



Birmingham
pride

SAT 27 & SUN 28
MAY 2017

SPONSORSHIP
PACKAGES
2017



Birmingham Pride

Why support Birmingham Pride?

Birmingham Pride offers you a unique opportunity to not only highlight to your workforce or organisation that you support the LGBT community but it enables you to engage with new stakeholders and existing customers. Birmingham Pride supports charities that offer all year around support to the LGBT community that goes well beyond the UK's largest two-day LGBT festival.

2016 Birmingham Pride sponsors included



We saw a huge increase in corporate organisations participating in our Parade which officially kick starts the May Bank Holiday festivities.

2017 Sponsorship Packages

Friends of Pride £1,200

Logo on Website
Social Media mentions with link to social media pages
Discount opportunities for advert in the official pride guide (circulating at 30,000 copies)

Sponsors of Pride £3000

Banner on website
Social media mentions with link to both twitter and Facebook
Advert in the official pride guide

Partners of Pride £7000

Banner on website
Social media mentions with link to both twitter and Facebook
Advert in the pride guide
Branding within the festival site
Entry in to the parade with float supplied

Main stage & site sponsorship £25,000 min

Stage named after your brand
Prominent logo on website
Social media mentions with link to both Twitter and Facebook
Entry in to the parade with float supplied with sound system
Free stall
Advert in Pride guide
Branding on tickets and wristbands
Official recognition in the pride guide, press and social media

Parade Tariffs

TARIFF FOR WALKING GROUP ENTRY

1. Non funded LGBT & HIV Community, LGBT Venues FREE
2. Funded LGBT & HIV Community, LGBT Union Groups, LGBT Non Commercial Groups/Charities/Organisations £50
3. Non LGBT Not for Profit Groups, Organisations & Charities £150
4. Small Businesses £250
5. Commercial Companies £500

TARIFF FOR FLOAT & OTHER VEHICLE ENTRY

1. Non funded LGBT & HIV Community FREE
2. LGBT Venues, Funded LGBT & HIV Community, LGBT Union Groups, LGBT Non Commercial Groups/Charities/Organisations £200
3. Non LGBT Not for Profit Groups, Organisations & Charities £250
4. Small Businesses £500
5. Commercial Entry - Price on application

VEHICLE HIRE

Birmingham Pride UK (Ltd) can supply a float vehicle for the event. The price includes truck, driver, safety rails, fuel and insurance for £650 (NB: Additional charges for sound equipment hire)

We will invoice all fee paying participants following the booking registration. Payment can be made electronically or via cheque.

Contact simon@birminghampride.com for further information

Birmingham Pride online stats

| | 2015 | 2016 | CHANGE +/- |
|-------------------------------|--------|--------|------------|
| Birminghampride.com | | | |
| Website UV Jan-July | 55,677 | 68,440 | +22.9% |
| Website UV May only | 30,571 | 61,045 | +99.7% |
| Website UV Pride | 7,062 | 20,598 | +191.7% |
| <small>(WEEKEND ONLY)</small> | | | |

The new responsive website launched in 2016 has had a dramatic effect on traffic. Increased activity by mobile users has been staggering.

| | 2015 | 2016 | CHANGE +/- |
|------------------------------|-----------|-----------|------------|
| Facebook.com/pridebirmingham | | | |
| 'LIKE' followers | 41,487 | 50,846 | +22.6% |
| Highest weekly total reach | 5,612,631 | 6,217,887 | +10.8% |

Despite it being harder to reach our targeted audience due to changes in Facebooks algorithms we still managed to increase on our highest weekly total reach.

| | 2015 | 2016 | CHANGE +/- |
|-----------------------------|---------|--------|------------|
| Twitter.com/Birminghampride | | | |
| Followers | 18,046 | 21,384 | +18.5% |
| Month of May - impressions | 7462.4k | 778.9k | +2.2% |

In 2016 Birmingham Pride trended at No. 1 on Twitter in Birmingham for the first time.

Birmingham Pride the facts

- Birmingham Pride held its first event in the gay village in 1997
- Celebrates its 21st event in 2017
- Is the BIGGEST two-day LGBTQ event in the UK
- Supports LGBTQ charities, organisations and groups through the Birmingham Pride grants trust, helping raise essential funds for specialist services in the community
- Has raised in excess of £175,000 in recent years for charities and groups
- Contributes an estimated £20 million to the local economy, filling hotels, restaurants, bars and shops. Benefits local transport considerably
- Attracts in excess of 50,000 people from all over the UK during the course of the two-day festival
- The pride parade has a high profile route through the city centre streets, watched by in excess of 75,000 people on Saturday afternoon
- The main stage attracts some of the UK's BIGGEST headline performers including, Jess Glynne, Example, Jimmy Somerville, Andy Bell, FUSE ODG, Katy B, Fleur East, DJ Fresh, Blonde & MNEK to name but a few
- Has five unique entertainment zones within the festival site
- Attracts massive local, regional and national media coverage including both the BBC and ITV news as well as national tabloid and broadsheet press
- Our social media platforms have reached a weekly reach of 6 million users with 51,000 likes on Facebook and over 21,000 Twitter followers
- Birmingham Pride is now considered to be one of the big four LGBTQ events in the UK alongside London Pride, Manchester Pride & Brighton Pride



What Birmingham Pride can do for you

- Heightened brand visibility through considerable positive publicity via both printed and electronic media platforms supporting the Birmingham Pride event
- Help optimise unique media opportunities that may not ordinarily be available
- Provides exciting opportunity to broaden your brands competitive edge by further enhancing your companies image and credibility within the much sought after LGBTQ market
- Offers a platform to demonstrate your understanding and desire to embrace the needs of the LGBTQ community through your positive ethical messaging
- Further enhance community perception and attitude towards your organisation and create emotional commitment to your brand. LGBTQ customers are more likely to use organisations who are perceived to be supportive of their lifestyle
- To play a considerable part in one of the Birmingham's largest events of the year and enjoy the benefits an event of this stature affords
- Brand awareness in achieving increased visibility, awareness or brand perceptions through crediting your sponsorship in our high-quality informational and promotional literature and on our website
- Commercial merchandising offering brand sampling and opportunities for visibility to help advocate your services or market your product, build customer perception, relationships and loyalty to your product in a high value market

