



Chippenham Pride Sponsorship Pack



What is Chippenham Pride?

We welcome you to join us for the first Chippenham Pride event on 17th June 2023, celebrating the LGBTQIA+ community in our beautiful market town! Chippenham Pride is working towards a future without discrimination where all people have equal rights; we want **EVERYONE** to know they are not alone!

Chippenham Pride will be a day to inspire, educate, commemorate and visibly celebrate our diverse community within Chippenham and the surrounding areas.

A time when our community, businesses and local groups can come together for a day of vibrant colour, fun and love!

Why sponsor Chippenham Pride?

Being part of Chippenham Pride champions your local LGBTQIA+ community but also signals how much you value your LGBTQIA+ customers, colleagues and employees.

Diversity, Equity and Inclusion has been proven to make organisations better performing, more innovative and more profitable. Not only does it make good business sense to be part of Chippenham Pride but your organisation will be able to contribute and give back to the community it serves and celebrate everyone living in and around Chippenham.

Our varied entertainment zones, online presence and on-the-day advertising will allow you ample opportunities to display your support and provide excellent value for your investment. Featuring some of the best entertainers from the area and some of the country's leading LGBTQIA+ speakers and role models will make this one of the South West's high profile, go-to events.

Small Business Packages

No High Street chains, independent traders only with one outlet.

Rainbow	£250	Glitter	£150	Sparkle	£50
You'll be mentioned as a sponsor on our event website and flyer and we'll include the following:		You'll be mentioned as a sponsor on our event website and we'll include the following:		You'll be mentioned as a sponsor on our event website and we'll include the following:	
Included in event flyer		Business Name		Business Name	
Business Name		Business Logo		Business Logo	
Business Logo		Link to business website		Link to business website	
Link to business website					



Headline Sponsorship

£6,000



Other Corporate Packages

Access to dedicated sponsor area

10 tickets to the Pride Reception on the evening of 16th June 2023

10 tickets to the Pride After Party on 17th June 2023

Advertising space on the flyer, Chippenham Pride website and all social media banners

5 dedicated social media releases/videos

Exclusive access to Chippenham Pride members for interviews & internal promotions

Exhibition area for your business

Dedicated headline sponsor area on the Chippenham Pride website

Main Stage

Naming rights for the stage

Advertising space

5 backstage passes

Meet and greet entertainers inc. photos

Speaker Stage

Naming rights for the stage

Advertising space

10 priority seats

Meet and greet speakers inc. photos

Gold

Access to dedicated Sponsor VIP Area

5 tickets to Pride Reception

5 tickets to the Pride After Party

Advertising space

A dedicated social media release/video

Exhibition area for your business

A gold sponsor area on our website

Main Stage

Advertising, 2 backstage passes + meet and greet

Speaker Stage

Advertising space, 5 priority seats + meet and greet

£3k

Silver

Access to dedicated Sponsor VIP Area

2 tickets to Pride Reception

2 tickets to the Pride After Party

Advertising space

Exhibition area for your business

A silver sponsor area on our website

Advertising space on the Main Stage

Advertising space on the Speaker Stage

Bronze

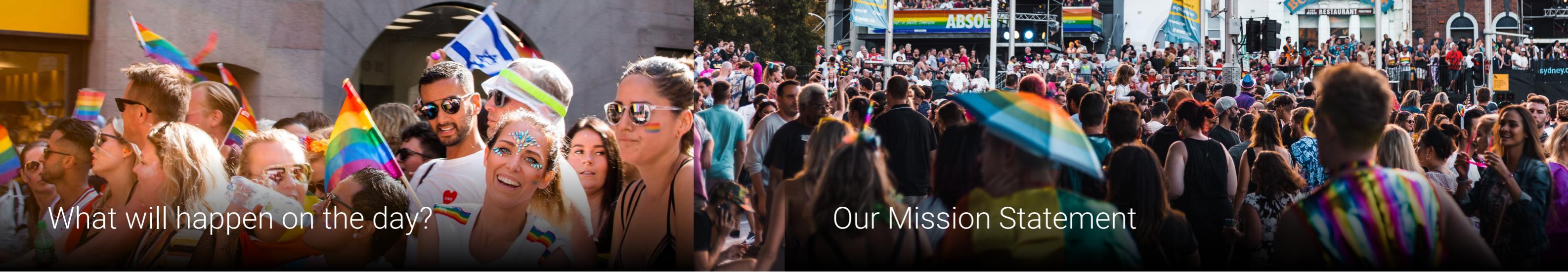
Access to dedicated Sponsor VIP Area

2 tickets to Pride Reception

2 tickets to the Pride After Party

Advertising space

A bronze sponsor area on our website



What will happen on the day?

The day will start with the Chippenham Pride March, featuring the LGBTQIA+ community, their families and allies through the town, ending at the Main Stage by the Buttercross.

The Main Stage, the focal point of the Pride celebrations, will feature a myriad of talent and entertainment throughout the day; bands, singers, drag queens, comedians and much more!

The Speaker Stage will feature the cream of the UK's LGBTQIA+'s role models, activists and thought leaders, interspersed with chill-out acoustic performers.

As our Pride is part of the High Street in the heart of the town, it will be a truly inclusive, vibrant event featuring all local businesses and organisations. The day ends with an After Pride party.

We will also be hosting a Pride Reception on the evening of 16th June 2023.

Our Mission Statement

We're committed to celebrating our LGBTQIA+ Community. We aim to work toward a future without discrimination where all people have equal rights.

We aim to host LGBTQIA+ Pride events that inspire, educate, commemorate and celebrate our diverse community within Chippenham and the surrounding areas.

We want EVERYONE to know they are not alone!

An inspirational family event that helps support allies, as well as the direct community, with stalls for mental health, physical health and all other LGBTQIA+ needs. Bringing the fun, acceptance and vibrancy into our beautiful market town and footfall to local businesses.

Education: We aim to deliver informative and valuable education to the LGBTQIA+ community AND the wider community through inviting local as well as national organisations/ charities to host stalls and give information freely to those who need or seek it.

Representation: We will act as a voice for the LGBTQIA+ community & ensure that they are represented at all levels, including, but not limited to, media and public services.

Community: We believe that a strong community is a safe and welcoming community so we will provide both digital and real-world support that strengthens and enhances diverse connections.