

C♥VENTRY Pride

Sponsorship
Opportunities
2020

    
www.coventry.lgbt

A message from our Chair



Martin Pink
Chair, Board of Trustees

Coventry Pride is a registered charity, which relies entirely on sponsorship, donations, grants and community volunteers. Our core aim is to promote equality, diversity and advances in education, in order to eliminate discrimination against the Lesbian, Gay, Bisexual, Transgender and others (LGBT+) Community.

Every June, Coventry plays host to our annual Pride event. In 2019, Coventry Pride attracted **88,000 people** to the city centre across the festival weekend. We've gone from strength-to-strength since our inception in 2015. We now host events almost **every week of the year**, running support groups for our LGBT+ community and promoting local LGBT+ initiatives, businesses and fundraisers.

Sponsorship with Coventry Pride is a great opportunity to be present at **Coventry's largest** LGBT+ event and to work closely with the charity that represents LGBT+ people in our city. As an organisation you have the opportunity to support Pride. You will benefit from **positive association** as a LGBT+ friendly organisation, SME or business.

Supporting Coventry Pride demonstrates your commitment to diversity and inclusion, and the LGBT+ community, all year round.



Coventry Pride 2019

It makes business sense



One in sixteen people in the UK identify themselves as LGBT+, that's more than **3.7 million** people or **20,500** people in Coventry alone, **182,250** in the West Midlands. ¹



Three in five LGBT+ people will engage with an organisation that is LGBT+ aware. ²



LGBT+ consumers make up a powerful and lucrative spending group, estimated to be worth **£70-81 billion** to the British economy. ³



60% of LGBT+ people, more than **2 million** British consumers, are more likely to buy products from organisations who market to the community. ⁴



42% of heterosexuals are more likely to give their business to organisations that are LGBT+ 'friendly'. ⁵



Each year the LGBT+ community, spend **£5.8bn** on Dining Out; **£5.7bn** on Fashion; **£1bn** on Concert & Theatre Tickets; **£2.4bn** on Hairdressing; **£3bn** on Electronics and **£4.7bn** on Travel. ⁶

Sources:

- 1: ONS (<https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/sexuality/bulletins/sexualidentityuk/2017>)
- 2: Stonewall (<https://www.stonewall.org.uk/sites/default/files/marketing.pdf>)
- 3: Independent (<https://www.independent.co.uk/voices/comment/christmas-adverts-why-are-advertisers-ignoring-lgbt-individuals-as-a-consumer-group-9873074.html>)
- 4: YouGov (<https://yougov.co.uk/topics/resources/articles-reports/2019/07/03/56-britons-support-brands-take-stand-lgbt-issues>)
- 5: Stonewall (https://www.stonewall.org.uk/sites/default/files/straight_allies.pdf)
- 6: Othervox (<https://www.othervox.com/the-lgbt-market/>)

Pride in numbers

2019 was our biggest year yet. With more than 88,000 people attending Coventry City Centre and our various stages, we really put Coventry on the map.

We continue to host regular events throughout the year and are always working to organically grow our social media followers.

Make our numbers work for you, sponsor us today.



