

Partnership Opportunities



SATURDAY 15TH JULY 2023

Wandle Park





Paula Goodwin

Chair of Trustees, Croydon Pride

We are delighted to promote LGBTQ+, inclusiveness, equality and establishing our festival as one of Croydon's flagship cultural events under the Croydon: London Borough of Culture 2023

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 the past we've had some stand out performances from David McAlmont, Kim Mazzell and Lady Lesshurr. 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 LSBU, Superdrug, Allianz Partners, Croydon Council, LV, 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 info@croydonpride.org.uk and we will be more than happy to help you. Thank you for your support, we look forward to working with you to make Croydon PrideFest 2023 a great success.





PrideFest Highlights

Supporting Croydon PrideFest 2023

By supporting Croydon PrideFest 2023 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 2023 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:

- 20,000 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.
- An online event programme featuring sponsors logos with hyperlinks to your website.

Sponsorship Packages

Package: Supporter **Price:** £500 (+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 2023 parade for your employees

Package: Bronze Sponsor **Price:** £3,500 (+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 online 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:** £5,500 (+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 online 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
- Corporate branding within the PrideFest 2023 venue



Package: Headline Sponsors

Price: £12,500 (+VAT)

Availability: 3

- Thank you on Croydon Pride website with a live weblink to your company website
- Thank you and acknowledgement in the online PrideFest programme
- Free half page advert in the online 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
London Borough of Croydon
- Corporate branding within the PrideFest 2023 venue
- Free stall at PrideFest 2023 venue

Package: Stage 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 online PrideFest programme
- Free full page advert in the online 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
- Corporate branding within the PrideFest 2023 venue including the main stage and at entry exit points
- Free stall at PrideFest 2023 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

#funtime

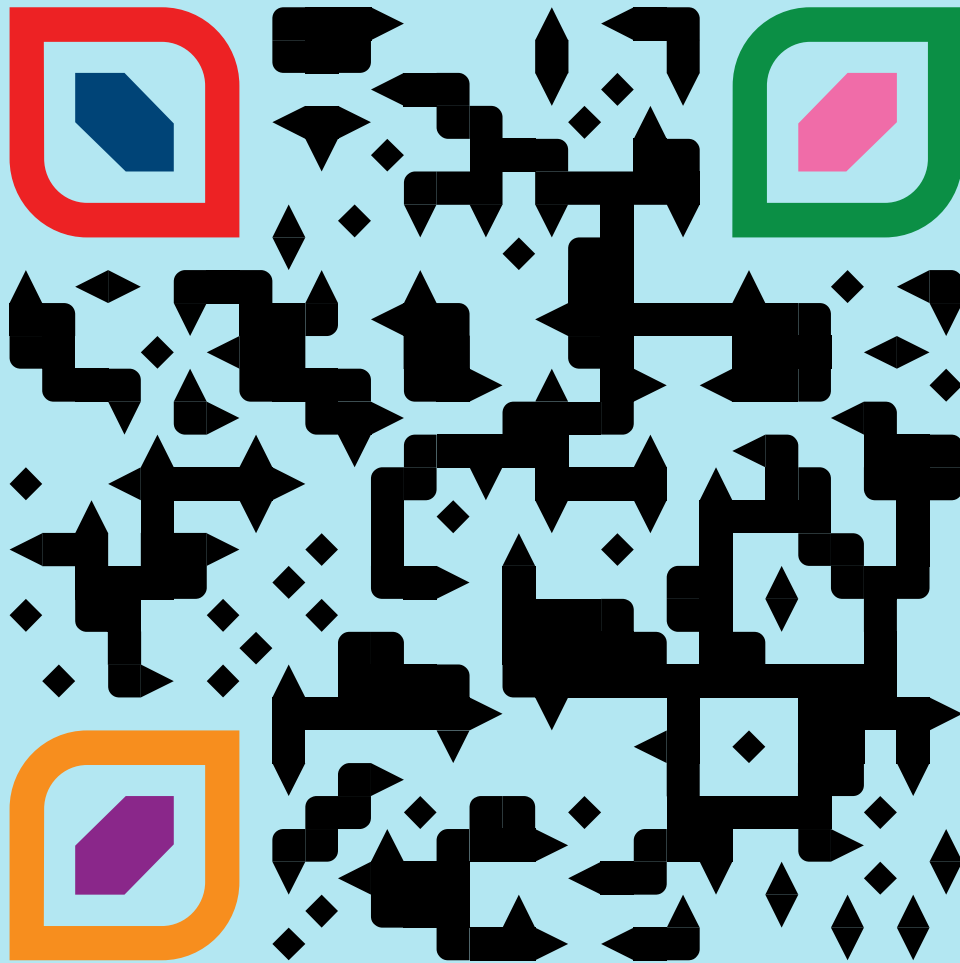




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croydonpride Scan me!!! #croydonpride #croydonpridefest #2023
#wandlepark #loveislove #lgbtq+ #freedom #equality #diversity
#inclusivity #wearewhoweare #thinkeventslondon



**If you'd like to be part of
Croydon PrideFest 2023,
we'd love to hear from you:
info@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: C/O Fat Beehive Ltd, 10a Lant Street, London, United Kingdom, SE1 1QA

VAT Registration Number: (GB) 304 5361 43.



/croydonpride



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