



**LEICESTER**  
**PRIDE**  
**2025**

**SPONSORSHIP PACK**

# ABOUT LEICESTER PRIDE

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**Leicester Pride is Leicester's annual Lesbian, Gay, Bisexual and Transgender (LGBT) festival. Our goal is to promote equality, diversity, advance education and eliminate discrimination throughout the community.**

Now one of the largest free-to-attend Pride festivals in the UK, Leicester Pride is a family event with entertainment and attractions suitable for all ages. The event starts at 12 noon with a parade through the city centre leading to the festival site on Abbey Park.

The main stage features live singers, dance acts and cabaret from across the country whilst the dance arena features the best local DJs.

There is a variety of food and drink available and plenty to see and buy in the market stalls area. A selection of fair ground rides and games are also provided by Billy Bates & Sons fun fair.

We're getting bigger and more effective every year, but we rely heavily on corporate sponsorship to make the big day happen.

# KEY STATS

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**20,000+ PEOPLE**  
throughout the day

**3,000+ PARADE**  
through the city centre

**ONE OF LEICESTER'S**  
biggest cultural events

**16 YEARS**  
under the current team

# WHAT WE OFFER

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We do everything we can to help our sponsors share in the success of Leicester Pride.

This document outlines 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 Leicester Pride.

We've built a lot of trust in our community and maintain a series of outlets that are available for you to use:

- 42 page magazine released annually
- 16,000+ followers, 150,000+ reach
- Events hosted throughout the year
- TV, radio and press coverage

## PREVIOUS SPONSORS



# BRONZE PACKAGE

Here are the sort of opportunities we can offer for a £2,500 sponsorship.

- Brand or logo on our website
- Logo placement on our main stage screens
- 25% discount on pitch hire
- Small advert within our annual magazine
- Your brand present on our city centre parade



# SILVER PACKAGE

For a medium sized sponsorship of £5,000, we can offer these kind of benefits:

- Brand or logo on our website plus link
- Logo placement on our main stage screens
- 50% discount on pitch hire
- Medium sized advert within our annual magazine
- Your brand present on our city centre parade
- Post messages via our social media accounts



# GOLD PACKAGE

A sponsorship of £7,500 would get you access to our full range of sponsorship benefits:

- Brand or logo on our website plus link
- Large logo placement on our main stage screens
- Complimentary pitch hire including: 5 free custom heras fence panel adverts
- Large advert within our annual magazine
- Your brand present on our city centre parade
- Post messages via our social media accounts
- Complimentary table at the Leicester Pride Ball



# INTERESTED?

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**If you would like more information, or to discuss a tailored sponsorship package - please contact one of our directors.**

Martyn Parker  
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Leicester Pride is a registered charity #1137667