



SUNDERLAND

PRIDE

2022

HELLO & WELCOME

Back in 2010 was the first Sunderland Pride event, little did we know we would still be going strong all these years later. Since our first event we have changed so much and extremely proud of what we have achieved and the positive impact we have made on the lives of the LGBT+ community in Sunderland.

We are a community based, not for profit organisation and the support we receive from the businesses and organisations in our city means that we are still able to arrange this event year after year.

Our aim is to promote equality and diversity and advances in education, we want to do our part to eliminate discrimination against the LGBT+ community.

None of this is possible without your continued support.

Thank you

SUNDERLAND PRIDE



BUT WHY DO WE NEED PRIDE?

Yes, it is true that the rights of the LGBT+ community in our country has progressed so much over the last 50 years and we have reached many milestones, but we still have so much to do.

53% of LGBT+ people have experienced a hate crime in the last 12 months

LGBT+ teens are still being made homeless after coming out to their parents. The Albert Trust

reports that **24%** of young homeless people identify as LGBT+

88% of Trans people have suffered from depression and **53%** have attempted suicide or self-harm

74% of LGBT+ young people have experienced name calling

HOW DOES IT BENEFIT YOU?

Supporting Pride has a number of benefits to you & your organisation here are just a few examples:

Can increase **BRAND AWARENESS** & access to a wider customer base

Demonstrate **COMMITMENT** to equality and diversity

Support with staff **ENGAGEMENT**

Sends a clear message that you are **ACTING AGAINST DISCRIMINATION**

Helps **BREAKDOWN BARRIERS** & build bridges with the LGBT+ community

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**HOW CAN YOU
GET INVOLVED?**

SPONSORSHIP PACKAGES



We have a number of ways to get involved and the first of which is sponsorship packages, we have a number available.

	Main Sponsor	Stage Sponsor	VIP / Family Zone Sponsor	Gold Sponsor	Silver Sponsor	Parade Sponsor	Lanyard & Wristband
Logo displayed on main stage	X	X					
Advert in Pride Guide	Double Page	Full Page	Full Page	Half Page		Half Page	Half Page
Official sponsor of Pride	X	X	X	X	X	X	X
Logos displayed throughout the event	X	X	X	X	X		
Stall included	X	X					
Entry into the parade	X	X	X	X		Lead	X
Logo displayed on website	X	X	X	X	X	X	X
Logo displayed on social media	X	X	X	X	X	X	X
Shot outs made throughout the event on stage	X	X	X	X	X	X	X
Included in press release and media coverage	X	X	X	X	X	X	X
Logo & banners included in VIP / Family Zone			X				
Tickets to the event	12	10	8	6	4	3	2
Cost:	£4,000	£3,500	£2,000	£1,500	£1,000	£1,500	£500

OTHER WAYS TO GET INVOLVED

Join the Parade	Groups up to 10 people	£50
	Groups over 10 people	£70
	Community / Charity group	£150
	Business entry	£200
Get a stall on the Pride Market	Trade	£190
	Public Sector	£180
	Voluntary Sector	£170
Put something in Pride Guide	Full page (A5 portrait)	£120
	Half page (A6 landscape)	£70
	Coupon / voucher	£30
Become a Pride Partner	Get a window and be shown on website (1 year membership)	£50



GET IN TOUCH

We would love to hear from you

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