

Partnership Opportunities

CROYDON
PRIDEFEST

SATURDAY 16TH JULY 2022

Wandle
Park

LADY LESHURR



Paula Goodwin **Chair of Trustees,** **Croydon Pride**

We are so happy that we can announce the return of Croydon PrideFest. After a two-year break we will be back in Wandle Park on Saturday 16 July 2022. We had to pause after the great successes of previous PrideFests due to the Pandemic, we are now delighted to be able to return to promote LGBT+ inclusiveness and equality, re-establishing our festival as one of Croydon's flagship cultural events.

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 - in 2019 we had some stand out performances from David McAlmont, Kim Mazzell and Lady Lecchurr. This year, we are lining up some equally amazing acts to wow the crowds.

We will 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'm sure you will be keen to join our growing list of corporate supporters including LV, Superdrug, Wilmott Dixon, Mott Macdonald, LUSH, BBS Granite, Fat Beehive and Tomorrows World Partnership, helping us continue to grow and develop Croydon PrideFest.

For more information about supporting Croydon PrideFest please email paula@croydonpride.org.uk and I will be more than happy to help you. Thank you for your support, we look forward to working with you to make Croydon PrideFest 2022 a great success.



Highlights from PrideFest 2019



Supporting Croydon PrideFest 2022

By supporting Croydon PrideFest 2022 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 2022 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.
- An extensive 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.
- 3,000 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, a copy of your logo hyperlinked to your company website
- Thank you and acknowledgement in the PrideFest programme
- Entry into the PrideFest 2022 parade for your employees

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

- Thank you on Croydon Pride website, a copy of your logo hyperlinked 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)

Package: Silver Sponsor **Price:** £4,000 (+VAT) **Availability:** 5

- Thank you on Croydon Pride website, a copy of your logo hyperlinked 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 sites around the Borough of Croydon
- Corporate branding within the PrideFest 2022 venue



Package: Headline Sponsors

Price: £8,000 (+VAT)

Availability: 3

- Thank you on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement in the PrideFest programme
- Free half page, full colour advert in the PrideFest 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 around the London Borough of Croydon
- Corporate branding within the PrideFest 2022 venue
- Free stall at PrideFest 2022 venue

Package: Stage Sponsor

Price: £15,000 (+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
- Free full page, full colour advert in the PrideFest programme
- 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 sites around the Borough of Croydon
- Corporate branding within the PrideFest 2022 venue including the main stage and at entry exit points
- Free stall at PrideFest 2022 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



**If you'd like to be part of
Croydon PrideFest 2022,
we'd love to hear from you:
paula@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 (10655864) in England and Wales.
Registered Address: The Oval Tavern, 131 Oval Road, Croydon, CR0 6BR, England.
VAT Registration Number: (GB) 304 5361 43.**



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