



SPONSORSHIP PACK 2017





June 17th 2017 marks the 22nd Pride event in the capital city, originally set up in 1995 to celebrate diversity across Scotland with the annual March and festival alternating between Edinburgh and Glasgow, leading the way in the journey to achieve the level of equality we as a country now enjoy. All this while taking our place on the international stage and fighting the fight globally for equality for all irrespective of sexuality, gender, colour or creed.

The pattern of alternating pride events across the central belt continued until 2008 when Edinburgh and Glasgow separated into individual events and Pride Scotia was created for the capital city with an annual event organised by and for the people of Edinburgh, the Lothians and the east coast of Scotland. The Focus shifting yearly depending on the political landscape for LGBTQI people.

It was also during this period that the Annual event was joined by a host of supporting events in the days preceding by way of the Pride Scotia fringe festival, exploring equality across the arts in both theatre, film, social events, talks and gatherings. Notable successes include marking the 40th anniversary of the Stonewall riots with the play "This Years Thing" commissioned by Pride Scotia and produced by "The Luvvies" Scotland's leading LGBT Theatre Company it went on to enjoy sell out performances and critical acclaim. 2015 saw Pride Scotia change its public image and brand to Pride Edinburgh to celebrate our 20th Anniversary of annual pride events and to finally establish ourselves as an event that stands rightly with all the other festivals in Edinburgh and contributing to both our local and national economies.

Following our successful 2016 pride event, the committee took the decision to dissolve Pride Scotia as the parent company of Edinburgh in order to fully establish ourselves as a charity registered appropriately to secure the future of our annual celebration of diversity therefore Capital pride ltd has been established and Charitable status has been fully applied for.

To express an interest in becoming a Sponsor or to Advertise with Pride Edinburgh 2017 or if you would like more information please contact **Brett on 07532309186** or by email brett@prideedinburgh.org.uk

OUR MISSION

Our aim is to promote and celebrate inclusion, equality and diversity and to help eliminate discrimination in relation to the lives of Lesbian, Gay, Bisexual and Transgender people across Edinburgh.

- 1 Promoting and staging an annual LGBT Festival and also smaller events with the support of the local LGBT business community.
- 2 Uniting the LGBT community, together with their families and friends, so they can feel safe, welcomed and proud to be themselves.
- 3 Raising an awareness of the issues and difficulties affecting the lives of LGBT residents among the general public.
- 4 Associating with voluntary, public and private organisations, to develop and maximise our effectiveness for LGBT people.
- 5 Applying capital or income for the benefit of charities or charitable projects that support the LGBT community.



2016 EVENT STATS

- . In excess of approximately 10,000 people join us for the Pride March
- . The Pride march formed outside the City Chambers with many LGBTQI luminaires giving Speeches
- . Events were held across the LGBT scene with a total of 10 separate venues holding events across the day itself.
- . A sell-out crowd of 4000 people enjoyed the day's entertainment programme held in Edinburgh's famed "Jam House"
- . Crowds numbering well into the thousands visited the Community fair held in the omni centre with featured stalls from across Scotland that reflects the best in Scottish culture and health and well-being for the LGBTQI community.
- . The sisters of the perpetual indulgence held their annual tea dance in the former club Chalky's (now Infinity night club) and over 500 people attended.
- . 2016 saw first aid and social care provision provided for the first time by Safe Zone located outside St Marys Cathedral, safe zone members were on hand throughout the day and well into the evening.
- . LGBT youth Scotland hosted a successful youth zone and were also present in large numbers for the pride march.
- . The Transgender community events were co-ordinated by Jan Irvine in collaboration with the LGBT health and well-being centre and took place at the Holiday Inn on Picardy place and were well attended. It's our aim to increase the focus on the transgender community in 2017 and beyond.

Social Media:

Our Social media stream is centred around both Twitter [™] and Facebook [™] we currently have in excess of 2400 followers on twitter we are working to further our presence via the Twitter platform. Our Facebook [™] has approximately 5000 followers with likes and outreach into the thousands.

Pride Edinburgh 2017: Your Chance to get involved.

As we fully transition to a charity we are widening the scope of those we seek to partner with as our sponsors and are engaging with a cross section of businesses both commercial and private along with a mixture of corporate and commercial enterprises. The following pages gives an idea of some of the ways you can engage with us at Pride Edinburgh. However we are fully willing engage individually to tailor our potential to work together to ensure the maximum potential is achieved.



