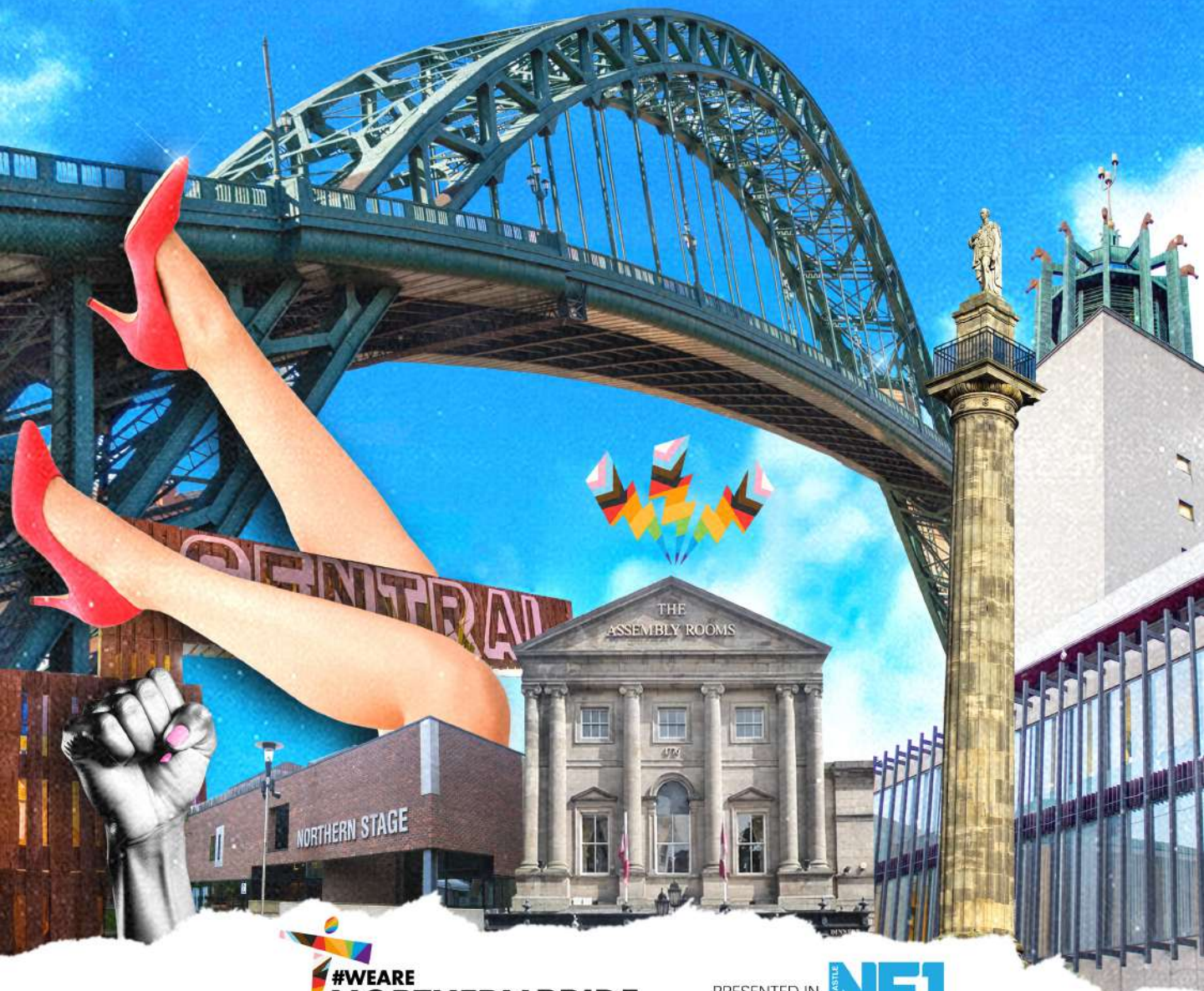


# PRIDE IN THE CITY

UNAPOLOGETICALLY VISIBLE

19-21  
JULY '24  
NEWCASTLE CITY CENTRE

## SUPPORTER GUIDE



#WEARE  
**NORTHERN PRIDE**

PRESENTED IN  
PARTNERSHIP WITH

**NET**  
NEWCASTLE

Newcastle  
City Council



CURIOUS  
ARTS

creative  
central  
NCL



M  
METRO



CENTRAL  
Park

N  
NORTHERN  
STAGE

Northumbria  
University  
NEWCASTLE



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**TRANS  
KIDS  
EXIST!**



# OUR PROMISE

In 2018, we set out three key principles to ensure we'd deliver for our community, sponsors and supporters.

