

**L O U G  
H B O R  
O U G H  
PRIDE25**

**SATURDAY 16 AUGUST 2025**



**SPONSORSHIP  
OPPORTUNITIES**



# JOIN US IN CELEBRATING DIVERSITY AND INCLUSION

Loughborough Pride 2024 welcomed 1,500–2,000 visitors for a vibrant day and night of celebration across three queer-run venues. Its incredible success and heartfelt feedback showed just how vital an official Pride is for Loughborough, creating a space where the LGBTQ community felt truly welcomed and valued.

The event highlighted a strong desire for an inclusive celebration beyond licensed venues, where families could join in and feel embraced. Attendees' enthusiasm reinforced the need for a Pride that fosters connection, visibility, and belonging for all.

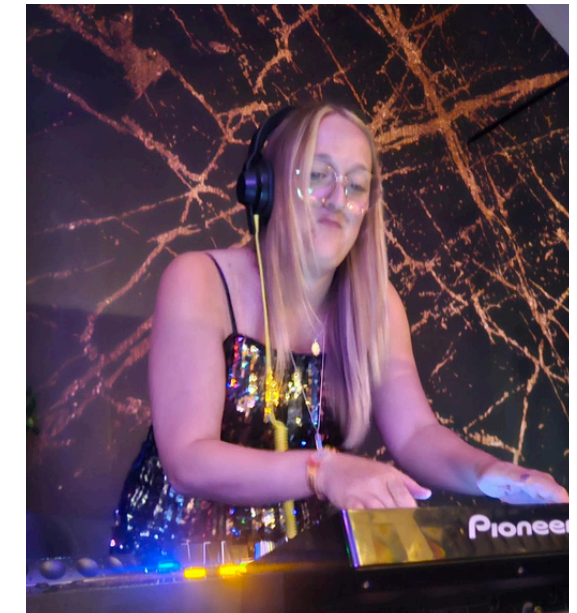
For 2025 we will be taking over Loughborough's stunning Queen's Park for an afternoon of celebration followed by a big night out across the town in partner venues. Our theme will be Icons – celebrating LGBTQ figures, allies, and trailblazers who have shaped our community and culture.



# EVENT HIGHLIGHTS



- **Community Picnic:** A family-friendly space in Queens Park for all to enjoy.
- **Community Market:** Showcasing LGBTQ-supportive businesses, grassroots groups, and local vendors.
- **Main Stage Entertainment:** Celebrating local and regional LGBTQ talent under the theme of Icons.
- **Quiet Spaces & Accessibility Initiatives:** Dedicated areas for wellbeing and support for vulnerable groups.
- **Family Zone:** A space for families and children to celebrate and take part in fun activities.
- **Volunteer Programme:** Creating a visible and friendly support network for attendees.
- **Evening Events:** Participating venues across town will extend the celebration into the night, supported by Love Loughborough BID and Pub Watch.



# WHY SPONSOR LOUGHBOROUGH PRIDE?

- **Show Your Support:** Demonstrate your commitment to diversity, equality, and inclusion.
- **Increase Visibility:** Reach thousands of visitors and gain extensive media exposure- last year's event was featured in Attitude Magazine, BBC Radio & Online, Leicester Mercury, Loughborough Echo, Gscene Magazine and Yahoo news - see the coverage [here](#)
- **Create a Lasting Impact:** Help build a more inclusive Loughborough through partnerships and community engagement.
- **Connect Locally:** Strengthen ties with the LGBTQ community, businesses, and key stakeholders.

Your sponsorship will directly fund event infrastructure (staging, sound, security, and accessibility), fair pay for performers and speakers, targeted promotion, community initiatives such as family-friendly activities and wellbeing spaces, and long-term LGBTQ events and initiatives.

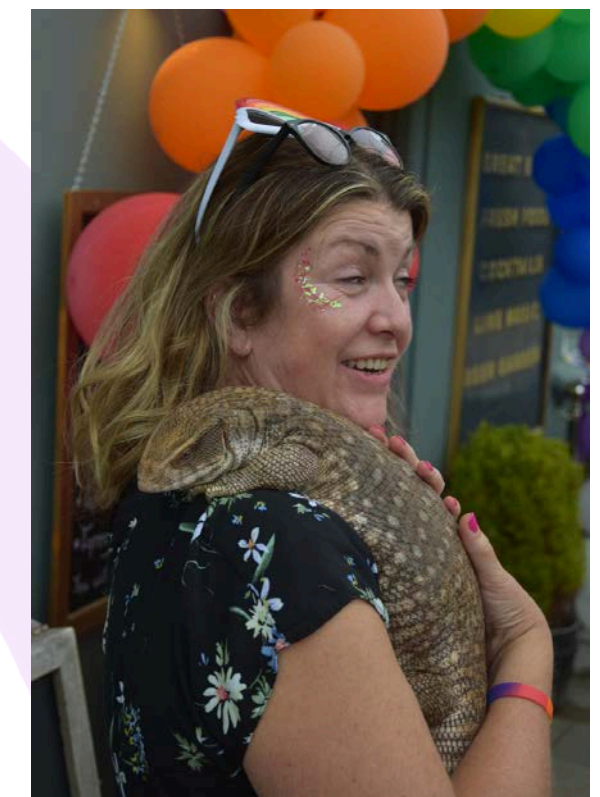
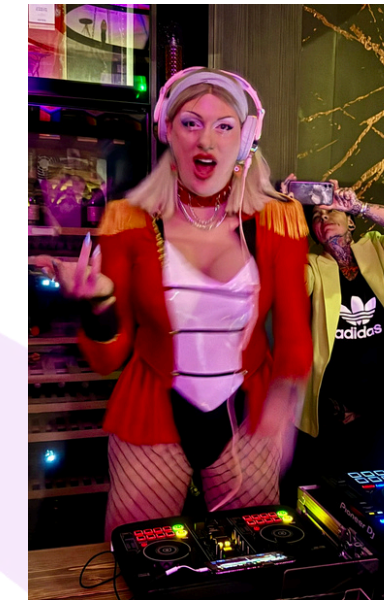


