



CHICHESTER PRIDE 2024

SPONSORSHIP

www.chichesterpride.co.uk
[@chichesterprideuk](https://www.instagram.com/chichesterprideuk)
sponsorship@chichesterpride.co.uk



INTRODUCTION & ETHOS

INCLUSIVITY, INDIVIDUALITY, RESPECT AND UNITY.

These four core values collectively represent what Chichester Pride is today.

INCLUSIVITY – We welcome all members of the LGBTQ+ community and allies to our family. We celebrate their choices, support them when needed and collectively fight against stigma and prejudice.

INDIVIDUALITY – We celebrate the full diversity of our community and promote freedom of expression and freedom of lifestyle.

RESPECT – We encourage respect and tolerance among all individuals and communities and work to counter prejudice and hate.

UNITY – We recognise that together as a community and hand-in-hand with our allies we can make a positive change in society.

Chichester Pride is a fellowship of diverse individuals who look to support the local LGBTQ+ community. On the 25th of May 2024, we will be hosting our third annual Pride event at Chichester College in West Sussex.

This ticketed event will create a safe space to celebrate Pride whilst helping to raise awareness of the challenges that the LGBTQ+ community faces in society today.



CONTENTS

CELEBRATING LOVE, EMBRACING PRIDE!

Join us in our mission to make our community safer for all whilst celebrating our equality and the full diversity of Chichester. This pack gives further detail about our 2024 main event and explains the benefits of becoming one of our valued sponsors.

BE PART OF HISTORY IN THE MAKING!

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COMMITTEE

MEET THE TEAM BEHIND CHICHESTER PRIDE

We have a wonderful team who are dedicated to making Chichester Pride 2024 a huge success. Our core committee is supported by local volunteers and key suppliers who will ensure that we deliver a safe, well organised and professional event that we can all be proud of. For more details about our team please visit www.chichesterpride.co.uk/meet-the-team



MELISSA
Co-Chair



DAWN
Co-Chair



TARA
Secretary



CORINA
Treasurer



ZOE
Marketing



JONNY
Fundraising



STUART
Fundraising

AND WITH SUPPORT FROM

SHOWMEN
EVENT GROUP

SHOWMEN
EVENTS GROUP



MS SERVICES



OUR STORY SO FAR

MORE THAN JUST A ONE DAY EVENT

The first Chichester Pride took place at Chichester College on Saturday 28th May 2022 and was a huge success. We are incredibly proud that our debut event sold out and received overwhelmingly positive feedback. This gave us the confidence to continue with our mission and to make Chichester Pride a highlight of the City's cultural calendar every year.

Sixteen hundred ticketholders attended the second, bigger and better, Chichester Pride in 2023 and our sponsors were again delighted by how well organised and family friendly they found the event to be.

Since inception, Chichester Pride has worked hard to establish strong relationships with key organisations in the City. 2023 saw the first Pride Evensong at Chichester Cathedral, our second "takeover" of the Pallant House Gallery and an invitation from the City Council to take part in the Remembrance Sunday Parade and Wreath Laying Ceremony.

Chichester Pride was created out of a need to give the local LGBTQ+ population greater visibility within the city. We look to create new friendship groups and connections within our community and to offer support where it is needed. We celebrate the advances that have been made in civil rights for LGBTQ+ people in recent decades but also continue the fight for full equality.

MANY THANKS TO OUR SUPPORTERS!

Thanks to the support of our ticketholders and the generous contribution of our sponsors we are also able to start outreach work in local schools very soon to promote tolerance and respect and counter LGBTQ+phobic bullying.



WHAT TO EXPECT

BIGGER & BETTER AT CHICHESTER PRIDE 2024

WONDERFUL ENTERTAINMENT – A full programme of amazing performances will be available on our Main Stage from 12noon until 7pm. In recent years we have hosted a colourful array of drag performers including local favourites Cherry Liquor and Alfie Ordinary and TV Star and Britain’s Got Talent semi-finalist La Voix. Add into this mix acts like the dynamic cabaret collective The Cocoa Butter Club and the UK’s largest gay choir – The London Gay Mens Chorus – and you see that we take entertaining our audience very seriously.

LOCAL PERFORMERS – We also look to make Chichester Pride an opportunity to showcase community performers and have welcomed local theatre group CAOS Musical Productions, Chichester College and the University of Chichester onto the main stage each year.

STALLS TO BROWSE – From jewellery to face painting and from cookies to rainbow flags, there will be another great selection of stalls from local charities, businesses and traders for our ticketholders to browse and enjoy. There will also be a wide range of food and beverage stalls available including vegan and gluten free items.

ACTIVITIES TO TAKE PART IN – We are also proud to offer a range of workshops and activities for our ticketholders. These have included in the past self-defence classes, wellness and therapy sessions, arts and crafts and for our younger audience, Aida H Dee’s ever popular Drag Queen Story Hour.

NEW FOR 2024 – CHICHESTER PRIDE PARADE – it is our intention to organise the first ever Chichester Pride Parade to start our 2024 event. This will be a significant addition to our day. We hope to make a big, joyful noise as we parade through the centre of the City spreading our message of love, respect and inclusivity.



