

Delivered By

LCR  
**PRIDE**  
FOUNDATION

  
**PRIDE**  
IN LIVERPOOL

  
**MARCH WITH PRIDE**

**Sponsorship  
Opportunities**



[lcrpride.co.uk](http://lcrpride.co.uk)





# THANK YOU FOR YOUR INTEREST IN WORKING WITH LCR PRIDE FOUNDATION.

As Liverpool City Region's LGBTQ+ charity your support not only allows us to deliver accessible community events, but also to carry out our vital year-round work.

# 60,000

Brought Pride in Liverpool to the city each year. In 2024 we welcomed 60,000 to the festival

# 1,500

Our pioneering 'You're Safe Here' safe space training has now trained over **250 businesses** and **1,500 staff members** in Liverpool and Cheshire



# £30,000

We've supported our community through grassroots funding, with over **£30,000** being released in grants - supporting bringing people together, improving services and creating new opportunities



# 750,000

We respond when our community needs us. Working closely with partners around hate crime we're able to creatively engage and reassure communities when they need it most - from public art interventions reaching over **750,000 people**, implementing safety improvements in the city or delivering training for businesses



# COLLABORATION

We have co-produced many important events with our community - from curating the Trans Day of Visibility programme in 2019, organising 'Liverpool Loves You' - a positive event at the intersection of LGBTQ+ people and faith, and supporting businesses in the city's Pride Quarter



# 8,000

When big things come to the city we ensure our community is represented. During the Eurovision Song Contest in 2023 we opened 'Pride House', a pop-up safe space and community centre, for the first time outside of a major sporting event. It welcomed over **8,000 people** - from delegates, locals and even a few artists!







# WORKING WITH US

We like to ensure that any partnership we enter into has meaning and purpose for both of us - helping show the community genuine support and work being done. Our current packages are below but we welcome conversations around tailoring our sponsorship packages to meet your organisation's specific needs, budgets and social objectives.

### The Benefits\*

- Reach +25,000 people at our annual March with Pride
- Reach an estimated 60,000 people during the Pride in Liverpool festival
- Foster positive relationships with the city region's LGBTQ+ community
- 142 pieces of media coverage
- With an estimated 10.7 million views

\*2024 event data

## The Event: Saturday 26th July 2025

### March With Pride 2025

The annual March with Pride is the heart of our city's Pride celebrations, founded in grassroots activism and protest. Mustering at St George's Hall, with speeches and performances, we paint the city rainbow as we march through the city centre to Pier Head. In 2024 a record-breaking 25,000 people marched, with a similar number expected to join in 2025.

### Pride in Liverpool 2025

Pride in Liverpool is the city region's annual flagship Pride event and one of Europe's largest free Pride events. Taking place at the iconic Pier Head, in 2024, more than 60,000 people attended the event, generating an estimated £6 million for the local economy. Through sponsorship, you will ensure we can deliver another celebration that is free, fabulous and accessible to all.







# PRIDE IN LIVERPOOL

In 2024, more than **60,000 people** attended the event, bringing an estimated **£6 million** in economic value to the city



## Main Stage Sponsorship

Headline: £30,000+vat

Pride in Liverpool's main stage features well-known names and up-and-coming community artists throughout the day, platforming local, regional and national LGBTQ+ voices, and is the focal point of the day's celebrations.

### Naming Rights

- Named as Stage/Headline Sponsor in all press releases, branded assets and artwork with logo most prominent alongside Pride in Liverpool's brand
- Dedicated press release announcing sponsorship
- Inclusion in all press releases relating to the main stage acts
- Main Stage always referred to as the '[Your Brand] Stage'.

### Marketing

- Inclusion of brand in all brochures/pamphlets and collateral for festival as above (most prominent sponsor).
- 1 x Full page advertisement in the LCR Pride Foundation Pride Guide
- Opportunity to promote news and job opportunities through the LCR Pride Foundation website and monthly e-newsletter

### Festival Site

- Main stage naming rights (e.g. [Your Brand] Stage) with namecheck throughout the day.
- Prominent branding in all zones with a minimum of 10 fence banners. Locations agreed in advance ahead of all other brands/sponsors.
- First refusal of the most prominent concession site (Main area) or one of the locations of your choosing, up to 6x6m. Structures provided by you.
- Prominent branding at all entrances/exits and bars on site.

