

Registered Charity Number: 1187971



16 08 25

**SPONSORSHIP
INFORMATION**



IN THIS PACK

ABOUT LINCOLN PRIDE

WHY GET INVOLVED

THE PARADE

THE MAIN EVENT

SPONSORSHIP OPPORTUNITIES

HOW YOUR SPONSORSHIP WILL HELP

GET IN TOUCH

ALL ABOUT

WHAT IS LINCOLN PRIDE?

Lincoln Pride is second biggest FREE to attend event in Lincoln. It provides a main platform for a celebration of the diversity of the LGBTQ+ community with entertainment, inclusivity and fun. The event is a focus for the visibility of the LGBTQ+ community in Lincoln and surrounding areas, and provides an opportunity to draw attention to important LGBTQ+ issues.

Lincoln Pride is unique; offering a fun, family friendly celebration in which the city comes together to celebrate being inclusive and welcoming to the LGBTQ+ community.

Lincoln Pride is operated by a small team of unpaid volunteers who work hard all year round to improve Pride for the benefit of the LGBTQ+ and wider community.

We depend upon sponsorship, donations from events and local businesses, personal donations and stalls revenue from Pride day plus the money we raise through our fundraising activities.

LINCOLN PRIDE

WHY DO WE STILL HAVE A PRIDE?

It's a fair question. Here in the UK, we've advanced towards almost full legal equality – with the advent of reforms including gender recognition, civil partnerships, equal marriage, anti-discrimination and equality laws and protections. However, as of 2021, there are;

- 70 countries which criminalise consensual same-sex activity (36 of these are members of the commonwealth)
- 49 countries which punish homosexual acts with imprisonment
- 11 countries which use the death penalty against LGBTQ+ people*

But the law isn't always a guarantee of acceptance or protection. For example, there's the proliferation of so-called "LGBT-free zones" in Poland and documented evidence of police using violence against those taking part in Pride marches. There are also only 8 UN member states which have introduced a ban on so-called 'conversion therapies' at national level. The UK is not yet one of these, although recently plans to introduce legislation have been announced.

The reasons for Pride have changed over the years. What began as a social uprising against violent oppression in 1969, has transformed into something altogether different. Pride is a public show of solidarity to others around the world where it's illegal to be who they are. It shows to young people that it's ok to be who you are, and it's a display of unanimity against those who continue to discriminate.

So, whilst Pride is a celebration of the progress made, there's still a long way to go.

*source ILGA world: State Sponsored Homophobia Report. Dec 2020

WHY GET INVOLVED WITH LINCOLN PRIDE?

- 🌈 We are second biggest FREE to attend event in Lincoln.
- 🌈 Attracted over 8,500+ people to our previous event in 2024.
- 🌈 Lincoln Pride enjoys extensive press coverage, both locally and nationally.
- 🌈 We bring together the City of Lincoln & Lincolnshire in a unique and unparalleled way including businesses, community, services and more!
- 🌈 Show your colleagues & customers you care about LGBTQ+ rights and issues.
- 🌈 Give something back to the community and help make Lincoln the best place to live in the UK!



