



# SUPPORTER GUIDE 2022-23



# FRIENDS OF NORTHERN PRIDE

UK Pride, two years late because of COVID-19 and the pandemic, delivered!

And wasn't it amazing? From the sheer amount of people that came out to be with us, to the number of people on the streets watching the march go by.

From all the performers, artists, creatives and volunteers that made it all happen, to the supporters and sponsors for whom it wouldn't have been possible without.

We promised to 'elevate and celebrate the North East's LGBTQIA+ community. I hope you agree we achieved it!

It wasn't without its challenges and issues leading up to the big weekend. Nor was the festival perfect. As many festivals and large events have experienced in 2022, the landscape post pandemic has changed.

We are incredibly lucky, and grateful, to have some amazing companies that helped us deliver UK Pride 2022. Sometimes what felt like an up hill climb was made ever so easier knowing we had support from our production company, our event team, and many many more.



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

---



We also had some amazing opportunities during 2022 to 'take up space'. From taking over Fenwick, to supporting community groups with safe spaces in Elswick Pool.

We should never take for granted that whilst we are able to deliver one of the biggest free Pride Festivals in the UK, the importance of ensuring representation and visibility remains at the core of what we do... everyday.

That's why when we head into 2023, much of the successes we saw in 2022 will remain. From the inclusion of new community led zones, to the most amount of local LGBTQIA+ people taking to the main stage, and for the community to be front and centre of the city-wide march.

The fight for LGBTQIA+ rights is not over until we are all equal. Join us.

Ste







# 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 able to keep our promise.

Over the next couple of pages you'll get a flavour of what we've been able to achieve and how we've been able to support and have a positive impact on the community during the pandemic.



**PROTECT** LGBTQIA+ rights already won and champion these whilst supporting the fight to end equality indifference 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.



# 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.

70k

people through  
the festival gates  
over the three day  
weekend



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





# OUSEBURN FAMILY PRIDE

Postponed from September 2022, family pride is back on Sunday 28th September 2023.

Planned entertainment includes Farm Animals, Music and drag performances, Victoria Tunnel taster tours, book readings, stalls and more.

## Confirmed Venues

- Ouseburn Valley Farm
- The Cluny
- Seven Stories
- Stepney Bank Stables
- The Cumberland Arms
- The Ship
- Victoria Tunnel

## Confirmed partners and contributors

- Ouseburn Trust
- Unfolding Theatre
- Curious Arts









# 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



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

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

In partnership with

**CURIOUS  
ARTS**



# ALEX APP

With over 30,000 website hits to the Northern Pride website during the three day weekend, there is clearly a need for instant access to information whilst the festival is on.

Not to mention the paper consumption by producing our Pride Guide.

So, lets go digital with the help of Softwayre,. Our app will be free to download and will include information all year round about what's going for the community, instant access to health and advice service information. For the Festival it'll include stage times, site map, even food menus.

And we're even going to look at push notifications so you'll never miss your favourite act performing!

## Mobile 'Alex' App Sponsorship

Price on Enquiry



In partnership with









# WITH THANKS

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

## Festival Partners



---

## Campaign Partners



---

## Proud member



North East England  
Chamber of Commerce

# 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 your finances, we can agree contracts but invoice in the next financial year – helpful!

Remember when you sponsor 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 2023

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

SPONSOR PACKAGE	SPONSOR / SUPPORTER
Local Authority Partner	Newcastle City Council
Land Partner	Freemen of Newcastle
Festival Sponsor	Available
Business Partner	Sponsor to be announced
Event Delivery Partner	Boxoso
Food And Beverage Partner	The Mix Collective
Main Stage/Arena Sponsor	Available
Curious Arts Stage Sponsor	Available
Hotel Partner	Sponsor to be announced
Travel Partner	Sponsor to be announced
PR Partner	Sorted PR
Print Partner	Potts Print
Mobile 'Alex' App Sponsor	Available
Brand Partner	Jonarc
Media Solutions Partner	DW Media
Pride 2023 Designer	Russponse
Photography Partner	Haydn Brown Photography
Journal Partner	Journals of Dami

LET PEOPLE  
BE THE EXPERT  
OF THEMSELVES





# FESTIVAL PACKAGES

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

We'll provide 30 Platinum Passes to gift to colleagues, friends or families. In addition to being name checked across our PR and main stage hosts over the festival, we'll advertise your brand on our main stage screen. And you'll have a free market stall for both days. You'll also receive free or discounted tickets to Northern Pride, or partner events when available.

## Festival Packages

Prices from

£6,000 +VAT

### Platinum Bar and Garden

Bobbys

Our festival attendees can choose to upgrade their experience by buying a pass into our Platinum Bar and Garden.