25000

Pride Attendees 2019



40

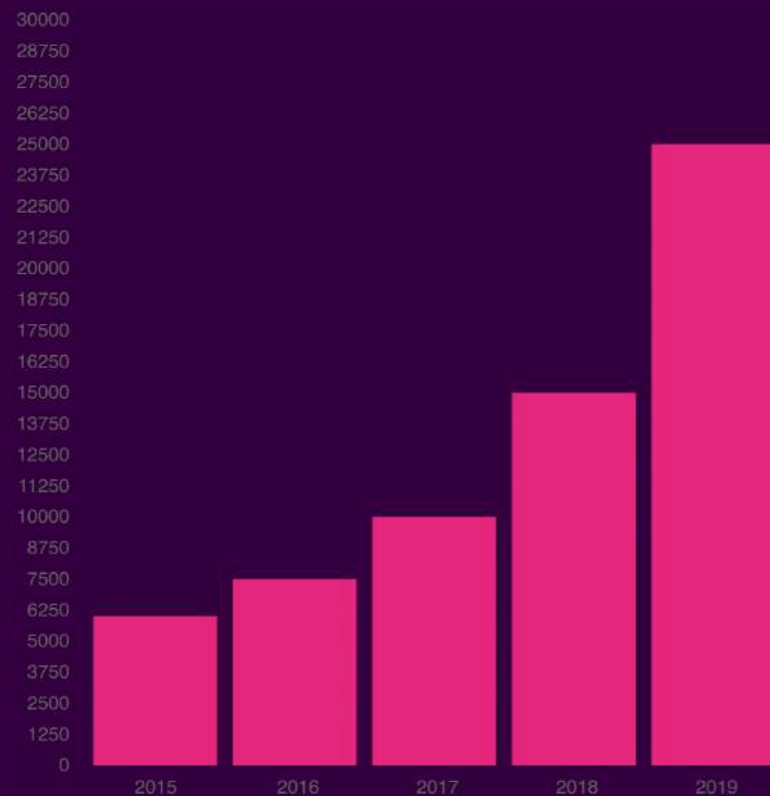
Artists & Performers 2019



6

Venues

Pride attendees



50

Events Per Year



70000

Monthly Site Hits



3300

Facebook Followers



3300

Twitter Followers



2000

Instagram Followers



5000

Pride Guides 2019

To see the latest stats go to: www.coventry.lgbt/sponsorship

2020 Sponsorship

Headline (POA)

Title: Headline Sponsor of Coventry Pride
Logo directly under ours in our Pride Guide
Logo on 1000 wristbands (more available on request)
Logo on the front/back of our Pride Guide
Logo on our Main Stage Banner
Two-page advert in our Pride Guide
Logo in our website footer
Appear on our Sponsors Page
Optional: add your company banner(s) at the festival

Limited to 1 Headline Sponsor
Company logo on all official lanyards
Logo next to ours in all festival promotion
Logo on our Main Stage Side Wings
Logo on our Photo Wall
Full-page back advert in our Pride Guide
Logo in all of our Newsletters
Appear within our Sponsors/Thank You page in our Pride Guide
Optional: add a stall/stand at the festival

Platinum (£10,000)

Title: Platinum Sponsor of Coventry Pride
Full-page advert in our Pride Guide
Logo at the bottom of all festival promotion
Logo on our Main Stage Banner
Logo on our Photo Wall
Appear on our Sponsors Page
Optional: add a stall/stand at the festival

Limited to 3 Sponsors
Logo in our website footer
Logo on the front of our Pride Guide
Logo on our Main Stage Side Wings
Logo in all of our Newsletters
Appear within our Sponsors/Thank You page in our Pride Guide
Optional: add your company banner(s) at the festival

Gold (£5,000)

Title: Gold Sponsor of Coventry Pride
Appear on our Sponsors Page
Mention in one of our Newsletters
Logo on our Main Stage Banner

Half-page advert in our Pride Guide
Appear within our Sponsors/Thank You page in our Pride Guide
Logo on our Main Stage Side Wings
Logo on our Main Stage Side Wings

Silver (£2,500)

Title:
Silver Sponsor of Coventry Pride

Appear on our Sponsors page

Mention in one of our Newsletters

1/3 page advert in our
Pride Guide

Appear within our Sponsors/Thank
You page in our Pride Guide

Mention on social media

Bronze (£500)

Title:
Bronze Sponsor of Coventry Pride

Mention in one of our Newsletters

Mention on social media

Appear on our Sponsors page

Appear within our Sponsors/Thank
You page in our Pride Guide

Sponsor VIP Access

All **Headline, Platinum, Gold** and **Silver** Sponsors will also receive **2 free tickets** to our **VIP Balcony** in Broadgate with complimentary food and drinks*

This is an excellent opportunity to network with local business owners and it comes with a great view of the whole festival at Broadgate. *TBC

2019 Highlights



Represent a small business?

For just £100 for 2020

If you're a small business or are only able to give a little, you could be a perfect **Coventry Pride Supporter**.

We know that many businesses might want to show support for Coventry Pride but don't have big budgets; that's why we created Coventry Pride Supporters.

For just **£100** for 2020, you can be a part of it.

Included in the Supporter Package:



Official Window Sticker

Add our official Supporter Sticker to your premises, gain attention, show your clear support for the LGBT+ community and Coventry Pride. All with one sticker.

LGBT+ Friendly Venue

Show our community that your venue is LGBT+ friendly, welcoming and that you support Coventry Pride.

Supporters Page

Be added to the official Coventry Pride Supporters page, available from our website navigation and also receives regular shout-outs on social media.

We also highlight a Coventry Pride Supporter in every newsletter.



Official Pride Discount Wristband

Offer discounts, upgrades and more with the official annual Coventry Pride Discounts Wristband.

Get published across all of our social media channels and a dedicated page on our website with the offers/discounts you can provide.



LGBT+ Friendly Map

Get added to our **LGBT+ Friendly venues/business map**, shown within our Pride Guide.

This also includes an app where people can view the map to find LGBT+ friendly places to visit. It's regularly updated and accessible all year round.





Made with ♥ in Coventry