



CHICHESTER PRIDE 2025

SPONSORSHIP

sponsorship@chichesterpride.co.uk | www.chichesterpride.co.uk



A NOTE FROM OUR CHAIR

STUART BURROWS

Thank you for considering supporting Chichester Pride 2025.

Since our launch event in 2022, Chichester Pride has become one of the fastest growing regional Pride festivals in the UK. In 2024 we welcomed a record number of attendees who were all able to enjoy a celebratory and inclusive event at our new site on the front lawn of Chichester College.

We also organised our first Pride parade through the centre of Chichester and over 250 participants marched with pride through streets lined with supporters. It was a truly spectacular day and these milestones were only made possible thanks to the generosity of our sponsors.

Chichester Pride 2025 will take place on Saturday 24th May and we hope you will consider supporting what promises to be another extraordinary day. (See chichesterpride.co.uk for more details of what you can expect!)

Building on the momentum of the past few years, we will also be hosting more Pride themed events in Chichester throughout 2025, including:

OUT AND PROUD IN CHICHESTER – A community exhibition 'Out and Proud In Chichester' at The Novium Museum running for six months from 1st February.

EVENSONG SERVICE – A Pride month evensong service at Chichester Cathedral in early June.

PALLANT HOUSE TAKEOVER – An event to celebrate Pride Month at the Pallant House Art Gallery in late June.

We invite you to be part of this journey with us. Not just for one day but for the whole year.

Together, let's make 2025 another year of unity, celebration, and pride.



INTRO & 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.

BIG NEWS! WE ARE NOW A CHARITY!

The Chichester Pride team are incredibly proud to announce that we are now a registered charity (Registered Charity Number 1210326).

This exciting development provides us with a more stable organisational structure as Chichester Pride continues to grow and allows us to access new funding streams and benefits which are only open to charities.

We also hope that our charity status will attract new sponsors to our family of supporters.



PRIDE 2025 EVENT

WHAT TO EXPECT AT CHICHESTER PRIDE 2025!

Last year Chichester Pride moved to a new, bigger site at the front of Chichester College.

This not only gave us more visibility, from passing traffic and pedestrians, but also allowed us to have a much bigger stage, a disability viewing platform and more stalls.

We received amazing feedback and people praised the inclusive and communal feel of the new site. We therefore intend to keep the look and feel of our 2025 event very similar to last year so you should again expect...

GREAT ENTERTAINMENT!

Plans are progressing well to make sure we have a spectacular and highly entertaining schedule of performers from 12noon until 7pm.

Recent acts have included La Voix (Britain's Got Talent semi-finalist and current Ru Paul's Drag Race UK contestant), Pink-ish! (one of the UK's leading Pink tribute acts), The Cocoa Butter Club (an award winning performance company showcasing people of colour) and local drag queen royalty Cherry Liquor and Alfie Ordinary.

LOCAL PERFORMERS

We are proud to support local groups and organisations and to provide them with a performance opportunity on the Chichester Pride Main Stage. Students from both Chichester College and the University of Chichester have performed each year at Pride along with local theatre group CAOS Musical Productions.

PRIDE 2025 EVENT



**2025 CHICHESTER PRIDE
PROMISES TO BE ANOTHER
EXTRAORDINARY DAY FOR
ALL TO ENJOY!**

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 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.

BIGGER PARADE!

Following the success of last year's inaugural Chichester Pride Parade we are planning to make the parade both bigger and longer for 2025.

Subject to permissions, we hope to take the parade all the way from Priory Park to our event site at Chichester College this time and to invite more organisations and individuals to get involved. It is going to be a wonderful sight!

WHY WE NEED YOU

WE'RE COMMITTED TO MAKING PRIDE ACCESSIBLE FOR ALL AND WE NEED YOUR SUPPORT TO MAKE IT HAPPEN!

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.
www.chichesterpride.co.uk/contact-us



SPONSORSHIP BENEFITS

HOW SPONSORING CAN BENEFIT YOUR BUSINESS

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.

WEBSITE TRAFFIC

We have seen a dramatic increase in website traffic over the past three years, with over 9,000 visitors in the past year alone. Demand for event information, 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 continue to perform well. We have reached over 150,000 users, in and around Chichester, in the last 12 months and our following grows month on month attracting new, relevant audiences and businesses. This makes them the perfect platform for sharing our upcoming events, bringing our community together, and promoting our official 2025 Chichester Pride sponsors with direct links to their businesses.

PRESS & PR

Our team push hard to get coverage from all aspect of the local media and Chichester Pride has been featured on TV (BBC South), on Radio (BBC Radio Solent, Express FM), on the BBC News website and in local and regional newspapers. This exposure all helps to drive new traffic to our website and socials.

SPONSORSHIP PACKAGES

Our sponsorship packages are tailored to benefit your business while supporting Chichester Pride 2025! 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	POA	POA
Chichester Pride 2025 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 2025 event	5	10	15	20	25
20% discount promo code for tickets (to share with employees only)	✓	✓	✓	✓	✓
Logo shown on our LED screen at Chichester Pride 2025 (Group)*	✓	✓	✓		
Follow up "Thank You" social media post after the event (Group)*	✓	✓	✓		
Social Media Advert on our platforms		1	1	1	1
Heras Fence Banner at our 2025 event		1	2	4	4
Logo placement on event print materials (Posters, flyers etc)			✓	✓	
Logo shown on our LED screen at Chichester Pride 2024 (Individual)**				✓	✓
Free Stall at Chichester Pride 2025				✓	✓
On stage shout out by one of our presenters during Chichester Pride 2025				✓	✓
Follow up "Thank You" social media post after the event (Individual)				✓	✓
Headline placement on event print materials (Posters, flyers etc)					✓
Logo or 60 second promo video*** shown on our LED screen at Chichester Pride 2024 (Individual)**					✓
Featured placement of logo on the Chichester Pride website home page (visible without having to scroll down)					✓
On stage speech (1-2 mins) from representative of organisation					✓

*Logos and post event "Thank you posts" to be grouped with other sponsors on the same package level

**Logos will be shown individually on the LED screen

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

MEET THE TEAM



MEET THE TEAM BEHIND THE SCENES!

We have a wonderful team who are dedicated to making Chichester Pride 2025 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.



STUART
(HE/HIM)

Chair



TARA
(SHE/HER)

Secretary & Safeguarding



ALEX
(HE/HIM)

Treasurer



JONNY
(HE/HIM)

Sponsorship & Fundraising



TOM
(HE/HIM)

Sponsorship Executive



DAWN
(SHE/HER)

Co-Founder & Production Manager



RUTH
(SHE/HER)

Event Manager



ADAM
(HE/HIM)

Social Media



ZOE
(SHE/HER)

Marketing & Graphics



JAN & RAE
(SHE/HER)

Volunteer Co-Ordinators

**SHOWMEN EVENT GROUP
MS SERVICES**

Production Suppliers

For more details about our team please visit
www.chichesterpride.co.uk/meet-the-team



**THANK YOU
FOR YOUR CONSIDERATION!**

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