



# OXFORD PRIDE 2022

## Sponsorship Pack

[www.oxfordpride.uk](http://www.oxfordpride.uk)



@oxfordpride.uk

*Oxford Pride Group Ltd,  
Registered in England & Wales limited by guarantee with no share capital 04662488  
Registered charity 1151400.*

# Sponsors and Supporters



Oxford Pride is a free event that relies on the generous financial support of organisations, companies, and donations both large and small.

The Oxford Pride Festival will run from **Friday 27 May until Sunday 5 June** with the Parade and Pride Day taking place on **Saturday 4 June** &&&.

Oxford Pride last held an in-person Pride in 2019 when over 8,000 people enjoyed the celebrations at the Castle Quarter and in the Westgate's Leiden Square.

Many more people attended a variety of events during the Oxford Pride Festival in the weeks before.



2022 will see the 50th anniversary of the first Pride March in London, a significant milestone in the history of the Pride movement and we expect an even larger participation in LGBT+ events both in the UK and globally.



## 2023 — Oxford Pride 20th Anniversary

We are already looking at ways to make our 20th anniversary one to remember!

If you would like to be a part of that we will be offering special deals for sponsorship that covers two years (or three if you would prefer). For details please contact: **chair@oxfordpride.uk**

# Social Media

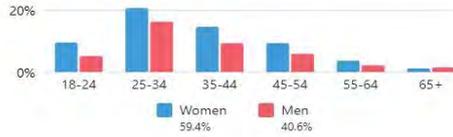
We have over 4,500 followers on Facebook, a figure that continues to grow. On Pride Day our Facebook reach has previously exceeded 50,000. We also get coverage on radio, TV, as well as online and inprinted media.

Audience

Facebook Page likes

4.5K

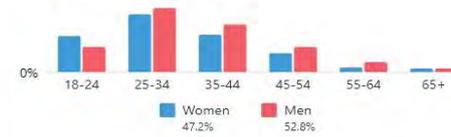
Age & gender



Instagram followers

3.8K

Age & gender



## Sponsorship Packages

Show your support for Oxford Pride and get your name in front of our audience. We offer sponsorship opportunities to any size business or organisation, and we can also create bespoke sponsorship packages, just get in touch to chat about what you need.

The sponsorship opportunities are:

A. **£6,000 +** Your name on the stage and our Parade Banner at the front of the march, Full Page Cover Position in the Pride Guide, the opportunity for a group to march in our Parade, recognition on all our social media, publicity material and website, a stall in our very popular market area.

B. **£3,000** — Become the named sponsor of a Festival event or one of our acts, your name on our Parade Banner at the front of the march, the opportunity for a group to march in our Parade, Full Page Advertisement in the Pride Guide, recognition on all our social media, publicity material and website, a stall in our very popular market area.

C. **£2,000** — Half Page Advertisement in the Pride Guide, become the named sponsor of a Festival event or one of our acts, your name on our Parade Banner at the front of the march, the opportunity for a group to march in our Parade, recognition on all our social media, publicity material and website, a stall in our very popular market area.

D. **£1,000** — Half Page Advertisement in the Pride Guide, become the named sponsor of a Festival event, your name on our Parade Banner at the front of the march, the opportunity for a group to march in our Parade, recognition on all our social media, publicity material and website, a stall in our very popular market area.

For more details or to discuss other options please contact:  
**chair@oxfordpride.uk**

# Advertising in the Pride Guide

Advertising spaces are available within our Pride Guide, which is an A5 booklet containing Festival events, Parade route, stage line-ups and other event information, distributed for free to other Pride events, throughout the Thames Valley region and available on Pride day.

Contact **festival@oxfordpride.uk** for more information.

Back Cover:	£750
Inside Covers:	£500
Full Page:	£350
Half Page:	£200
Quarter Page:	£125



## Market Stalls

A limited amount of stalls are available in our popular market areas.

- Charities with an income of less than £50k per annum and community groups
- Charities over £50k per annum
- Commercial

**TBC**  
**£75**  
**£150**

If you have any questions or want to discuss options please email **marketplace@oxfordpride.uk**

We look forward to hearing from you.

