



# **Sandbach Pride 2025**

## **Sponsorship Pack**

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[www.sandbachpride.org](http://www.sandbachpride.org)

# About Sandbach Pride

Set up in 2021, Sandbach Pride CIC is a not for profit community organisation whose aims 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 in Sandbach and the surrounding rural areas.*
- *Provide a visible sign of hope that Sandbach is a diverse community to live, work and visit.*
- *Proactively promote local support groups for LGBTQ+ people.*

Since our first Pride in 2022, we have been steadily developing the now annual event, held on the first Saturday in September, in Sandbach park.

In addition, we have held regular brunch events, fundraising to fund Pride, working with other groups and organisations (including the Santa Sleigh). We also collaborate with other Pride groups in Cheshire through the Cheshire Prides Network.

There are much greater challenges for LGBTQ+ people living in rural communities like Sandbach, and we are striving to improve these and create increased acceptance and understanding.

Pride is a celebration of the diversity within the LGBTQ+ community, but also to show how far LGBTQ+ rights have come, and how in some places, there is still work to be done. Pride is about acceptance, equality, celebrating the work of LGBTQ+ people, education in LGBTQ+ history and raising awareness of issues affecting the LGBTQ+ community.

**Sandbach Pride is a free event, made possible by our year round fundraising and the support of local businesses.**

**We want to keep it free and we need your help!**



# Sandbach Pride 2025

We're planning a bigger and better event for this year, with more community involvement, aiming to make the parade even more colourful!

The stage will feature a variety of acts, from solo artists, up and coming local bands, and of course, Pride wouldn't be Pride without a few Drag Queens!

Other entertainment includes the return of the popular circus workshops, children's crafting sessions, and an art workshop.

We've always given priority to local businesses and community groups when choosing stall holders for our event and once again we have a wide variety of stalls, including crafts, gifts, food and drink vendors, charities, community groups, and support services.

We want to encourage more businesses and local groups to join the parade, and even enter a "Shopping Trolley" float. Contact us for more details.

Save the date!!

Saturday 6th  
September



But it's not all about partying as we end the day with a vigil to remember those lost to HIV, united in the fight against the global HIV epidemic and the persistent stigma that surrounds it. It also serves as a poignant reminder of the challenges faced by LGBTQ+ communities, both in the UK and around the world.



# Sponsor us!

We depend on sponsorship and donations support Sandbach Pride, and enable us to keep Sandbach Pride a free family-friendly, inclusive community event, that is accessible to everyone.

Sponsoring, can be a great way to show your business's commitment to the local community as well as to equality, inclusion and diversity.

With every year that Sandbach Pride runs, we are one step closer to seeing real, change in our community. Your contribution to Pride offers you the chance to be part of the change for the better.

Our sponsors raise their profile and footfall, whilst helping us to generate a buzz about Sandbach Pride in and around the town. Together, we share the message that Sandbach is a welcoming place for all, with many businesses decorating their windows in a "Rainbow" theme (with a trophy this year for the winner!) and supporting the parade.

We have a variety of packages suitable for different budgets. Depending on the package you choose, you will have your logo featured on our website, printed materials (i.e. brochures, flyers, posters), fence banners, social media and more. We will share your brand across our various marketing channels, materials and platforms, before, during and after the event.

## Sponsorship opportunities


- **We have a sponsorship package to suit all budgets (see page 5).**
- **Packages can be adapted to suit your businesses needs.**
- **Why not sponsor the main stage at Pride 2025? - Contact us for details.**
- **Sponsor the Pride parade through the town.**

***Contact us to sponsor!***

***info@sandbachpride.org***



# Sponsorship Packages 2025

	Supporter	Bronze	Silver	Gold	Platinum	Diamond
	£30	£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	n	y	y	y
Online / Digital Programme Advert (A5)	n	Listing	1/4	1/2	Full page	Full page
Stage Banner**	n	n	n	y	y	y
Free stall @ Pride 2025	n	n	n	n	y	y
Feature in online / digital Programme	n	n	n	n	y	y
Stage appearance (optional)	n	n	n	n	n	y
Social Media advertising***	2	3	3	4	6	8

Conditions apply. Please ask for further details.

\*Dependent on the time of sponsorship confirmation.

\*\*Banner not supplied.

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

***Bespoke packages available - contact us to discuss***

# Our 2024 Sponsors

## Gold Sponsors

- ♦ Bathgate Silica Sand  
Cheshire Property  
Cottage Dental  
Pear Hospitality / The Wheatsheaf  
The Butchers Blade  
The Effective Directories  
The Old Hall

## Silver Sponsors

- ♦ Bar Six Sandbach  
Demeter Health Foods & Nutrition  
MC Accountants  
Stephenson Browne Estate Agents  
The Wildfire Pizza Co.

## Bronze Sponsors

- ♦ Michelle Killoran Estate Agent  
Skinsmiths Tattoo Studio  
Stride Clinic  
The Cobbles  
The Flower Shop Sandbach

Grant funding from Sandbach Town Council