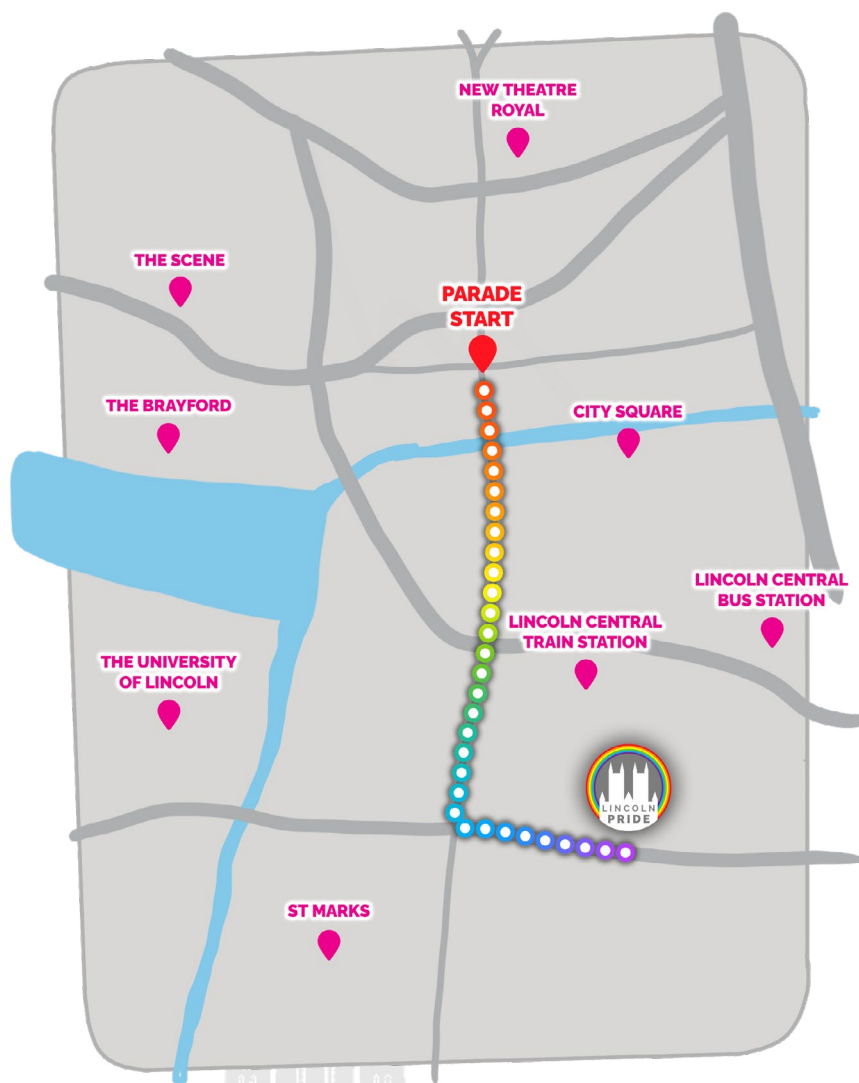
WHAT HAPPENS ON THE DAY?

The Parade for many pride goers is the most enjoyable part of the Lincoln Pride day – a real chance to celebrate and raise awareness of LGBTQ+ issues in the centre of Lincoln.

Starting out from the heart of Lincoln on the main highstreet at 11:30am, making it's way through the busy city Highstreet. Then taking a left towards and onto the main Lincoln Pride main event site at the Tentercroft Street car park for around 12:00pm*.

The Parade is also a fantastic and interactive opportunity to lead tourists to the Lincoln Pride main event site.

* Estimated parade route - 2025 route to be confirmed.



THE PARADE



OVER 2,500 PEOPLE TOOK PART IN THE 2024 LINCOLN PRIDE PARADE!

WHAT HAPPENS ON THE DAY?

The Lincoln Pride main event is the highlight of many pride-goers' day! With a variety of entertainment throughout the day from local & international acts, bar, family area, fun-fair and plenty of community and charity stalls, it's the heart of Lincoln Pride and provides the perfect place for the LGBTQ+ community to celebrate.

With plenty of stalls to explore, ranging from community and charity stalls, to glitter & pride stalls, and not to mention a variety of food vendors, we really do have something for everyone to enjoy during the afternoon.