# IN RETURN FOR YOUR SUPPORT, WE CAN OFFER:

- Branding on official social media, website, banners and printed materials
- Social media posts and partnerships
- Access on the day to the event and marketing opportunities
- Press, Broadcast and PR Coverage
- Use of Loughborough Pride logo as official supporter

Overleaf are outline example packages with costs to give you an idea of the kind of opportunities that are available. We can also tailor a package to best meet your needs, to ensure that you get the most out of your partnership with Loughborough Pride.

To secure your sponsorship, or to discuss in more detail, please contact Kevin Urquhart at Loughborough Pride on 077137 40272 or email [sponsorship@loughboroughpride.co.uk](mailto:sponsorship@loughboroughpride.co.uk)



# SPONSORSHIP OPPORTUNITIES



## Headline Sponsor (£5,000+)

- Exclusive naming rights (e.g., Loughborough Pride 2025 presented by [Your Brand])
- Premium logo placement on all marketing materials, website, and press releases
- Prime stage branding and speaking opportunity at the event
- Dedicated social media features and press coverage inclusion

## Gold Sponsor (£2,500+)

- Prominent logo placement on event signage, website, and marketing materials
- Sponsored segment on the main stage
- Social media promotions and inclusion in press releases
- Complimentary stall space at the Community Market



# SPONSORSHIP OPPORTUNITIES



## Silver Sponsor (£1,000+)

- Logo placement on event materials and website
- Recognition in social media promotions
- Complimentary stall space at the Community Market

## Community Sponsor (£500+)

- Logo placement on the website and selected event signage
- Social media shoutout and recognition

## In-Kind Sponsorship & Partnership

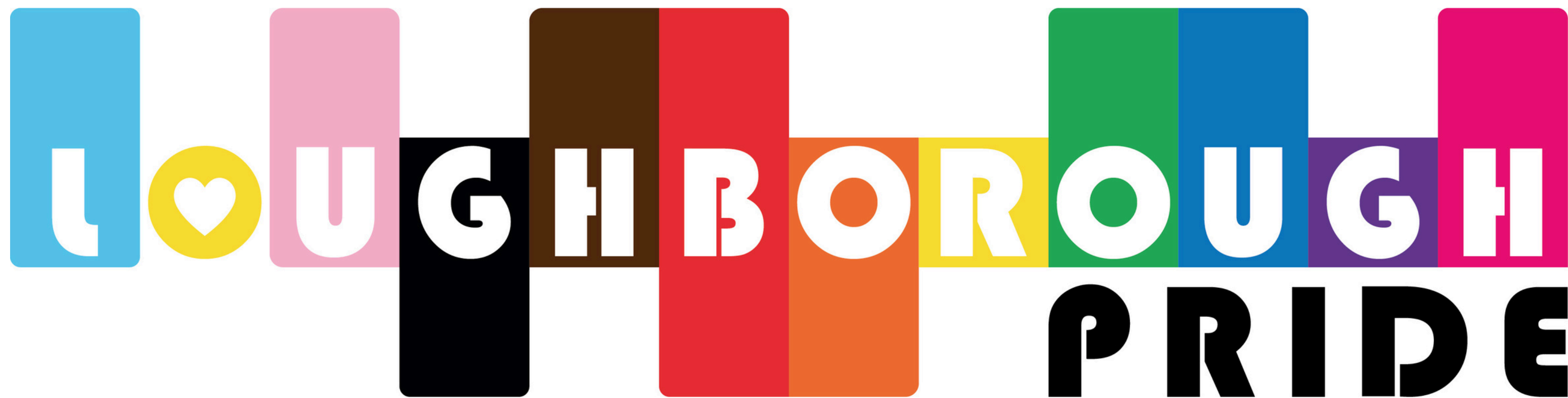
We also welcome in-kind sponsorships, including:

**Media & Promotion:** Advertising space, print materials, digital campaigns, **Event**

**Infrastructure:** Staging, sound systems, security, accessibility provisions,

**Community Engagement:** Family-friendly activities, wellbeing spaces, volunteer support





**THANK YOU**

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