ACCESSIBLE FOR ALL

WE AIM TO KEEP PRIDE ACCESSIBLE

The committee are aware that ticket prices can prohibit people from attending Pride. Our aim is to keep ticket prices as low as possible and to plug any funding gap with local government grants and sponsorship from supportive local businesses.

Monies received from our sponsors enable us to deliver a successful, professional event and provide a safe space for everyone to enjoy. Our sponsors help us raise the profile of Chichester Pride in and around the city and share the message that Chichester is a welcoming community for all.

We want to partner with sponsors who believe in our cause, and we are confident that such a partnership will be beneficial to both parties. If you are that business or individual, please get in touch.



OUR SPONSORS

WE ARE GRATEFUL TO OUR 2023 SUPPORTERS!

A big shoutout and heaps of gratitude to our amazing sponsors in 2023! Your support means the world to us and plays a crucial role in making Chichester Pride happen.



CHICHESTER COLLEGE



UNIVERSITY OF CHICHESTER



LA FISH



TINWOOD ESTATE



CARPENTER BOX



WILEY



THE HIGHWOOD GROUP



SUMMERSDALE PUBLISHERS

The Richard Tildesley Practice



THE RICHARD TILDESLEY PRACTICE



THE GARDEN SHOWS



CHICHESTER CITY COUNCIL

CHICHESTER CITY COUNCIL



CHICHESTER DISTRICT COUNCIL



TNL COMMUNITY FUND



THE HYDE GROUP



MY UNIVERSITY HOSPITALS SUSSEX



BIRCHWOOD

BIRCHWOOD GROUP



BS STEELS



BLUESPIRE CHARTERED ACCOUNTANTS



COVERS TIMBERS & BUILDERS MERCHANTS



CHARLES PECK



SPONSOR BENEFITS

BE A PROUD SPONSOR OF CHICHESTER PRIDE 2024!

Our sponsors are incredibly important to us and we will do everything that we can to make sure that our ticketholders and the local community are aware of your support and financial contribution. This will be via our online channels, via traditional media (newspaper editorials and radio interviews) and by making our sponsors visible on the day of Pride itself.

For example, all sponsors will this year get their logos on our main LED screen.

WEBSITE TRAFFIC AND REACH

We have seen a dramatic increase in website traffic over the past two years. Demand for event information and tickets, listings of local LGBTQ+ events and engaging content have all increased our online stats and encouraged a constant flow of traffic all year round. Our website is the perfect tool for any sponsor who wants to advertise their brand in support of Chichester Pride.

SOCIAL MEDIA & REACH

Our social media platforms have also grown rapidly with evidence of significant organic growth. We attract users from across the South Coast but have also, perhaps surprisingly, attracted followers and activity from users nationwide!

Our social media pages **reach over 132,000 people in and outside of Chichester**, which makes it the perfect platform for promoting our upcoming events, bringing our community together, and promoting our official 2024 Chichester Pride sponsors with direct links to their businesses.



SPONSORSHIP 2024

OUR SPONSORSHIP PACKAGES!

Our sponsorship packages are tailored to benefit your business while supporting Chichester Pride 2024! Please read what we have to offer and if you have any questions, please get in touch.

	SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM
	£500	£1,000	£2,500	£5,000	£10,000
Chichester Pride 2024 window sticker	✓	✓	✓	✓	✓
Business Logo on Chichester Pride website with click through	✓	✓	✓	✓	✓
A "Thank You" recognition post on our social media platforms	✓	✓	✓	✓	✓
Complimentary tickets to our 2024 event	2	5	10	20	20
Logo shown on our LED screen at Chichester Pride 2024*	✓	✓	✓	✓	✓
Follow up social media post after the event – reconnect with our community	✓	✓	✓	✓	✓
Social Media Advert on our platforms		1	2	2	2
Heras Fence Banner at our 2024 event		1	2	4	8
Logo placement on event print materials (Posters, flyers etc)			✓	✓	✓
Free Stall at Chichester Pride 2024				✓	✓
On stage shout out by one of our presenters during Chichester Pride 2024				✓	✓
Headline placement on event print materials (Posters, flyers etc)					✓
Featured placement of logo on the Chichester Pride website home page (visible without having to scroll down)					✓
On stage speech from representative of organisation or short promo video (1-2 mins)**					✓

* Company logos to be grouped with other sponsors on the same package level. Gold and Platinum sponsors will have their logo shown individually.

** Edited promo video to be supplied to Chichester Pride ready for use and at least 7 days prior to the event.



CHICHESTER PRIDE

2023 HIGHLIGHTS



PHOTOS BY KIRSTY JAYNE RUSSELL



THANK YOU!

Scan QR code to stay updated.
Facebook, Instagram, LinkedIn
& our website.



www.chichesterpride.co.uk | [@chichesterprideuk](https://www.instagram.com/chichesterprideuk) | sponsorship@chichesterpride.co.uk