THE MAIN EVENT

**OVER 6 HOURS OF
LIVE ON-STAGE
ENTERTAINMENT
FROM LOCAL &
INTERNATIONAL
PERFORMERS**



SPONSORSHIP OPPORTUNITIES

HEADLINE

Link and logo on website front page

Logo on perimeter fencing

Stage line-up slot

Mention in Lincoln Pride press release

Logo on event poster

On-stage host mention

Parade float spot in the Lincoln Pride parade

15x Main Event VIP wristbands

Social media post leading up to the event

Large logo on the main event stage branding

3x3m stall pitch at the Lincoln Pride main event

20x Lincoln Pride silicone wristbands

Link and logo on the sponsors page of our website

Large Lincoln Pride flag

Lincoln Pride supporter sticker

£12,000



SPONSORSHIP OPPORTUNITIES

GOLD

Logo on event poster

On-stage host mention

Parade spot in the Lincoln Pride parade

10x Main Event VIP wristbands

Social media posts leading up to the event

Medium logo on the main event stage branding

Stall pitch at the Lincoln Pride main event

15x Lincoln Pride silicone wristbands

Link and logo on the sponsors page of our website

Large Lincoln Pride flag

Lincoln Pride supporter sticker

£8,000

SILVER

5x Main Event VIP wristbands

Social media posts leading up to the event

Logo on the main event stage branding

Stall pitch at the Lincoln Pride main event

10x Lincoln Pride silicone wristbands

Link and logo on the sponsors page of our website

Large Lincoln Pride flag

Lincoln Pride supporter sticker

£5,000

PARTNER

Stall pitch at the Lincoln Pride main event

5x Lincoln Pride silicone wristbands

Link and logo on the sponsors page of our website

Large Lincoln Pride flag

Lincoln Pride supporter sticker

£500

SUPPORTER

Link and logo on the sponsors page of our website

Large Lincoln Pride flag

Lincoln Pride supporter sticker

£300

COMPARE SPONSORSHIP OPPORTUNITIES

	SUPPORTER	PARTNER	SILVER	GOLD	HEADLINE
	£300	£500	£5,000	£8,000	£12,000
Lincoln Pride supporter sticker	✓	✓	✓	✓	✓
Large Lincoln Pride flag	✓	✓	✓	✓	✓
Link & logo on sponsors page	✓	✓	✓	✓	✓
Lincoln Pride silicone wristbands		5x	10x	15x	20x
Stall pitch included		✓	✓	✓	3x3m Pitch
Logo on stage branding			✓	Large	Headline
Social media post			✓	✓	✓
VIP & Front Stage wristbands			5x	10x	15x
Parade float spot				✓	✓
On-stage host mention				✓	✓
Logo on event poster				✓	✓
Mention in press release					✓
Stage line-up slot					✓
Logo on perimeter fencing					✓
Link & logo on website front page					✓

We've done our best to come up with packages to suit the most common requests, we are more than happy to tailor a package to suit your needs if you don't quite fit into one of the above!

HOW YOUR SPONSORSHIP WILL HELP

Your funding will be used not only for logistics of the event, but also to pay for core elements such as acts. Having a big-name headline act is one of the core elements of pride which helps us to achieve our goal. If local residents attend the event purely because of a big-name performance, this still helps us to achieve our goal of face-to-face education.

It's vital to us that Lincoln Pride remains a free, fully accessible and inclusive event. With increasing scale comes new challenges and we are well placed to tackle these, but we need financial support to do so.

We're proud that our sponsorship opportunities represent great value for money for our partner organisations, as it provides fantastic brand representation as well as aligning with many common community engagement goals.

We understand that each organisation is different, and so are always willing to work closely with our sponsorship partners to ensure that we can help them to achieve their goals. This may include projects such as inclusivity trainings, publicity opportunities or even more custom solutions.





GET IN TOUCH!

We hope our sponsorship pack has answered most of your questions.

We strive to put on an even better event in 2025, following the success of Lincoln Pride's 10th anniversary last year, with ambitions to have our best ever lineup which will stretch budgets even further!

We are looking for long term and mutually beneficial relationships with our sponsors and supporters and feel sure your business will benefit from supporting the Lincoln and Lincolnshire LGBTQ+ Community.

We hope you're interested in becoming a Lincoln Pride 2025 sponsor! Please don't hesitate to get in touch, we'd love to work with you!

Email: sponsor@lincolnpride.co.uk
Tel: 07824390223