



2019 Brand Pack - Sponsorships / Fundraising

About Manchester Pride

Manchester Pride campaigns for the advancement of LGBT+ equality; celebrates LGBT+ life and creates opportunities that engage LGBT+ people so that they can thrive.

As one of the leading LGBT+ charities in the UK, its work aims to challenge discrimination in relation to homophobia, biphobia and transphobia and through our grant-giving, it supports, enrich and empowers LGBT+ community groups, events and causes in Greater Manchester.

We are a charity, and we couldn't do all of this without our sponsors and fundraisers. Donations to the charity help us make what we do a reality. They help us create award-winning, first-class experiences for tens of thousands of people.

They provide us with opportunities to campaign, celebrate, engage and fundraise throughout the year.


Sponsors and fundraisers are vital to the success of Manchester Pride and help us make a positive impact on the individuals and communities we support.

Why work with Manchester Pride

As a grant-giving charity, we create fundraising opportunities through our annual programme of LGBT+ events in the Greater Manchester region and have so far raised over £1.5 million since achieving charity status.

Since 2017 we have distributed over 60 grants to LGBT+ community groups, organisations, events and initiatives throughout Greater Manchester including George House Trust Welfare Fund, Queer Media Festival, LGBT Foundation, Black Gold Arts Festival, Trafford Carers Service, Village Manchester Football F.C., Mancunian Way, Biphoria, Out on Sunday, Village Football Club plus many more.

The Manchester Pride Festival



Every August, the city of Manchester comes together to celebrate our LGBT+ community with the Manchester Pride Festival. This is one of our key sponsorship and fundraising opportunities, where the world looks as Manchester puts on a huge weekend of cultural events, with the help of our partners and sponsors.

In 2018, the Manchester Pride Parade attracted 188 organisations, totalling 10,000 participants marching with us in front of a crowd of hundreds of thousands of people lining the streets of Manchester.

Manchester Pride had a crowd of up to 50k people a day during the Big Weekend in August 2018, with 250k gate interactions over the weekend.

This year the Manchester Pride Festival is set to grow even further with even more opportunities to get involved thanks to an exciting new format which will comprise of seven key elements; extending the reach of the LGBT+ event even further and creating new touch points for all LGBT+ people across Greater Manchester and beyond.

Manchester Pride Festival 2019 will be made up of Manchester Pride Live, the Candlelit Vigil, the Superbia Weekend, the Gay Village Gathering, Manchester Pride Parade and Youth Pride MCR.

Key Stats

Manchester Pride has distributed over £1.5m in grants since 2003, to support LGBT+ projects in Greater Manchester.

Our largest audience profile in 2018 was professional males, aged 25 - 45, from the North West, with an average spend of £750 over The Big Weekend. This was closely followed by professional females, aged 25-45 from the North West with an average spend of £500 - £700 over the weekend.

- 42 % of visitors to the Manchester Pride Festival stayed in city centre hotels or rented accommodation over the duration of Manchester Pride Festival
 - 79 % of visitors did not attend any other festival in 2018
 - 57 % of visitors travelled throughout Manchester during the Manchester Pride Festival
 - The Festival had a daily average attendance of c.50,000 festival goers.
 - The Main Stage arena saw c.61,440 visitors over the four-day festival.
 - The Manchester Pride Parade involved just over 10,000 participants and was watched by hundreds of thousands of supporters and spectators and featured on BBC and ITV.
 - Manchester Pride's 2018 Advertising campaign reached over 273,371,227 people, through digital media, marketing, advertising, broadcast, and outdoor.
 - The secondary viewing audience (via broadcast and social media channels) is over 1.6 million people.
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How to work with us - Sponsorship vs Fundraising

Become a Sponsor

From individual event sponsorship to long-term collaborative partnerships, the opportunities we offer are designed to complement your organisation's core brand values and provide a platform to increase the positive community perception and credibility of your business to our audience.

We believe that every partnership is different and that there is no 'one-size fits all' sponsorship package. As such, our sponsorship packages are as unique as the organisations who partner with us. To ensure we create the perfect bespoke opportunity for our sponsors, we work with you to fully understand your partnership objectives; highlight the benefits of aligning your brand with one of the UK's leading Pride events and LGBTQ+ charities, and work to maximise a return on investment for your organisation.

As a charity, Manchester Pride has a number of sponsorship opportunities throughout the year through our event portfolio, as well as opportunities to nurture more long-term, sustainable partnerships through our Corporate Sponsorship Programme, our cultural offering with Superbia and our Donor Scheme.

The Manchester Pride Festival

Sponsorship opportunities at a glance, prices available on request:

Title Sponsorship:


- Manchester Pride Festival
- Manchester Pride Parade
- Manchester Pride Live
- Gay Village Party
- Superbia Weekend
- Youth Pride MCR
- The Spring Benefit


Tiered Sponsorship:

- Gold (Two Available)
- Silver (Two Available)
- Bronze
- Partner

Additional Opportunities:

- Bespoke Packages Sampling
- Pouring Rights





We are happy to create bespoke sponsorship packages designed to meet specific objectives within budget parameters outlined by you. Please contact us if you would like to arrange a call to discuss your requirements.

