

Oxford Pride 2023 Sponsorship Pack

Oxford Pride celebrates its 20th anniversary this year, and once again we will be filling the streets with colour as we march through the city centre towards the Oxford Castle Quarter and Leiden Square at Westgate.

Of course, being such a special year, we intend to make it the most fabulous event ever.

Oxford Pride has always been a free event. We need you to help us keep it that way!

Oxford Pride Festival will run from **Friday 26 May until 4 June 2023**, with **Pride Day taking place on Saturday 3 June**.

The event attracts crowds of up to 10,000 people throughout the day. We expect our anniversary year to bring even more people. However, Oxford Pride isn't just the Festival week so last October we launched "20 Events for 20 Years" a series of different events to mark our anniversary year.

If you would like to be a part of this, our most memorable year, please contact Rob at fundraising@oxfordpride.uk



Sponsorship Opportunities

Headline Sponsor (x1)

£10,000

Main Stage named after your company/business, advertising material around the main stage. Logo on the Oxford Pride Banner at the front of the Parade, an opportunity for a group to march in the Parade. Full page advertisement on the back cover of the 2023 Pride Guide, both in print and digital copies. Prime location on all social media, website and publicity material, and a stall in our very popular marketplace.

Platinum Sponsors (x2)

£7,500

Become the named sponsor of one of the Headline Acts. Logo on the Oxford Pride Banner at the front of the Parade, and opportunity for a group to march in the Parade. Full page advertisement on the inside cover of the 2023 Pride Guide, both in print and digital copies. Prime location on all social media, website and publicity material, and a stall in our very popular marketplace.

Gold Sponsors (x5)

£5,000

Become the named sponsor of not only one of the hugely popular Festival events but one of our "20 for 20" events too! Full page advertisement in the 2023 Pride Guide, both in print and digital copies. Great location of logo on social media, website and the Oxford Pride Banner, and the opportunity for a group to march in the Parade and a stall in our very popular marketplace.

Accessibility Sponsor (x1)

£5,000

We aim to make our events accessible to all. Oxford Pride has increased accessibility every year, but we recognise that many of our visitors need more for them to be truly included. This year amongst other things we would like to have BSL and/or palantypist (speech to text reporter) interpreters and screens of the stage. We also want to provide viewing areas for wheelchair users and those with mobility issues. As the Sponsor your branding can be displayed on the viewing area and on screen as well as having an advertisement in our 2023 Pride Guide, both printed and digital copies. Great location of logo on social media and website. Opportunity for a group to march in the 2023 Oxford Pride Parade.



Silver Sponsors (x5)

£2,000

Become the named sponsor of one of the hugely popular festival events. Half page advertisement in the 2023 Pride Guide, both in print and digital copies. Great location of logo on social media, and website. A place for a group to march in the 2023 Parade, and a stall in our very popular marketplace.

T-Shirt Sponsor (x1)

£4,000

Have your logo on the t-shirts that all committee and volunteers will wear for Oxford Pride 2023. Volunteers will be wearing these branded t-shirts all over the site on Pride Day, on the Parade route and at all Pride events including the Festival week. You will receive a full page advertisement in our Guide, both in digital and printed versions, and have the opportunity for a group to march in the 2023 Parade. Your logo will also be on our website and social media.



Bronze Sponsors £1,000

Receive a half page advertisement in the 2023 Pride Guide, in both printed and digital copies. Great location of logo on social media and website. A place for a group to march in the 2023 Parade, and a stall in our very popular marketplace.



Anniversary Supporters £500

Receive a half page advertisement in the 2023 Pride Guide. Logo on all of our social media accounts and website. A place for a group to march in the 2023 Parade.

Rainbow Champions from £100

Recognition on social media and website, and a place to march in the 2023 Parade.



Social Media

With over 5,500 followers on Facebook, 5,000 on Twitter, and 4,500 on Instagram, Oxford Pride has a great social media presence, that continues to grow. Our reach on Pride Day has exceeded 50,000 people and we have great regular support from local radio and television stations, as well as online and printed media.



@oxfordpride
www.oxfordpride.uk