A5 flyers)

Only 10 packages available
INTERESTED?

If you would like more information, or to discuss a tailored sponsorship package - please contact us on:

Forums@northampton.gov.uk

Or contact the Community Safety and Engagement Team on 0300 330 7000.