



SPONSORSHIP PACK 2018



June 17th 2017 marked 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 the transition to Charitable status was completed ahead of our pride 2017 event.

Pride Edinburgh 2017: Scottish Diversity

Pride Edinburgh 2017 was launched under the banner "Scottish Diversity". As our fellow pride events, south of the border marked the 50th Anniversary of the partial Decriminalisation of homosexuality (something which didn't arrive in Scotland until 1980) we in Pride Edinburgh made the decision to celebrate our home country. Its beautiful diverse people and culture and place were so many of us call home. We added several Scottish trimmings to our annual event. We hope this marked a way of us saying thank you to all the people of this great city and country for embracing diversity.

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.



2017 EVENT STATS

- . In excess of approximately 7,000 people join us for the Pride March
- . The Pride march formed outside the Scottish Parliament, with many LGBTQI luminaires giving Speeches.
- . Events were held at EUSA's Teviot House and Potterrow house campus and across the LGBT scene with a total of 10 separate venues holding events across the day itself.
- . A sell-out crowd of 5000 people enjoyed the day's entertainment programme held in our Pride Arena in Potterrow House Dome and across the EUSA Campus.
- . Crowds numbering well into the thousands visited the Community fair held in Teviot house 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 Study of Teviot house and over 500 people attended.
- . 2017 also saw the launch of the Pride Fun Run, coupled with an extensive community engagement programme that included for the first-time entertainment for younger children not captured by LGBT youth Scotland.
- . 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 in the loft and roof top garden of Teviot house and were well attended. It's our aim to continue the focus on the transgender community in 2018 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 2018: Your Chance to get involved.

As part of our ongoing work as 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 to engage individually to tailor our potential to work together to ensure the maximum potential is achieved.



HEADLINE SPONSOR

Following the success of our 2017 pride Edinburgh events we entered a constructive Discussion with Manchester Airport Group, we are delighted to confirm that Pride Edinburgh's 2018 Headline Sponsor will be **Manchester Airport**.

This unique partnership increases pride Edinburgh's visibility south of the border and brings a high-profile brand to the capital city. This partnership will be launched at the end of 2017.



San Francisco Direct

MAINSTAGE ACTS SPONSOR

The Manchester Airport San Francisco Main Stage Acts Sponsor is new for Pride Edinburgh 2018 in conjunction with our main stage producer Monumental Marketing, you can sponsor a specific act or performer in our main stage line up. It is also possible to engage with our community stage. To discuss these opportunities please contact our Executive Producer and CEO/Founder of Monumental Marketing, Jamie Love directly on: jamie@monumentalmarketing.co.uk.

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 2018.
 - .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 LGBTQ! 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 2018.
 - .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.

Will be agreed by mutual discussion



GUIDE ADVERTISING

Quarter Page (A7) - £175

HalfPage (A6) - £250

Full Page (A5) - £500

WEBSITE ADVERTISING

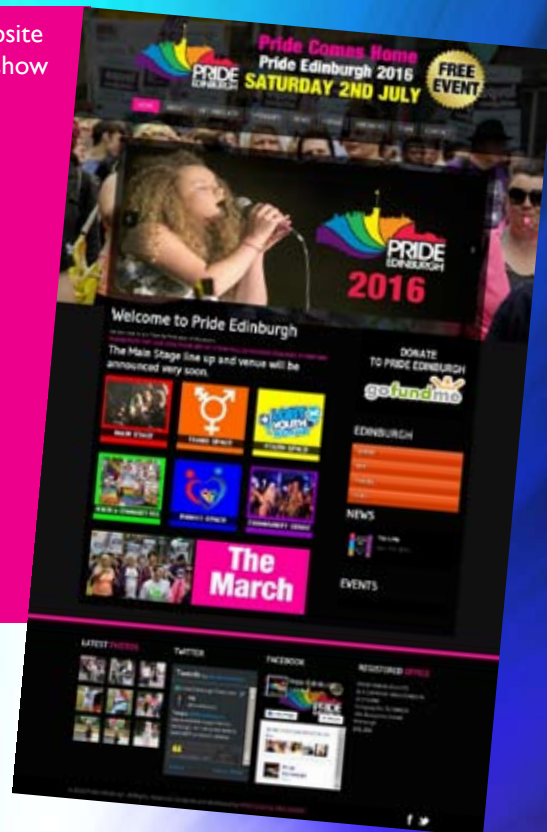
Advertise on the Pride Edinburgh website www.prideedinburgh.org.uk and show your brands support

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™

My personal thanks again, and on behalf of pride Edinburgh I look forward to working and engaging with you for Pride 2018 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

To discuss the Manchester Airport San Francisco Main Stage Acts Sponsor opportunities please contact our main stage executive producer Jamie Love directly on:

jamie@monumentalmarketing.co.uk

prideedinburgh.org.uk