To contact the Manchester Pride team regarding any sponsorship queries, or to view the full brand pack please contact us on 0161 831 7700 or email wade@manchesterpride.com

Additional Support

Public Relations Support

We'll look to amplify your sponsorship messaging with the use of our dedicated public relations team. Our PR team are based in Manchester and already have a great relationship with the media surrounding Manchester Pride. If PR support is required our team will ensure that all of our communications are inline and that the right media outlets are being communicated to on your behalf.

Fundraising

Fundraise for Manchester Pride

From individual fundraising events and promotions, to long-term collaborative partnerships, there are many ways we can work together to support Manchester Pride, to complement your organisation's core brand values and provide a platform to increase the positive community perception and credibility of your business to our audience, or simply just to get involved with this brilliant event.

We believe that every partnership is different and that there is an opportunity for everyone to get involved, no matter how big or small business. We ask that you only tie in with Manchester Pride and use our name if you are making donations to our charity, and so we will work with you to fully understand your objectives, and to work to make the partnership as easy as possible, aligning you with one of the UK's leading Pride events and LGBTQ+ Charities.

Manchester Pride takes over the city of Manchester every August, and this is the most popular time for local businesses to get involved. Whether you'd like to run a Manchester Pride special for the month or donate a portion of proceeds, we can work with you to create the perfect opportunity, and to help you communicate it to our audience.

While we know that most people choose to fundraise for Manchester Pride close to the event itself, we are a lot more than the Manchester Pride Festival, and so we would love to work with you on activity all year round.

Fundraising Opportunities





Make it Special!

Many partners who choose to sponsor Manchester Pride around the Manchester Pride Festival, opt to create something special for their customers to show their support for our charity. This could be anything, from a dedicated cocktail, colourful clothes, or even a food offer just for the weekend. This works really well as a small portion of the sale price is donated directly to Manchester Pride, enabling us to continue with our work.

If you have something in mind already then great or feel free to speak to a member of our team to discuss options for creating a bespoke special to be sold by your business.

(include some images of good examples here)

Collecting donations for Manchester Pride

Collecting donations for Manchester Pride within your venue is a quick way to support our charity. To help you facilitate this we are happy to drop off a branded collection tin or bucket prior to your fundraising* activity, and at the end, we can come to collect it too.

*Must be within 10 miles of Manchester City Centre.

Fundraising as a Business

We work with many local businesses who choose to do internal fundraising within the business for Manchester Pride throughout the year. This could be anything from a sponsored event, a bake sale, or a challenge within the workplace. We're really happy for you to support us with any internal fundraising within your business, and we can help to facilitate the use of donation tins, branding, and more.

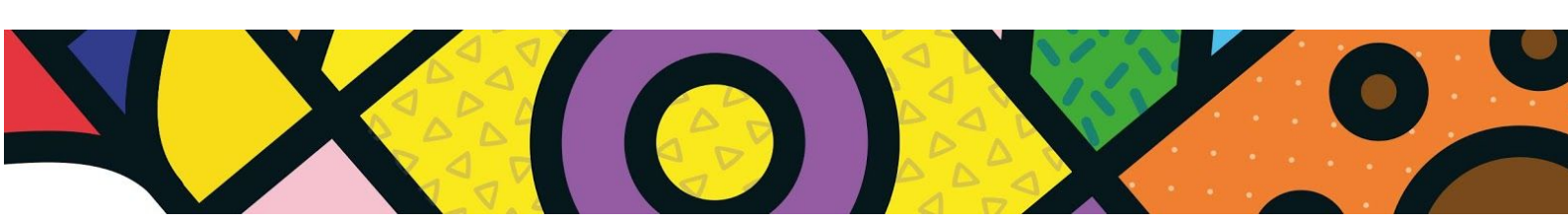
If you are looking for a local charity to partner with for a month or even a year, we'd love to chat about the reasons to choose Manchester Pride and the ways we can support your fundraising.

Other opportunities to work with Manchester Pride throughout the year:

Manchester Pride Spring Benefit

Superbia

Manchester Pride Conference





What not to do

Please don't use Manchester Pride's name if your fundraising money isn't going to our charity.

Many people don't understand that Manchester Pride is a charity, and so if you'd like to use our name and join in the celebration with our huge audience then please do remember to fundraise for us. There are lots of brilliant LGBTQ+ charities around the UK but in order to fundraise for our city and really become part of Manchester Pride, we ask that you only tie in your fundraising to us if your funds are being donated to our charity. If you are donating to Manchester Pride we can help to champion your fundraising with use of our branding, a listing on our website, and public relations support to generate media coverage.

How to get involved

It's really easy! Email us at engage@mancheserpride.com and give us a few details about who you are, what you're going to get up to and we'll do the rest!

We can send you our logo and guidelines, all we ask is that we sign off any use of it before what you do is made public.

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