



**SWANSEA PRIDE**  
**SATURDAY 30TH APRIL 2022**

# SPONSORSHIP OPPORTUNITIES

**Be proud to partner with Swansea Pride in 2022**



# About Swansea Pride

Support for Swansea Pride is building, from our foundations in the founding events, to the relaunched Spring Pride in May 2018 and a major Pride week in 2019.

With Swansea Pride taking place right in the centre of Wales' second City, with many LGBT+ people living there, this is your chance to put your brand at the heart of the event and in front of thousands of people & potential customers.

Swansea Pride is operated by a small team of unpaid volunteers who work tirelessly to organise the event for the benefit of LGBT+ people, the wider community of Swansea and beyond. To ensure its success, we need your help.

Swansea Pride is now registered as a Charitable Incorporated Organisation



**2019....**

Swansea Pride 2019 saw the biggest ever Pride Week of events in Swansea

- A week long of events including the first ever Swansea Pride Hits the Dancefloor
- Over 1,000 people take part in the parade and 5,000 people visiting the main event
- A showcase of live entertainment and performances
- Huge support from a range of voluntary sector organisations and local businesses.
- Partnership working with Police, Swansea Council and National Waterfront Museum to help the day come together and be a safe, enjoyable day for the community.
- A safe, welcoming and inclusive event for LGBT+ people and the wider community.
- Coverage in Evening Post, Wales Online, BBC Wales, S4C, The Wave and Swansea Bay TV
- A reach of 42,000 on social media, with several thousand hits to the website

**In 2022 we want to grow bigger and be better, and  
we need your help to do this!**



Pictures courtesy of Gay Pride Pics, Gay UK and Coed Celyn Photography



# Why be involved?

There are many reasons why your company should get involved with Swansea Pride!

- Sponsorship partnerships are essential to our success, and long-term partnerships clearly bring mutual benefits.
- From an economic point of view, sponsoring Swansea Pride makes sense. There are an estimated 3.7 million LGBT+ people in the UK. That's 1 in every 16 consumers. LGBT+ consumers make up a powerful and lucrative spending group, estimated to be worth £70 - £80 billion every year in Britain alone.
- Factor in the national average full time income for lesbians is 25% higher than average and 41% for gay men, the financial benefits soon become clear. Polling evidence from YouGov has found that 3 in 5 LGBT+ people - over two million UK customers - are more likely to buy products if they think a company is LGBT+ friendly. The poll also showed that 42% of heterosexual people are more likely to give their business to LGBT+ friendly organisations.



# Be at the heart of the event

By sponsoring Swansea Pride you can benefit from marketing opportunities, including branding and advertising online, positioning on the Swansea Pride website, and promotional activities at the Swansea Pride events. You will also be sending a clear message that your organisation supports all consumers, regardless of sexual orientation or gender identity.

By supporting Swansea Pride you will be:

- Fulfilling corporate responsibility to support community based projects.
- Fulfilling corporate responsibility as an equal opportunities employer.
- Showing your company cares.
- Helping us to promote equality and diversity, working towards a safe environment where LGBT+ people can live freely, without fear, discrimination or social exclusion.
- Making it clear to your consumers and employees that you are committed to promoting equality.
- Swansea Pride is supported by Swansea Council and National Waterfront Museum as an event partner



**Here is how your support of  
Swansea Pride can help our  
cause and raise your profile...**



## MAIN STAGE & HEADLINE SPONSOR

**£15,000 – 1 available**

As the main stage and headline sponsor of Swansea Pride, you will be the brand of our main stage and event. Your company will take centre stage for the duration of the event and throughout the year, with a package that includes:

- Headline sponsor branding on the frontpage of the our website homepage
- Your logo and web link on the homepage of our website.
- Headline sponsor branding on our social networking sites and regular shout outs on social media channels
- The main stage named after your brand i.e. The XXXX Main Stage and branded/decorated with your name and logo
- Headline sponsor branding on all promotional materials and literature, including posters, flyers, event guides and digital downloads.
- Your company included in all communications and press releases.
- A complimentary stall pitch at the festival, in the most prominent position.
- Name checks on stage throughout the day
- An opportunity for a company representative to make a speech live on stage
- Free space in the Swansea Pride Parade, including a company vehicle if desired
- Complimentary VIP area tickets and backstage access
- Permission to use the title 'Official Headline Sponsor of Swansea Pride 2022'.





# GOLD SPONSOR

## £5,000 – 2 available

As a Gold sponsor of Swansea Pride, you will receive a package that includes:

- Gold Sponsor branding on the sponsors section of the our website homepage
- Gold sponsor branding on our social networking sites and regular shout out on social media
- Gold sponsor branding on all promotional materials and literature, including posters, flyers, event guides and digital downloads.
- Your company included in all communications and press releases.
- A complimentary stall pitch at the festival.
- Free space in the Swansea Pride Parade.
- An opportunity for a company representative to make a speech live on stage
- Permission to use the title 'Official Gold Sponsor of Swansea Pride 2022'.



## SILVER SPONSOR

### £2,500 – 4 available

As a Silver sponsor of Swansea Pride, we can offer a package that includes:

- Silver sponsor branding on all promotional materials and literature, including posters, flyers, event guides and digital downloads.
- Silver sponsor branding on the sponsors section of the our website homepage
- A complimentary stall pitch at the festival
- Your company included in all communications and press releases.
- Free space in the parade
- Permission to use the title 'Official Silver Sponsor of Swansea Pride 2022'.



## BRONZE SPONSOR

### £1,000 – 4 available

As a bronze sponsor of Swansea Pride, we can offer a package that includes:

- Bronze sponsor branding on the sponsors section of the our website homepage
- Bronze sponsor branding on all promotional materials and literature, including posters, flyers, event guides and digital downloads.
- A complimentary stall pitch at the event
- Permission to use the title 'Official Bronze sponsor of Swansea Pride 2022'.



# Bespoke packages

We are happy to work with you to create a bespoke sponsorship package. That may involve sponsoring a specific element of the festival. Please contact us using the details at the back of this document to discuss your options with us.



**Get in touch**

If you are interested in sponsoring Swansea Pride you can get in contact us in the following ways:

**Email: info@swanseapride.co.uk**

**Telephone: 07739705065**

**[www.swanseapride.co.uk](http://www.swanseapride.co.uk)**

We look forward to welcoming you on board as a supporter of Swansea Pride, supporting the local community and economy.

**Elliott King**  
**Chair**

**Nia Jermin**  
**Vice-Chair**