



SPONSORSHIP 2024



OXFORD PRIDE



About us

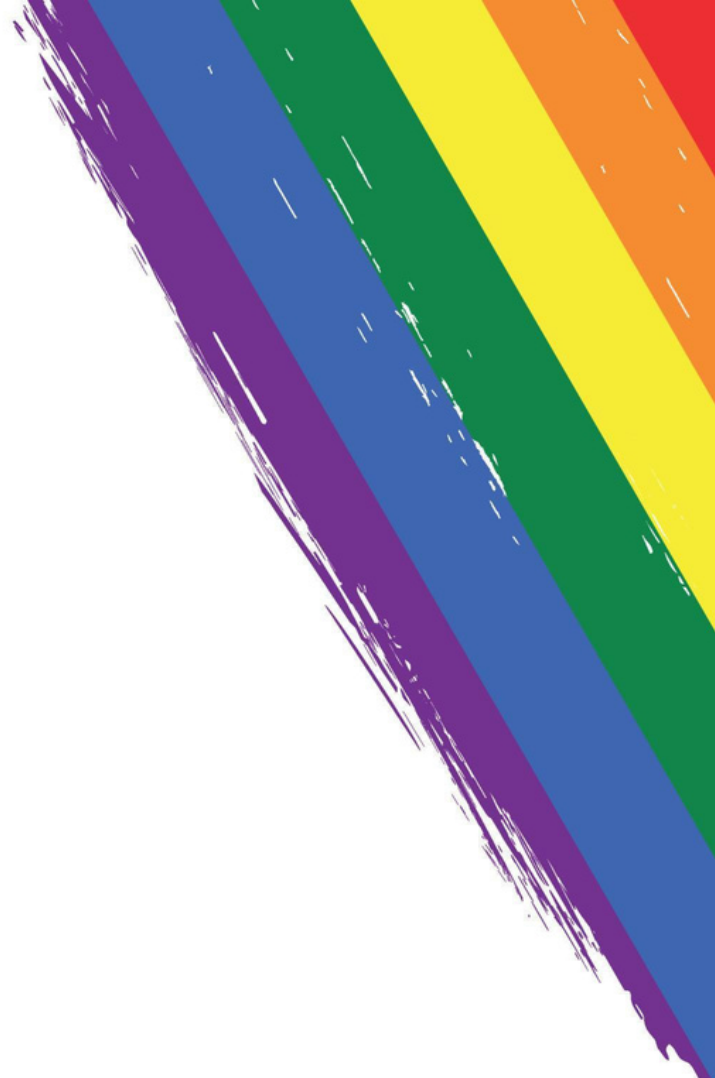
Oxford Pride celebrates its **21st anniversary** this year, and once again we will be filling the streets with colour as we march through the city centre towards the Oxford Castle Quarter and Leiden Square at Westgate. This year's theme is **One City - One Pride: Embrace your Rainbow** bringing all communities together to celebrate on the **8th June 2024**.

The event attracts over 10,000 people throughout the day and this year we add a third stage within our footprint, the Cabaret Stage, to keep people celebrating into the evening and night. Oxford Pride has always been a free event and we need your support to help us keep it that way!

Additionally, with over 5,500 followers on Facebook, 5,000 on X (formerly Twitter), and 4,500 on Instagram, Oxford Pride has a great social media presence, that continues to grow. Our reach on Pride Day has exceeded 50,000 people and we have great regular support from local radio and television stations, as well as online and printed media.

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Headline Sponsor

£15,000

"Your Business or Organisation presents Oxford Pride". Be the Headline Sponsor for Oxford Pride 2024 and have your name prefix in this year's Pride.

Your name and logo accompanies the Oxford Pride name and logo all year, at all events and including our main event of the year on 8th June 2024.

Your logo will hold prominence on the Oxford Pride banner at the front of the parade and you will have a space for your business or organisation to march in the parade.

Receive full page advertisement on the back cover of the 2024 Pride Guide in printed and digital copies, and have the best location on all social media, website and publicity material. Host a stall in our popular marketplace to engage with the thousands of visitors who will attend Oxford Pride 2024.

Benefits

- ✓ Name prefix on all Oxford Pride events for 1 year
- ✓ Logo on all Oxford Pride events and materials
- ✓ Logo on Parade Banner
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Prime location on social media, website and publicity material
- ✓ Stall in the marketplace
- ✓ Parade participation

Main Stage Sponsor

£10,000

Name the main stage after your business or organisation on Oxford Pride Day Saturday 8th June 2024. Your logo will take prominence on the two stage wings on the main stage and the front banner that faces the audience.

All commentary and mentions on the day, and in the Pride Guide, that refer to the main stage will feature your business or organisation's name prefixed.

Your logo will be on the Oxford Pride banner at the front of the parade and you will have a space to march in the parade.

Receive full page advertisement on the front, inside cover of the 2024 Pride Guide in printed and digital copies, and prime location on all social media, website and publicity material. Host a stall in our popular marketplace.

Benefits

- ✓ Name prefix on main stage of Oxford Pride 2024
- ✓ Logo on the stage wings and front
- ✓ Logo on parade banner
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Prime location on social media, website and publicity material
- ✓ Stall in marketplace
- ✓ Parade participation

Headline Act Sponsor

£10,000

Sponsor the headline act of Oxford Pride 2024. All mentions of the headline act leading up to Pride Day 2024, and on the day, features your business or organisation's name and logo.

