



Sandbach Pride 2023

Sponsorship Pack

www.sandbachpride.org

info@sandbachpride.org



About Sandbach Pride

Sandbach Pride was set up to acknowledge the diversity within the local community and address the difficulties LGBTQ+ people can experience in rural areas. In 2021 a small group of us came together to make it happen. After many months of hard work, Sandbach Pride became a reality on 3rd September 2022 with an amazing community event in Sandbach Park, the perfect setting.



We hosted performances on the stage by local musicians, bands, a choir, a theatre company and more to entertain us, a wide variety of stalls from local businesses, food vendors and support organisations. Our community based, family-friendly approach gave Sandbach Pride a unique identity compared to many other Pride events.

The annual Sandbach Pride event on the last weekend of the school summer holidays, makes a fine finale to the summer event calendar, as well as boosting footfall around the town and spending in local businesses.

The aims of Sandbach Pride are to:

- *Organise an annual Pride event, providing a safe social space for the LGBTQ+ community.*
- *Raise awareness of the issues and difficulties affecting the lives of LGBTQ+ people of LGBTQ+ people in Sandbach and surrounding rural areas.*
- *Provide a visible sign of hope that Sandbach is a diverse community to live, work and visit.*
- *Proactively promoting local support groups for LGBTQ+ people.*



Pride 2022 was a free event, made possible with the support of Sandbach Town Council and many local businesses. We want to keep it free and we need your help!

Sandbach Pride 2023

The Sandbach Pride committee is already working hard to build on last year's success. The feedback from visitors, sponsors and stall holders was amazing and the park was full from opening until closing.

Save the date!!
Saturday 2nd
September

The park is booked for Saturday 2nd September, together with the stage and some of the acts. We've had many enquiries for stalls and there will be more this year; traders, food vendors, public sector support services, charities and community groups.

Following feedback from many local businesses, we are planning a parade through the town for 2023, not just the park. Do you want to be part of it?

We'll be holding workshops with many local groups to make costumes and build "Shopping Trolley" floats for the parade in the lead up to Pride.

We want to create a bigger and better Pride in 2023, to increase visibility and allow members of the LGBTQ+ community and allies to share our message of love and respect.



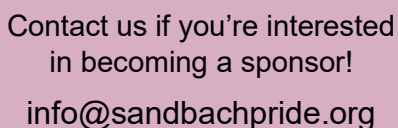
Sponsor us!

In 2022 our generous sponsors enabled us to deliver a successful, professional event, and provide a safe space for everyone to enjoy. Our sponsors raised their profile and footfall, whilst helping us to generate a buzz about Sandbach Pride in and around the town. Together, we shared the message that Sandbach is a welcoming place for all.

We rely on the support of local businesses to enable us to put on a successful Pride. With every year that Sandbach Pride runs, we are one step closer to seeing real, positive change in our community. Your contribution to Pride offers you the chance to be at the forefront of this change for the better.

As a sponsor, we will share your brand across our various marketing channels, materials and platforms. Sponsoring Pride shows your commitment to supporting the local LGBTQ+ community, and your intention to welcome LGBTQ+ employees and customers.

We have a variety of packages suitable for different budgets, which include some of the following benefits: your logo featured on our website, on printed materials (posters, flyers, programmes), fence banners, social media and more. See the table on page 5 for more details.




Contact us if you're interested
in becoming a sponsor!
info@sandbachpride.org

Sponsorship opportunities

- **We have a sponsorship package to suit all budgets (see page 5).**
- **Packages can be adopted to suit your business needs.**
- **Why not sponsor the main stage at Pride 2023?**
- **We have an opportunity for you to sponsor the first Pride parade through town.**
- **Sponsor a “Shopping Trolley” float.**

Sponsorship Packages

	Supporter	Bronze	Silver	Gold	Platinum	Diamond
	£25	£75	£150	£250	£500	£1000
Window Sticker	y	y	y	y	y	y
Thank you post on social media platforms	y	y	y	y	y	y
Link on Website	n	y	y	y	y	y
Logo on printed material*	n	n	y	y	y	y
Programme Advert (A4)	n	Listing	1/4	1/2	Full page	Back page
Stage Banner**	n	n	n	y	y	y
Free stall @ Pride 2023	n	n	n	n	y	y
Feature in Programme	n	n	n	n	y	y
Stage appearance	n	n	n	n	n	y
Social Media advertising***	1	2	2	4	4	6

Conditions apply. Please ask for further details.

*Dependent on the time of sponsorship confirmation.

**Banner not supplied.

*** Adverts uploaded to social media platforms between the time of sponsorship payment and the event.

Bespoke packages available

Our Pride 2022 Sponsors

Gold Sponsors

- ◆ Amana Lettings & Property Management
- ◆ Right at Home (South Cheshire)
- ◆ Sandbach RUFC
- ◆ Sandbach United Women's Team
- ◆ Sisu Salon
- ◆ Waitrose & Partners
- ◆ The Wheatsheaf Sandbach
- ◆ Wheatcroft and Lloyd Estate Agents

Silver Sponsors

- ◆ Chatwins Bakery
- ◆ drinks and bites @ No. 35
- ◆ Flowers on the Cobbles
- ◆ Glitter Tattoos by Kelly
- ◆ Lewis King Estate Agents
- ◆ Price Bradshaw Whitehouse & Co. Accountants
- ◆ Tinsdills Solicitors

Bronze Sponsors

- ◆ Badged Uniform Warehouse
- ◆ Gibson's Greengrocer's & Deli
- ◆ Godfrey C. Williams & Son