Since then, we've been focused on keeping our promise and building on our ambitions through our in-person events, online content, training programme and much more.



**PROTECT** LGBTQIA+ rights already won and champion these whilst supporting the fight to end equality indifferences that remain at home and abroad.



**PROMOTE** a healthy body and mind through access to support and education for the community and our straight allies.



**PROVIDE** a series of LGBTQIA+ events including our annual festival to bring communities closer together and celebrate our diversity.

# FRIENDS OF NORTHERN PRIDE

Thank you for picking up a copy of our Supporters Guide for our new and exciting Pride in the City campaign for 2024.

First, I'd like to say a huge thank you to everyone who supported our Pride 23 event last year. Whilst many of us still have some waterlogged wellies, I'd like to acknowledge that despite the weather, we had an amazing turn out, with over 20,000 people joining us on the Saturday

I'd like to personally thank the Northern Pride team, Sophie, Lynne, Jane, Richard, Lynn, Frances, Nimerta, Mickey, Rachel, Phil, and Cat for their hard work across the weekend, who along with all our volunteers and contractors we were able to safely close the site on Sunday.

Braving the weather to attend a pride event is a clear indicator of how important these events are. Whether it's festivals, community gatherings, or even those that provide safe spaces all year round. The LGBTQIA+ community need each other more than ever before.

We're seeing LGBTQIA+phobic [hate crimes increase](#), online and in person. Physical attacks are becoming headline news and in 2023 we saw a [young trans girl lose her life](#) at the hands of those who feel their actions are validated through access to this rhetoric.

Trans people are seeing their [wait list increase for gender clinics](#), many of which look to go private costing ten's of thousands of pounds. All while their access to competitive sport is being blocked.



**STE DUNN** (he/him)  
Director of Northern Pride

---

Our community are seeing their rights challenged or removed, here in the UK and abroad, with some countries [rolling back laws](#) to include imprisonment, or the death penalty. The LGBTQIA+ movement has also been referred to as an [extremist organisation](#).

The impact this has on our community can feel like we're heading backwards and not forwards as we see the UK fall further to [17<sup>th</sup> on the ILGA Rainbow Map](#), when back in 2015 we topped the list.

This is why in 2023 we launched our Proud Allies Training in partnership with Curious Arts. Last year our partnership saw 59 training courses complete with over 940 people attending. We know the importance that allies have in fostering safe environments for our communities to thrive not just survive.

## This is why in 2024, we're doing things differently.

Pride in the City will provide us the opportunity to bring our festival favourites into the city centre, creating a metropolitan pride with ambitious plans to double our attendance and increasing queer visibility with over 80,000 people visiting the city over the Pride weekend.



Our mission is clear. We're using our festival to highlight the vibrant and beautiful queer community, the valuable impact they have to society and the richness of their talents, from makers and creators, to performers and activists.

Queer people have been around hundreds and thousands of years positively contributing to world we live in, and in 2024, across the weekend of July 19<sup>th</sup> to 21<sup>st</sup>, we're taking over the city, to be...

## Unapologetically Visible

WWW.NORTHERNPRIDEARENA.CO.UK

# PRIDE IN THE CITY

UNAPOLOGETICALLY VISIBLE

NORTHERN PRIDE ARENA

WHIGFIELD

FAT TONY

GINGER JOHNSON

JAMES BARR

KELLY LLORENNNA

ANGIE BROWN

KROUD KARAOKE

QUEERDO

LITTLE FIX

TOTALLY TAYLOR

JEN & LIV

NEWCASTLE MELA

THE FUTURE IS QUEER

+MORE TO BE ANNOUNCED!