Marketing material advertising the premier act, commentary throughout the day and in the 2024 Pride Guide will refer to the headline act with your name prefixed.

Your logo will be on the Oxford Pride banner at the front of the parade and you'll have a space to march in the parade.

Receive full page advertisement on the back, inside cover of the 2024 Pride Guide in printed and digital copies, and prime location on all social media, website and publicity material. Host a stall in our popular marketplace.

Benefits

- ✓ Sponsor presents headline act
- ✓ Logo on all promotional material
- ✓ Logo on parade banner
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Prime location on social media, website and publicity material
- ✓ Stall in marketplace
- ✓ Parade participation

Platinum Sponsor

£7,500

Be the named sponsor of one of the main stage acts of Oxford Pride 2024. All mentions of your chosen act will include your business or organisation's name leading up to Pride 2024 and on the day.

Your logo will feature on the Oxford Pride banner at the front of the parade and you'll have a space to march in the parade.

Receive full page advertisement in the 2024 Pride Guide in printed and digital copies.

Prime location on Oxford Pride social media, website and publicity material.

Host a stall in our popular marketplace to engage with the thousands of visitors who will attend Oxford Pride Day 2024.

Benefits

- ✓ Named sponsor of a main stage act
- ✓ Logo on parade banner
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Prime location on social media, website and publicity material
- ✓ Stall in marketplace
- ✓ Parade participation

Gold Sponsor

£5,000

Be the named sponsor of one of this year's Festival Events and Fundraising Events in the year leading up to Pride Day on 8th June 2024.

Your business or organisation's name will feature on publications leading up to the events and on the day of the festival and fundraising events.

Your logo will feature on the Oxford Pride banner and you will get a space to march in the parade.

Receive full page advertisement in the 2024 Pride Guide in printed and digital copies.

Your logo will feature in a prime location on social media and the Oxford Pride website.

Host a stall in our popular marketplace to engage with the thousands of visitors who will attend Oxford Pride Day 2024.

Benefits

- ✓ Named sponsor of fundraising events
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Prime location on social media, website and publicity material
- ✓ Stall in marketplace
- ✓ Parade participation

Silver Sponsor

£2,500

Be the named sponsor of one of the popular festival events leading up to Oxford Pride on 8th June 2024.

Receive a half-page advertisement in the 2024 Pride Guide in printed and digital copies.

Your business or organisation's logo will feature on Oxford Pride website and social media.

You will have a space to march in the Oxford Pride 2024 parade.

Host a stall in our popular marketplace to engage with the thousands of visitors who will attend Oxford Pride Day 2024.

Benefits

- ✓ Named sponsor of festival events
- ✓ Half-page ad in 2024 Pride Guide
- ✓ Logo on social media and website
- ✓ Stall in marketplace
- ✓ Parade participation

Bronze Sponsor

£1,000

Receive a half page advertisement in the 2024 Pride Guide in printed and digital copies.

Great placement of your business or organisation's logo on social media and the Oxford Pride website.

You will have a space to march in the Oxford Pride 2024 parade.

Benefits

- ✓ Half-page ad in 2024 Pride Guide
- ✓ Logo on social media and website
- ✓ Parade participation

Rainbow Champion

£500

Logo on all Oxford Pride social media accounts and website.

You'll have a space to march in the Oxford Pride 2024 parade.

Benefits

- ✓ Logo on social media and website
- ✓ Parade participation

T-shirt Sponsor

£4,000

See your business or organisation's logo on the t-shirts that all committee members and volunteers will wear for Oxford Pride 2024.

Volunteers will be wearing your branded t-shirts across the site on Pride Day, in the Parade and at all Pride events, including Festival events, leading up to Pride Day 2024.

Receive a full page advertisement in the 2024 Pride Guide in printed and digital copies.

Your logo will feature on social media and the Oxford Pride website.

You'll have a space to march in the Oxford Pride 2024 parade.

Benefits

- ✓ Named sponsor
- ✓ Logo on committee member and volunteer t-shirts
- ✓ Logo on parade route and events
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Logo on social media and website
- ✓ Parade participation

Accessibility Sponsor

£5,000

Oxford Pride has increased its commitment to accessibility year-on-year, yet we acknowledge that many of our visitors need more from us for them to feel truly included.

This year to support our visitors who require additional needs, we would like to have British Sign Language (BSL) interpreters and a Palantypist (speech to text reporter). We would also like to invest in two screens of the stage in accessible areas and provide viewing areas for wheelchair users and those with mobility issues.

Be the Accessibility Sponsor for Oxford Pride 2024 and your branding will be displayed in the viewing areas and on the screens. Receive full page advertisement in printed and digital copies of the 2024 Pride Guide, and a great location of your logo on social media and the website.

You'll have a space to march in the Oxford Pride 2024 parade.

Benefits

- ✓ Your brand on accessibility features
- ✓ Logo on parade banner
- ✓ Full-page ad in 2024 Pride Guide
- ✓ Logo on social media and website
- ✓ Parade participation

If you would like to take out a sponsorship package for Oxford Pride 2024, or have any questions in relation to sponsorship, please contact **Rob Jordan** at **fundraising@oxfordpride.uk**

Thank you



OXFORD PRIDE



www.oxfordpride.uk