

WESTON-S-MARE

PRIDE

LIFE IN COLOUR

**SPONSORSHIP
PACKAGES
2019**

**BECOME PART
OF YOUR PRIDE**

**SAT 27 & SUN 28
JULY 2019**

GROVE PARK, WSM, BS23 2QJ

WWW.WSMPRIDE.COM

ABOUT

- ◀ **Champion Equality & Inclusivity**
- ▶ **Raise Brand Awareness**
- ▲ **Connect with new customers**

Weston-super-Mare Pride is a volunteer led annual event that will take place on Sat 27th & Sun 28th July 2019 in Grove Park.

Since the creation of WSM Pride, we have seen considerable annual growth in event attendance and social awareness. Our printed and online media platforms promote positive publicity to thousands all year round.

As an organisation, we stand by our pledge to make Pride an accessible, educational and community inclusive festival for all. In order to do this we require support from businesses and organisations alike who share our vision for Diversity, Inclusivity and Visibility.

In return for your support, we aim to elevate your brand at every opportunity. Introduce your business to future clients and engage existing customers with our selection of sponsorship packages.

WSM PRIDE FACTS

Brochure coverage
over 5,000

12,000 event
attendees

- Celebrating its 6th event in 2019
- Is the BIGGEST two-day LGBTQ event in the South West
- Supports LGBTQ charities, organisations and groups, helping raise essential funds for specialist services in the community
- Contributes to the local economy, filling hotels, restaurants, bars and shops and benefitting local transport
- Attracts people from all over the UK during the course of the two-day festival
- Has five unique entertainment zones within the festival site
- Attracts local, regional and national media coverage

18,000 unique
website visitors

Over 6,000
social media
followers

Media coverage: BBC Radio, DIVA,
Gay Times, UK and Euro Pride
networks & ShoutOut Radio

WHAT WSM PRIDE CAN DO FOR YOU

- Heightened brand visibility through positive publicity via both printed and electronic media platforms supporting the WSM Pride event
- Help optimise unique media opportunities that may not usually be available
- Provides exciting opportunity to broaden your brands competitive edge by further enhancing your companies image and credibility within the much sought after LGBTQ market
- Offers a platform to demonstrate your understanding and desire to embrace the needs of the LGBTQ community through your positive ethical messaging
- To play a considerable part in one of Weston's largest events of the year and enjoy the benefits
- Brand awareness in achieving increased visibility, awareness or brand perceptions through crediting your sponsorship in our promotional literature and on our website

ABOUT

WSM Pride friends to date...



Great Western Railway



PRIDE WEEKEND

Colourful Pride Parade along WSM Promenade and Town Centre, attended by over 2,000 participants

2 day Festival in Grove Park with 2 entertainment stages, Community & Trade area, Children's zone, Education & Support Hub, Bars, Food and more

Winter Gardens After show party with over 800 guests

2019 SPONSOR PACKAGES

Platinum

Main Stage £10,000

WSM Pride Affiliation Logo - Platinum Award
Main Stage appearance
Sponsored Area with exclusive branding
Large printed banners in guest walkways
Star feature company logo & link on WSM Pride website & social media
Social Media event branding and mentions
Mentioned in press coverage
Appearance on 10,000 event flyers and posters
Double page advertisement in 6,000 event programmes
2 day Commercial Stall
Acknowledgement in pre and post-event communications

Gold

Commercial Area £3,000

Children's Zone £1,900

Afterparty Show £5,000

WSM Pride Affiliation Logo - Gold Award
Sponsored Area with exclusive branding
Large printed banners in guest walkways
Feature company logo & link on WSM Pride website & social media
Social Media event branding and mentions
Appearance on 10,000 event flyers and posters
Single page advertisement in 6,000 event programmes
2 day Commercial Stall
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2019 SPONSOR PACKAGES

Stalls

Independent Not-For Profit Organisations from £50
Trading stalls & Marketplace from £75
Food vendors from £150

WSM Pride Affiliation Logo and Award
Large printed banners in guest walkways
Feature company logo & link on WSM Pride website & social media
Logo appearance in 6,000 event programmes
2 day Commercial Stall

Supporters

Sponsor £99

WSM Pride Affiliation Logo - Supporter Award
Large printed banners in guest walkways
Company logo & link on WSM Pride website & social media
Logo appearance in 6,000 event programmes

Optional Extras

Individually priced, please contact us

Large printed banners in guest walkways
Company logo & link on WSM Pride website & social media
Single page advertisement in 6,000 event programmes
Logo appearance in 6,000 event programmes
2 day Commercial stall

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CONTACT
US

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