

Sponsorship

2026



OXFORD PRIDE



About us

Oxford Pride celebrates its 24th festival this year, and once again we will be filling the streets with colour as we march through the city centre towards Leiden Square at Westgate. This year we will be bringing all communities together to celebrate an intimate, community-led pride on the **6th June 2026**, raising up local talent and voices.

We need your support to help us ensure that Oxford Pride is free to attend so that all can celebrate!

The event attracts over 10,000 people throughout the day. Additionally, with over 6,000 followers on Facebook and 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.



What you'll get

All Oxford Pride sponsors will receive

Logo on all Oxford Pride events and materials

Your logo will feature across all official Oxford Pride events, branding, and communications platforms in the lead-up to Pride Day and on the day itself.

Logo within the Parade

Your logo will appear prominently in the Oxford Pride parade as we will have bespoke signs made and your team are welcome to join the parade.

Logo on digital Pride Guide

Your brand will be featured within the Oxford Pride Digital Guide, accessed by attendees before and during the event. Your brand will be given prominence on the basis of the sponsorship package selected.

Prime location on social media, website and publicity material

Your logo will be showcased across Oxford Pride's social media channels, website, and promotional materials, ensuring strong visibility and reach.

Parade participation

Your team will be invited to take part in the parade itself, standing alongside the Oxford LGBTQ+ community in a visible show of support.

Visible commitment

By partnering with Oxford Pride, you're investing in equality, inclusion, and community celebration whilst showcasing your commitment to making a difference.



Sponsorship tiers

These packages are starting points, and we are happy to discuss amendments to the packages in line your organisation's goals and strategy for the partnership.



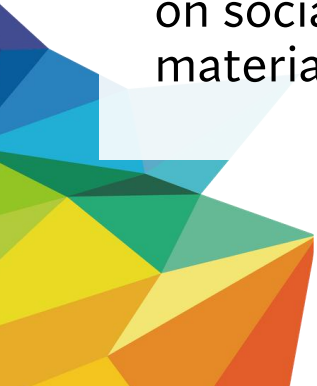


Headline

£15,000

As the Headline of Oxford Pride 2026 your organisation will gain unparalleled visibility and prestige as the presenting partner of this vibrant community celebration.

Here's how we'll spotlight your brand:

- **Exclusive Naming Rights:** Your organisations name will lead all branding, events, and communications for Oxford Pride 2026, placing you at the heart of our 24th annual celebration.
 - **Year-Round Visibility:** Your logo will feature with the Oxford Pride logo at all events until December 2026.
 - **Parade Prestige:** Your logo will appear on the Oxford Pride banner at the front of the Parade, with the option for your team to lead the march.
 - **Premium Advertising:** Enjoy the most prominent position in the Oxford Pride Digital Guide.
 - **Extensive Publicity:** Your logo will take centre stage on social media, website content, and publicity materials, ensuring prominent visibility.
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Main Stage

£10,000

As the Main Stage Partner, your organisation will be front and centre of Oxford Pride's most high-profile attraction.

Here's how we'll showcase your brand:

- **Main Stage Naming Rights:** The Main Stage will proudly carry your organisation's name, with all references including commentary, marketing, and signage) featuring your brand.
- **Prominent Stage Branding:** Your logo and marketing material will be displayed on both wings and the front of the Main Stage, ensuring maximum visibility throughout the day.
- **Pride Guide Feature:** Enjoy a highly prominent position in the Oxford Pride Digital Guide.
- **Parade Presence:** Your logo will feature on the Oxford Pride Banner leading the parade, with the opportunity for a group from your organisation to march proudly in this year's Parade through the city.
- **Digital and Physical Visibility:** Your logo will appear in a prime position on all social media, website, and publicity materials, connecting your brand with our diverse and engaged audience.



Accessibility

£6,000

As the Accessibility Partner, your organisation will play a vital role in making Oxford Pride 2026 welcoming and inclusive for everyone. By supporting key accessibility initiatives, you'll ensure that all visitors, regardless of ability, can fully experience the joy of Pride.