FRIDAY 19TH JULY - 21ST JULY 2024

CENTRAL PARK, TIMES SQ, NEWCASTLE UPON TYNE. NE1 4EP

TICKETS FROM JUST £7.50+BF



#WEARE NORTHERN PRIDE

PRESENTED IN PARTNERSHIP WITH

NE1



Northumbria University NEWCASTLE





# WHAT'S WHERE?



## NORTHERN PRIDE ARENA

Central Park, Times Square

We're incredibly excited to be back at Central Park we were here last in 2021 where we deliver our Covid Safe event, broadcasting our Digital Pride content in 2021. This time, the Northern Pride Arena takes shape with an impressive stage for live performances from big names and local stars.



## CURIOUS ARTS STAGE

Northern Stage, Barras Bridge

Our good friends at Curious Arts will be taking over Northern Stage with their unmatched ability of programming queer art and culture that celebrates and informs it's audiences who leave wanting more!

# FAMILY & YOUTH ZONE

Assembly Rooms, Westgate Road

Reopening this Spring after substantial investment, one of Newcastle's oldest and grandest Georgian buildings, dating back to 1776, will open its doors for one of our most popular Zones which caters for LGBTQIA+ families and queer young people, with hands on activities, arts and crafts, and live performances.



# HEALTH & WELLBEING ZONE

Newcastle Civic Centre, Barras Bridge

The iconic building has been the starting point of the Northern Pride March since it began, and this year it'll be home to our ground-breaking Health & Wellbeing Zone. Available for advice and support, signposting of organisations and groups to help body and mind, along with our mobile sexual health clinic with STI testing, HIV screening and event-based PrEP.

# SPORT & ACTIVE LIFE ZONE

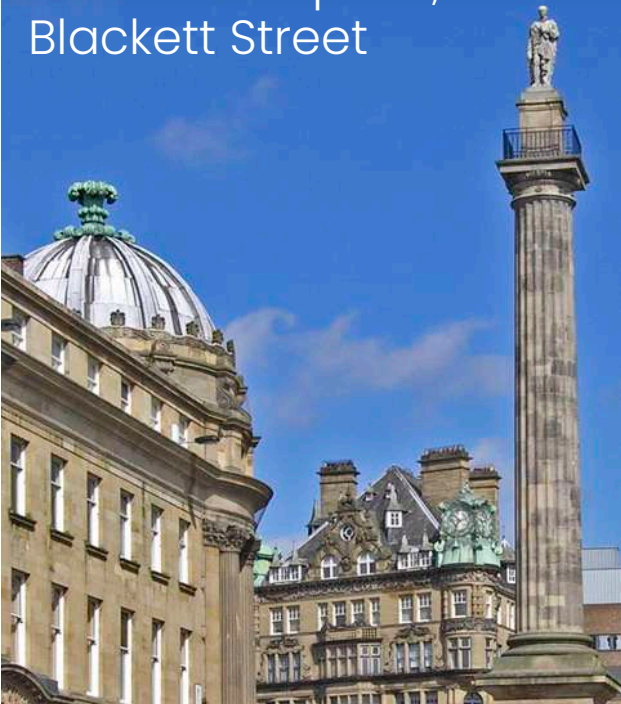
Northumbria University,  
Sport Central, Northumberland Rd



Access to sport can be a challenge for the LGBTQIA+ community which is why this zone was launched in 2022. Working with Northumbria University we'll be able to provide access to taster sessions, hands on experiences, and raise awareness of the amazing safe and accessible sports and active life clubs from across the region, all in Sports Central's state-of-art facility.

## RAINBOW VILLAGE

Greys Monument &  
Old Eldon Square,  
Blackett Street



Greys Monument has become a place for modern protests and activism. It is a symbol to the people of our region that change can be made even when it seems impossible to do so. This fight and determination was key in Grey's introduction of The Great Reform Act 1832.

It makes perfect sense to bring our Rainbow Village to this area. Our stalls are filled with community groups, charities, and our amazing makers and creators, many of which use their work and their art to improve the lives of our community.