HEADLINE SPONSOR

This sponsorship opportunity would allow your company and brand to be the main focus of our events in 2017 and for the year ahead. Your corporate branding would feature heavily throughout our marketing materials and also logos can be applied to our social media streams and a full page advert can be supplied for our hard copy pride guide.

Package Includes:

- . Acknowledgement in a media statement as our headline Sponsor
 - . Your Logo and artwork added across our media streams and social media. Your Logo will remain on our social media for the following 12 month period inclusively
 - . Your Logo added to our Stewarding and Volunteer Team T Shirts which are worn during pride day and 2 t shirts will be allocated to you for personal use and can be monogrammed and personalized. (Additional T shirts can be made available on payment of a small additional charge)
 - . Full page advert in our annual Pride Guide available in both hard copy and Digital Copy.
 - . Your Logo and Branding will displayed on our Main Stage big screen and throughout the Pride Venue were appropriate
 - . An invitation to join us on the Pride March for which you can bring your own banners or we can arrange a banner for you at a reasonable cost.
 - . A complimentary stall at our community fair joining a broad cross section of groups and organisations supporting the LGBTQI community giving you access to the thousands of attendees to our events.
 - . A chance to join our speakers and address the Pride March during the pride march itself
 - . Your Logo and branding will added to our website and we would also carry any short videos or clips you wish to use to advertise your company.
 - . The chance to advertise in the LGBT community Magazine "Scotsgay" at preferential rates throughout the year.
 - . The chair and executive committee are available to attend any functions or events you may wish to have in order to promote your partnership with Pride cost free.
 - . An Invitation for you and an agreed number of your guests to join us for a post event celebration including a complimentary glass of fizz to allow you to informally network and celebrate your contribution to celebrating the very best in diversity in our capital city.
 - . As your sponsorship lasts throughout the year ahead, you will have preference to discuss future sponsorship opportunities with Pride Edinburgh with no obligation to commit and no long term contract being required.
- All the above can be tailored and personalized to your needs in discussion with us.

FROM £5000



PARTNERSHIP SPONSOR

This sponsorship opportunity will allow your branding and corporate identity to be associated with a specific area of our work from sponsoring our Main stage and entertainment acts to sponsoring our community, health and wellbeing fair to other specific areas including sponsoring our tea dance, ceilidh or our Transgender Engagement spaces.

Our team will meet with you to discuss which area is of interest to you and thus personalise your contribution and agree to a mutually acceptable working plan between yourself and Pride Edinburgh.

Package Includes:

- . Acknowledgement in a media statement as one of our Partners promoting your specific area of contribution at Pride Edinburgh 2017
 - . Your Logo and artwork added across our media streams and social media.
 - . Your Logo and Branding will displayed on our Main Stage big screen and throughout the Pride Venue were appropriate
 - . Half page advert in our annual Pride Guide available in both hard copy and Digital Copy
 - . An invitation to join us on the Pride March for which you can bring your own banners or we can arrange a banner for you at a reasonable cost.
 - . A stall at discounted rate at our community fair joining a broad cross section of groups and organisations supporting the LGBTQI community giving you access to the thousands of attendees to our events.
 - . Your Logo and branding will added to our website
 - . The chance to advertise in the LGBT community Magazine "Scotsgay" at preferential rates throughout the year.
 - . The chair and executive committee are available to attend any functions or events you may wish to have in order to promote your partnership with Pride cost free.
 - . An Invitation for you and an agreed number of your guests to join us for a post event celebration including a complimentary glass of fizz to allow you to informally network and celebrate your contribution to celebrating the very best in diversity in our capital city.
 - . As our partner, you will have preference to discuss future sponsorship opportunities with Pride Edinburgh with no obligation to commit and no long term contract being required.
- All the above will be tailored and personalized to your needs in discussion with us.

*The total cost of sponsorship may be below that which is stated above depending on your contribution to pride Edinburgh the final cost of sponsorship will be mutually agreed by both parties prior to invoicing and charging.

FROM £2500*



COMMUNITY SPONSOR

We at Pride Edinburgh have the LGBTQI community at the heart of the work we do to promote inclusion and to celebrate diversity across both the rainbow spectrum and well beyond.