### Hospitality

- 10 free VIP tickets and unlimited further tickets at partner price (-50%) for VIP Side-of-Stage area for main pride day
- Priority invitation to other LCR Pride Foundation events in the calendar year
- Sponsor discount on "You're Safe Here" training

For more information drop us a line at [sponsor@lcrpride.co.uk](mailto:sponsor@lcrpride.co.uk) or call **07513 288 752**





# MARCH WITH PRIDE

March With Pride continues to grow from 12,000 in 2019, to **25,000 people** in 2025 showing solidarity with LGBTQ+ Communities in Ukraine. Even during COVID19 we kept our march going, online - reaching over **2 million views**



## Headline Partnership

£17,000 + vat

The annual March with Pride is the heart of our city's Pride celebrations, founded in grassroots activism and protest. Mustering at St George's Hall, with speeches and performances, we paint the city rainbow as we march through the city centre to Pier Head. In 2024 a record-breaking 25,000 people marched, with a similar number expected to join in 2025.

### Headline rights

- Named as March Partner in all press releases, branded assets and artwork with logo most prominent alongside Pride in Liverpool's brand
- Dedicated press release announcing sponsorship
- Inclusion in all press releases and media activities relating to the March with Pride
- Prominent position in the March, behind grand marshalls the Michael Causer Foundation and the family of Michael Causer

### Marketing

- Prominent inclusion of brand in all brochures/pamphlets and collateral for March
- 1 x Full page advertisement in the LCR Pride Foundation Pride Guide
- Opportunity to promote news and job opportunities through the LCR Pride Foundation website and monthly e-newsletter

### March muster

- Prominent branding at march muster
- Opportunity to speak at muster
- Prominent position in the March, behind grand marshalls the Michael Causer Foundation and the family of Michael Causer

### Hospitality

- 10 free VIP tickets and unlimited further tickets at partner price (-50%) for VIP Side-of-Stage area for main pride day
- Priority invitation to other LCR Pride Foundation events in the calendar year
- Partner discount on "You're Safe Here" training

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# PRIDE IN LIVERPOOL

Pride in Liverpool is able to scale with support provided by sponsors. As well as our March and main stage, various 'zones' are available for sponsorship. Confirmed zones this year include the CommunityEXPO and Family and Youth Zone (see descriptions opposite), with the sponsorship package outlined adjacent.



The following zones are planned for 2025 and open for sponsorship.

#### CommunityEXPO:

Our local community, service and charity partners are the heart of keeping LGBTQ+ people across the region connected. Located in the covered area of Mann Island and Pier Head, this marketplace of over 25 organisations and services allows us to give an important platform to those working to keep us safe, well and connected.

#### Family/Youth Zone:

Pride is for everyone and we're proud that Pride in Liverpool's audience covers all ages. We want families to feel at home at Pride, as well as have somewhere to centre their day around. Our family zone at Mann Island provides that, with activity for all ages, entertainment as well as accessible/free to access, safe food and drink to help those on a budget.



## Zone Sponsorship

£10,000+vat (negotiable)

#### This includes:

- Inclusion of logo on all 'Presenting Sponsor' tier branded items. E.g. Roller banners, Pride guide and large print posters
- Name feature for the sponsored zone - such as "CommunityEXPO in association with..." and associated branding.
- Logo inclusion in the LCR Pride Foundation Pride guide thank you page
- Featured logo on all publicity for the named zone, including its listings within the event guide, event signage and social media
- Large and prominent exhibition space within the named zone or alternative agreed space up to 6m by 6m
- 5x fence banners with logo (or artwork of your choosing)
- Priority invitation to all LCR Pride Foundation events taking place throughout the year
- Promotion of involvement through social and digital media in the run up to the event, with minimum of 5 posts across channels, including but not limited to social media posts, editorial and feature in "Countdown to the day" videos
- One opportunity for one of the LCR Pride Team to present, or our team of volunteers to attend an event to promote our partnership
- No requirement to pay the corporate fee to March With Pride
- Physical and digital branding delivered to you to promote our partnership
- Opportunity to promote news and job opportunities through the LCR Pride Foundation website and monthly e-newsletter

Zone sponsorship costs are open to negotiation, if you have ideas you would like to discuss, please email [sponsor@lcrpride.co.uk](mailto:sponsor@lcrpride.co.uk) or call **07513 288 752**





# PRIDE IN LIVERPOOL

## Bespoke Zone Sponsorship

From £17,000+vat

Our Pride in Liverpool site represents the diverse city that we love in one event site - from musical performances to food & drink, community stalls to wellbeing activity we work hard to ensure there is something for everyone and all attendees can see themselves in Pride.



For more information drop us a line at [sponsor@lcrpride.co.uk](mailto:sponsor@lcrpride.co.uk) or call **07513 288 752**



We would love you to join our growing list of dedicated partners helping to make the LGBTQ+ community thrive in the Liverpool City Region.

We have put the above packages together with you in mind and we hope this is reflected in the document - of course if there is anything else you would like to explore, or something that might work better for you, please let us know.





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