# NORTHERN PRIDE IN NUMBERS

Who doesn't love a statistic or two? Whilst it can show the magnitude of our reach and our community, it can also show us a way forward and how to improve, or how to use these insights to motivate us to be louder as we continue to elevate the North East's LGBTQIA+ community.



Some of the numbers shared are from our 2022 campaign as we naturally saw a drop in 2023 due to the cancellation of Sunday's event.



**95%**  
overall festival  
satisfaction



**70k**  
people through  
the festival gates  
over the three day  
weekend in 2022



**25k**  
people joined us  
on the march and  
countless many  
more watched on  
the streets



**90%**  
artists, performers  
and creatives  
from the LGBTQIA+  
community



**20k**  
views of our Live  
at Pride content  
broadcasted on  
social media



**275k**  
impressions of our  
Live at Pride  
content across all  
platforms





**QUEER**

@DRAGGEDOUTLONDON



# DELIVERY PARTNERS

Our Pride in the City campaign is ambitious and challenging. But we're incredibly fortunate to have the support of our key delivery partners, all of which are joining us as they agree, in 2024, it's more important than ever to be unapologetically visible.

SUPPORT	PARTNER
Local Authority	Newcastle City Council
Arena	Tow Tribes
March	Boxoso
Programming	Curious Arts
Artist Development	Creative Central NCL
Media Solutions	DW Media
Media Partner	Hits Radio
Media Partner	Gateshead College
Photography	Haydn Brown Photography
2024 Design	Megmcart
Brand	Jonarc
PR	Sorted PR
Print	Potts Print
Venue	Northern Stage
Venue	Newcastle Civic Centre
Venue	Northumbria University
Venue	Assembly Rooms

# JOIN US

We have an exciting range of sponsorship opportunities for you to get involved with Northern Pride, with packages to suit all budgets.



It's important to note that due to the popularity of Northern Pride, most packages will be taken quickly, so make sure you don't miss out and sign up today. To help, we can agree contracts but invoice in the 2024/25 financial year – helpful!

Remember when you support Northern Pride you are supporting a charity that promotes respect, awareness and diversity; that educates and eliminates prejudice; a charity which offers health and wellbeing advice and promotes community cohesion – priceless!

If you'd like to discuss any of these opportunities, email Ste Dunn, Director of Northern Pride on [ste.dunn@npride.org.uk](mailto:ste.dunn@npride.org.uk)

# PLATINUM PACKAGES

Our platinum packages come with many benefits for the sponsor or partner. These range from press coverage, advertisements, and much more. Platinum packages are bespoke and tailor made.

## SPONSOR PACKAGE

Price on Application

Festival Sponsor

Arena Sponsor

Curious Arts Stage

Hotel Partner

Travel Partner

## SPONSOR / SUPPORTER

Newcastle NE1 Limited

Available

Available

Maldron Newcastle

Nexus Tyne and Wear Metro



# FESTIVAL PACKAGES

Becoming a Festival sponsor, your company logo will feature as part of the signage across the festival zone or assets and will be on our website with a link directing our visitors to your chosen location.

We'll provide VIP access to our Friday night launch event, name checked across our PR and stage hosts across the festival, we'll advertise your brand on our Arena screens.

And you'll have a free market stall at our Rainbow Village in the heart of the city.

## Festival Packages

Prices from

£4,500 +VAT

### Health & Wellbeing Zone at Newcastle Civic Centre

Available

Northern Pride has been one of the pioneering prides to provide health services, with thanks to the legacy of Steve Paske. After many years providing sexual health screening and introducing one hour HIV testing, the Health & Wellbeing Zone has been a key focal point and will continue with your support as we take over Newcastle's Civic Centre.

### Family & Youth Zone at The Assembly Rooms

Under contract

With very little spaces which are deemed safe for LGBTQIA+ families, the Family and Youth Zone is one in which we will endeavour to promote and grow each year.

This zone offers all families and our youth, a space where they can feel included and accepted while enjoying arts, crafts, music, sensory, hands on activities and live entertainment.