We seek to engage with as many companies, businesses and individuals as possible who seek to benefit from inclusion and diversity. No enquiry to pride Edinburgh is ignored and no contribution is too small. We therefore have designed the community sponsorship category with this aim.

Our principal way to engage as a Community Sponsor is to take a stall at our Community, Health and Well Being fair. Held annually on pride day and attended by thousands of people from across Edinburgh, the Lothian's and beyond, and focusing on everything from Health and safe sex supplies to stalls from entrepreneurs selling their merchandise to the community.

A stall at our community fair includes access to power supply where required and the services of our Community Director John S Johnston to arrange your bookings and any ongoing support. Plus on pride day a dedicated volunteer team will be on hand in the community fair to handle any support requests.

Please note we are delighted to speak with you if you would prefer a non-community fair stall way of engaging for example why not Sponsor our Volunteer Team T shirts!

Package Includes:

- . Acknowledgement in a media statement as part of our roll call of community fair stall holders at Pride Edinburgh 2017
- . Promotion of your contribution via our social media streams.
- . You're Logo and branding can be added to our website
- . If you choose to sponsor our volunteer team shirts your Logo will be displayed prominently.
- . A Listing in our annual Pride Guide available in both hard copy and Digital Copy
- . A stall at our community fair joining a broad cross section of groups and organisations supporting the LGBTQI community giving you access to the thousands of attendees to our events.
- . The chance to advertise in the LGBT community Magazine "Scotsgay" at preferential rates throughout the year.

All the above will be tailored and personalized to your needs in discussion with us.

*The total cost of sponsorship may be below that which is stated above depending on your contribution to pride Edinburgh the final cost of sponsorship will be mutually agreed by both parties prior to invoicing and charging

From £160 (Discounts Available) by discussion)*

UNIQUE SPONSOR

Finally, if none of the categories above suit your requirements but you would still like to engage with Pride Edinburgh and the LGBTQI community then you can approach us to become a Unique Sponsor.

Our team will meet with you to discuss the format your engagement with us will take and how best we can work together to achieve our mutually agreed aims. No idea is off limits and we will talk to any group, business, company or individual as long as they share the ethos of Pride Edinburgh for inclusion and diversity for all.

So why not drop us a line and let's see where working together can take us!

Package can include (but not limited to):

- . Acknowledgement in a media statement celebrating our working together and promoting the aims of this unique partnership
- . Promotion of your contribution via our social media streams.
- . You're Logo and branding can be added to our website
- . A Listing or quarter page advert in our annual Pride Guide available in both hard copy and Digital Copy
- . The chance to advertise in the LGBT community Magazine "Scotsgay" at preferential rates throughout the year.
- . An Invitation for you and an agreed number of your guests to join us for a post event celebration including a complimentary glass of fizz to allow you to informally network and celebrate your contribution to celebrating the very best in diversity in our capital city.

All the above will be tailored and personalized to your needs in discussion with us.



GUIDE ADVERTISING

Quarter Page (A7) - £175

HalfPage (A6) - £250

Full Page (A5) - £500

WEBSITE ADVERTISING

Advertise on the Pride Edinburgh website www.prideedinburgh.org.uk and show your brands support

1 Month - £100

3 Months - £250

6 Months - £400

12 Months - £500



THANK YOU

On behalf of Pride Edinburgh, Thank you so much for taking the time to read this sponsorship pack.

As a not for profit charitable organisation we value every single contribution and offer of sponsorship afforded to us and please be assured from the Chairperson down no member of the committee or volunteer is paid in any financial form for the work they do bringing Pride Edinburgh, the pride march and associated festival events to life.

Please note that Pride Edinburgh which incorporates the annual Pride Scotia March and all associated events are produced by the Company Capital Pride™ which currently has a charitable status application submitted to the appropriate authorities. Upon receipt of our charity number we will update all paperwork accordingly and inform all our sponsors irrespective of contribution.

My personal thanks again, and on behalf of pride Edinburgh I look forward to working and engaging with you for Pride 2017 and beyond.

Brett Herriot
Chair, Pride Edinburgh





Headline, Partnership and Unique Sponsorship opportunities

brett@prideedinburgh.org.uk

or call 07532309186

Community Sponsorship and community fair bookings

johnj@prideedinburgh.org.uk

prideedinburgh.org.uk