Your support will enable Oxford Pride to provide:

- BSL interpretation
- Live subtitles and other accessibility content
- Dedicated accessible viewing areas and improved site infrastructure
- Additional accessibility and welfare support for attendees

In recognition of your partnership, your brand would be acknowledged as the

Accessibility Partner of Oxford Pride, including:

- **Prominent Stage Branding:** Branding on accessible viewing areas and accessibility screens.
- **Pride Guide Feature:** Highly prominent placement in our 2026 Digital Pride Guide, particularly in the accessibility section.
- **Parade Presence:** Your logo will feature on the Oxford Pride Banner leading the parade, with the opportunity for a group from your organisation to march proudly in this year's Parade through the city.
- **Digital and Physical Visibility:** Your logo will appear in a prime position on all social media, website, and publicity materials, connecting your brand with our diverse and engaged audience.



Gold

£5,000

As a Gold Partner, your organisation will play a vital role in supporting key events in the Oxford Pride calendar, amplifying your impact throughout the year.

Here's how we'll highlight your support:

- **Event Sponsorship:** Your organisation will be the named partner for one of our vibrant Community Events and one of our engaging Fundraising Events during 2026.
- **Pride Guide Feature:** Your brand will be prominently featured within the Oxford Pride Digital Guide, accessed by attendees before and during the event.
- **Parade Presence:** Your logo will appear on the Oxford Pride Banner at the front of the Parade, with the opportunity for a group from your organisation to march and celebrate.
- **Prime Digital Exposure:** Your logo will be prominently featured on social media, the Oxford Pride website, and publicity materials, ensuring excellent visibility.





Silver

£2,500

As a Silver Partner, your organisation will play a vital role in supporting Oxford Pride's hugely popular fundraising events, helping to make the celebrations even more exciting!

Here's how we'll showcase your involvement:

- **Event Sponsorship:** Your organisation will be the named partner for one of our vibrant and engaging Fundraising Events during 2026, aligning your brand with the excitement and community spirit of Oxford Pride.
 - **Pride Guide Feature:** Your brand will be featured within the Oxford Pride Digital Guide, accessed by attendees before and during the event.
 - **Parade Presence:** Your logo will appear on the Oxford Pride Banner at the front of the Parade, with the opportunity for a group from your organisation to march and celebrate.
 - **Prime Digital Exposure:** Your logo will be prominently featured on social media, the Oxford Pride website, and publicity materials, ensuring excellent visibility.
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Bronze

£1,000

As a Bronze Partner, your organisation will play a meaningful role in supporting Oxford Pride through enjoying visibility and participation in this iconic celebration.

Here's how your partnership will make an impact:

- **Pride Guide Feature:** Your brand will be featured within the Oxford Pride Digital Guide, accessed by attendees before and during the event.
- **Parade Presence:** Your logo will appear on the Oxford Pride Banner at the front of the Parade, with the opportunity for a group from your organisation to march and celebrate.
- **Prime Digital Exposure:** Your logo will be featured on social media, the Oxford Pride website, and publicity materials, ensuring excellent visibility.






Rainbow

£500

As a Rainbow Champion, your organisation will join the heart of Oxford Pride, supporting our mission to celebrate diversity and foster inclusion.

Here's what's included:

- **Digital Recognition:** Your logo will be proudly displayed across all social media accounts and the Oxford Pride website, ensuring visibility within our vibrant community.
 - **Parade Participation:** Secure a place for your team to march in the Pride Parade, sharing in the excitement and unity of this iconic event.
 - **Community Impact:** Your partnership as a Rainbow Champion directly supports Oxford Pride's outreach programmes and helps us continue to curate an unforgettable Pride.
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Marketplace stall

A marketplace stall allows you to interact directly with our diverse and enthusiastic attendees.

Due to space constraints, marketplace stalls will **not** automatically be included in any sponsorship package, however please let us know if you'd like a stall and we would be happy to discuss this.





Thank you!

Partnerships are all about collaboration, and we're open to exploring all the ways we can work together to make Oxford Pride 2026 a success. We're committed to delivering a full-day festival to bring the entire community together - and we welcome all forms of support.

Whether you choose to join Oxford Pride as a Partner, volunteer on the day, or explore workplace volunteering schemes to provide vital support, your involvement makes a real difference. There are countless ways to get involved, and we're here to tailor an approach that works for both you and us.

Drop Oxford Pride a message at fundraising@oxfordpride.uk, and let's discuss how we can partner to create an unforgettable celebration of equality, diversity and inclusion.