This one has something for everyone from babies to teenagers and even something for the adults.

## **Sports & Active Life Zone** at Northumbria University Available

---

Brought to life in 2022, our Sports & Active Life Zone is where we'll be demonstrating and showcasing inclusive and accessible sports from around the region.

We'll also explore ways in which you can have an active and healthy life with thanks to the Sports Central with their state-of-the-art facilities.

## **Rainbow Village** @ Greys Monument & Old Eldon Sq Available

---

Packed with local and national charities, inspirational businesses, freelance makers and creatives, the Rainbow Village is a vibrant market place which we can't wait to have take over the iconic Greys Monument and Old Eldon Square which will also feature NEI's Screen on the Green. This is an amazing opportunity to increase our visibility and be at the heart of the city.

## **The March** Available

---

Over the past few years we've seen the March grow with over 25,000 people weaving through the city, down the iconic Northumberland Street and passed the historic Grey's Monument.

## **Accessibility** Under contract

---

Making the Northern Pride Festival as accessible as possible is high on our agenda. Particularly after successfully introducing our wheelchair accessible raised platform in 2018, and then a high dependency unit in 2019 and our website accessibility tools in 2023.

With our Pride in the City campaign, we aim to create one of the most accessible Pride festivals in the UK.

## **Candlelit Vigil** @ Northern Pride Arena/Central Park Available

---

The Northern Pride Festival and our Pride in the City campaign comes to a close on Sunday night with the annual Candlelit Vigil.

An important aspect of the Northern Pride Festival, giving those in attendance time for reflection and remembrance.

LET PEOPLE  
BE THE EXPERT  
OF THEMSELVES



## Volunteers

Under contract

We couldn't do what we do without the help of our volunteers. They all need to be looked after during the festival and throughout the year. Show your support for the work they do and your company logo will be shown on all volunteer uniforms.

## Official Pride 2023 Wristbands

Under contract

The Northern Pride wristbands have become a collector's item for our supporters. Each year we create a new design to stay fresh and up to date. We launched our first ever plastic free and environmentally friendly wrist bands 2019 and they were a huge hit.

## Official Pride 2024 Lanyards

Available

Our lanyards are available for festival attendees to buy and collect leading up to the festival to wear at work or out and about. When it comes to the festival weekend, our lanyards are upgraded and include a free map and mini guide helping festival attendees plan their weekend.

## Live at Pride

Available

After a successful delivery of two virtual events, one featuring a back-stage green room, opening up never before seen access to the event. With great feedback from the community, in 2022 we launched Live At Pride. With over 20k views and 275k impressions of the content across social media platforms, beaming pride into people's homes and devices bringing the festival to those that can't be at the event. Featuring live interviews with artists, performers, creatives, activists and members of the public, your brand can be seen during the event and beyond!

## Alex Mascot

Available

Alex is an, open armed, humanoid figure showing a warm welcome to the North East for the LGBT+ community and allies. Alex has been brought to life as our charity mascot. Alex will frequently appear at events throughout the year and your business could be on the road with them.





# PARTICIPATING VENUES

With our ambition to be unapologetically visible across the city, we'd love more venues, community groups and business to get involved.

You might be a restaurant, bar, library, community centre or cultural venue looking to engage with the LGBTQIA+ community, we can help.

Registering your venue, or event, you'll be provided with our official marketing assets, added to our website, mobile app, and be provided with advertising space within our pride guide plus many more ways in which we can work together to increase visibility and community engagement.

Prices from (+VAT)

Participating Venue Registration

£500





AKUMA

avanade

AKUMA

avanade

GILBERT  
GILBERT  
GILBERT

Avonmouth RFC

Avonmouth RFC

MACARONI BISCUITS

WOTSITS

WOTSITS

AVONMOUTH RFC  
AVONMOUTH RFC  
AVONMOUTH RFC

# RAINBOW VILLAGE

Our Rainbow Village for 2024 will be in the heart of not only the festival, but the city centre on our main day, Saturday 20th.

Taking place around Grey's Monument, and Old Eldon Square we'll be bringing a large mix of information stalls, local sellers and national companies.

