

Partnership Opportunities

CROYDON
PRIDEFEST

SATURDAY 13TH JULY 2019

Wandle Park





Paula Goodwin

Chair of Trustees, Croydon Pride

We are pleased to announce the return of Croydon PrideFest for its fourth consecutive year on Saturday 13th July 2019. The last three years' events have been great successes bringing Pride to Croydon to promote LGBT+ inclusiveness and equality and establishing the festival as one of the borough's flagship cultural events.

Croydon PrideFest has seen fantastic growth year-on-year from just 1,000 attendees in 2016 to 6,000 in 2018. It is now one of London's largest Pride events and we expect its popularity to continue to grow again this year.

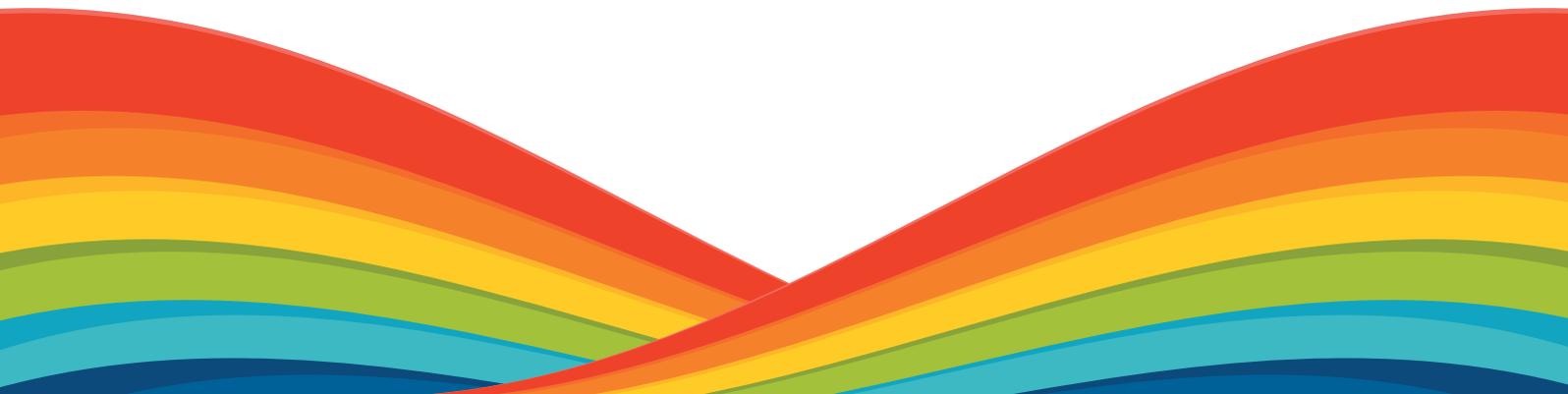
The day begins at 12pm with a parade through Croydon's town centre, making its way to Wandle Park for the main festival. As usual the park will include live music on the main stage - last year we had some stand out performances from Danny Beard and Angie Brown. This year we hope to raise enough funds to also have a second stage for cabaret and dance and extend the festival hours up until 10pm.

We will also be hosting a wide range of food and drink stalls and providing a platform for community groups, businesses and charities to showcase their work.

I do hope you will join our growing list of corporate supporters including LV, Superdrug, Wilmott Dixon, Mott Macdonald, LUSH, BBS Granite and Fat Beehive and help us continue to grow and develop Croydon PrideFest.

For more information about supporting Croydon PrideFest please email my fellow trustee damien@croydonpride.org.uk and he will be more than happy to help you.

Thank you for your support and we look forward to working with you to make Croydon PrideFest 2019 a great success.



Highlights from PrideFest 2018



Click here to see highlights from PrideFest 2018
www.youtube.com/watch?v=C5DAgKwfwY

Supporting Croydon PrideFest 2019

Croydon PrideFest is supported by both Croydon Council, the new Croydon Cultural Partnership and a growing number of private sector companies from Croydon.

By supporting Croydon PrideFest 2019 you will benefit from:

External Engagement with current and future customers

Our event attracts thousands of visitors and year-round followers via our social media channels.

Internal Engagement showing your support for diversity in the workplace

Croydon PrideFest has a number of ways your LGBT+ employees can get involved from taking part in the parade to volunteering.