This is the perfect opportunity to engage with thousands of festival attendees and those visiting the city on our main day.

We also have many promotional vehicles on site, from emergency services to buses! You can park up, with or without a stall.

	Prices (VAT exempt)
LGBTQIA+ Organisation	£150
Registered Charities / CIC	£200
Other Companies	£300
Vehicles	Price on Enquiry

We have space across many of our festival zones including Health and Wellbeing, Family and Youth, and Sport and Active Life.

Festival Zone Stall	Price on Application
---------------------	----------------------

Head to our website and apply today. Places are limited and are taken up fast!

[www.northern-pride.com/rainbowvillage](http://www.northern-pride.com/rainbowvillage)

# PRIDE PATRON

We appreciate that many companies, local and small businesses would like to support Northern Pride the festival and our out-reach work throughout the year.

New for 2024, our Pride Patron campaign allows business or individual to join our supporters and invest in the work of the team at Northern Pride.

As a thank you, each patron will appear on our website with a click through to their site, and it'll also appear on our Supporters boards across the festival, along with advertisement opportunities.

They'll also be invited to attend one of our Proud Allies training courses.

Pride Patron Donation

£1,000



# PROUD ALLIES TRAINING

Our Proud Allies Training will provide you with information needed to raise your awareness of LGBTQIA+ communities, and the issues that can affect them.

Increase your confidence around language and how you engage with LGBTQIA+ audiences, artists, participants and communities.

It'll also begin a conversation with you about how you can make your organisation more inclusive and diverse, and how you can be a better ally to LGBTQIA+ communities.

Whether you're looking for in-person or virtual training, or it's for a small team or the entire company, we can help.

Proud Allies Training

From

£900 +VAT

59

Proud Allies training courses completed in 2023



940

attended our Proud Allies training in its first year

You can register for the training online now. Head to:

[northern-pride.com/training](https://northern-pride.com/training)

In partnership with

**CURIOUS  
ARTS**

# MINI PRIDE

Produced by Curious Arts, Mini Pride is a pop-up, family focused event, inviting the public to 'drop-in' and celebrate everything that's unique about families through arts, crafts and storytelling led by local LGBTQIA+ artists.

Launched in 2020, Mini Pride has popped up across the North East and beyond, from Newcastle to Barrow-in-Furness, Hartlepool to Liverpool. Providing families with free, fun creative activities.

A colourful, uplifting event, Mini Pride can be delivered indoors in community/cultural venues, outdoors at festivals and in public spaces (if the weather permits!).



## Mini Pride

Price on Enquiry

"Lovely inclusive and chilled event"

"Excellent! Lovely way of understanding the community"

"Very relaxed and creative, supporting all sorts of identities"

"Really enjoyed it, colourful and inclusive!"

"Amazing, nice surprise to find it in the park on a rainy day."

# WILDFLOWER

Wildflower is an outdoor pop-up performance produced by Newcastle based LGBTQIA+ Arts Producers, Curious Arts.

Wildflower takes audiences on an emotional journey of companionship, self expression and acceptance, exploring what it truly means to be a Wildflower. Being your authentic self, wherever your place in the world and sometimes under the harshest conditions.

Riding their large flower adorned trike through public spaces, from parks to city centres, the Wildflowers' colourful presence and varied soundtrack draws audiences to share their experience.



"a very welcome burst of colour and wonder on an otherwise gloomy day"

## Wildflower

Price on Enquiry

Why not speak to the team to learn how you could bring Wildflower or Mini Pride to your place of work, venue or your local community.

Mini Pride and Wildflower  
In partnership with

**CURIOUS  
ARTS**

# WITH THANKS

We couldn't deliver our festival, our outreach work or our campaigns if it wasn't for our sponsors, supporters, and partners.

Presented in Partnership with



Delivery Partners





Official Venue Partners



**Northumbria  
University**  
NEWCASTLE





**#WEARE**

**NORTHERN PRIDE**

Northern Pride Events Ltd is a not for profit charity (charity no. 1141053).

All monies raised pays for a safe Northern Pride Festival and supports our education programmes and campaigns throughout the year.