LGBT+ Engagement via brand exposure and reputation

Your brand can actively play a role in supporting a growing global movement for equality.



Our 2019 marketing campaign

We are planning an extensive marketing and promotion campaign aimed at the LGBT+ community across Croydon itself, the wider London area and surrounding counties, as well as LGBT+ groups around the country. Our campaign includes:

- 30 JC Decaux posters in Croydon Town Centre in the weeks running up to the event, featuring sponsors' logos.
- 10,000 flyers distributed in shops in Croydon Town Centre and local homes featuring sponsors' logos.
- 30 posters on Council Belly Bin sites across the Borough.
- Social media campaigns on the Croydon Pride Facebook, Twitter and Instagram accounts.
- Press campaigns before and after the day in local, London and national media.
- A dedicated page on the Croydon Pride website naming sponsors and linking to their websites.
- 5,000 free event programme distributed to attendees on the day featuring sponsors logos.

Sponsorship Packages

Package: Supporter **Price:** £250 (+VAT) **Availability:** Unlimited

- Thank you on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement in the PrideFest programme
- Entry into the PrideFest 2019 parade for your employees

Package: Bronze Sponsor **Price:** £2,000 (+VAT) **Availability:** Unlimited

- Thank you on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement in the PrideFest programme
- Discounted advertising opportunities in the official PrideFest event programme
- Dedicated acknowledgement as sponsor on the Croydon Pride Facebook, Twitter and Instagram accounts (minimum 2 posts)
- Bronze membership of the Croydon Cultural Partnership

Package: Silver Sponsor **Price:** £5,000 (+VAT) **Availability:** 5

- Thank you on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement in the PrideFest programme
- Discounted advertising opportunities in the official PrideFest event programme
- Dedicated acknowledgement as sponsor on the Croydon Pride Facebook, Twitter and Instagram account (minimum 5 posts)
- Logo credits on the PrideFest poster campaign including JC Decaux and Council Belly bins
- Corporate branding within the PrideFest 2019 venue
- Silver membership of Croydon cultural partnership



Package: Gold Sponsor

Price: £10,000 (+VAT)

Availability: 2

- Thank you on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement in the PrideFest programme
- Discounted advertising opportunities in the official PrideFest event programme
- Dedicated acknowledgement as sponsor on the Croydon Pride Facebook, Twitter and Instagram accounts (minimum 10 posts)
- Logo credits on the PrideFest poster campaign including JC Decaux and Council Belly bins
- Corporate branding within the PrideFest 2019 venue
- Free stall at PrideFest 2019 venue
- Cabaret/dance stage named after your company and branded accordingly
- Gold membership of the Croydon Cultural Partnership

Package: Platinum Sponsor

Price: £20,000 (+VAT)

Availability: 1

- Acknowledgement as the Principal Sponsor on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement as Principal Sponsor in the PrideFest programme with a full page ad
- Dedicated acknowledgement as Principal Sponsor on the Croydon Pride Facebook, Twitter and Instagram accounts (minimum 20 posts)
- Logo credits on the PrideFest poster campaign including JC Decaux and Council Belly bins
- Corporate branding within the PrideFest 2019 venue including the main stage and at entry exit points
- Free stall at PrideFest 2019 venue
- Corporate branding on the parade
- Acknowledgement as Principal Sponsor within all press releases
- VIP access to the event, afterparty and meet and greet with performers
- Platinum membership of the Croydon Cultural Partnership



#CroydonPrideFest



**If you'd like to be part of
Croydon PrideFest 2019,
we'd love to hear from you:
damien@croydonpride.org.uk**

www.croydonpride.org.uk

**Croydon Pride was established in 2017 to promote LGBT+ tolerance and equality within
Croydon's diverse communities by staging inclusive events.**

**We are a UK-registered charity and responsible for organising Croydon PrideFest – one of
London's largest Pride festivals.**

**We receive no core government funding and funds are instead raised in a variety
of ways including donations, sponsorship and fundraising events.**

Croydon Pride is a registered charity (1173230) and a company limited by guarantee (10555864) in England and Wales.

Registered Address: The Oval Tavern, 131 Oval Road, Croydon, CR0 6BR, England.

VAT Registration Number: (GB) 304 5361 43.