Those with this exclusive pass can relax in a marquee with private bar, tables, chairs and posh loos! Pass holders can head outside to the garden area which gives additional viewing with partitioned space in front of the main stage, providing an experience like no other.

### Family and Youth Zone

Sponsor to be announced

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

## Sports Zone

Available

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

## Be Scene Zone

Available

Be Scene started in 2019 bringing dance and cabaret performances together celebrating artists from our vibrant local community.

Be loud, be proud and Be Scene!

## Health and Wellbeing

Sponsor to be announced

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 and Wellbeing Zone has been a key focal point and will continue with your support into 2022.

## Accessibility

Sponsor to be announced

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. With our return in 2022, we added track matting for wheelchair users, and ear defenders that attendees could rent.

With your help, we aim to create one of the most accessible Pride festivals in the UK.

## Rainbow Village

Available

Packed with local and national charities and business, the Rainbow Village is a vibrant market place for our attendees to access products and services which they may have otherwise been unable to.



## The March

Sponsor to be  
announced

In 2022, over 25,000 people marched in our parade, weaving through the city, down the iconic Northumberland Street and passed the historic Grey's Monument.

The city becomes awash with all the colours of the rainbow. In 2022, the march was lead by the trans community and marched for Trans rights and our campaign of Remember, Resist, Rise Up!

## Volunteers

Available

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.

## Candlelit Vigil (Sunday Only)

Available

The Northern Pride Festival and our UK Pride celebration 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.

## 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 reviews, in 2022 we launched Live At Pride.

With over 20k views and 275k impressions of the content across social media platforms, beaming pride into peoples homes and devices brings the festival to those that cant 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!





# RAINBOW VILLAGE

Our Rainbow Village is the heart of our festival with a large mix of information stalls, local sellers and national companies. This is the perfect opportunity to engage with thousands of festival attendees.

	Price (VAT Exempt)	Saturday	Sunday	Weekend
LGBTQIA+ Organisation		£150	£100	£200
Registered Charities / CIC		£200	£150	£250
Commercial Companies		£300	£250	£400
Use Your Own Event Marquee/Gazebo 3m x3m (T&Cs apply)		£300	£250	£400
Use Your Own Event Marquee/Gazebo extra square meter		£50	£50	£50

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

	Price per day
Small Vehicles (Cars)	£500 +VAT
Medium Vehicles (Vans / Services)	£600 +VAT
Large Vehicles (Buses/Lorries)	£1,100 +VAT

Book a space for a vehicle and a stall and get a 20% discount on your order.

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)

# CAMPAIGN PACKAGES

As a Rainbow sponsor, your company brand and logo will be associated with the event or campaign and mentioned across all our PR and marketing materials, in print and online.

You'll also feature on our website, and have the benefits of being name checked on our main stage, we'll advertise your brand on our main stage screen. And you'll have a free market stall for both days.

You'll also 20 Platinum Passes to gift to colleagues, friends or families, and receive free or discounted tickets to Northern Pride, or partner events when available.

## Campaign Packages

Prices from

£3,500 +VAT

### Life in Lockdown

Ubisoft

What started as a social media campaign to share images, videos and stories of people's experiences of lockdown, is now being transformed into an exhibition and book for all secondary schools and public libraries.

### Official Pride 2023 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 site map and mini guide helping festival attendees plan their weekend.



## Official Pride 2023 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 site map and mini guide helping festival attendees plan their weekend.

## Official Pride 2023 Wristbands

Available

The Northern Pride wristbands have become a well known collectors 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.

## Northern Pride Pop Up Shop

Available

After the success of UK Pride merchandise, we're keen to continue by delivering more items to buy online and if we're able to secure the funding a pop up shop concept that will help raise vital funds to keep pride free.

## Alex Mascot

Available

Alex is a non-gendered, 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.

# SATELLITE PACKAGES

We deliver many satellite events throughout the year and your sponsorship helps us fund the running of the event so we can remove or reduce the cost to the attendees.

Reach out to Ste to find out all the detail about our planned satellite events for 2023.

## Satellite Package

Prices from

£8,000 +VAT

### #BeYou, LGBTQ+ Youth Event 2023

Available

After the successful delivery of many LGBTQIA+ proms, we're keen to recognise that we need to continue to provide a safe space of our young teens, but it's time to shake things up. Get in touch to find out our plans!

### Ouseburn Family Pride

Opensoft

Brought to life after lockdowns eased, Ouseburn Family Pride was created to provide a small pride for small people and their families. Luckily, the venues across the valley opened up their doors and loved it so we'll be back in 2023.

### Forth Plinth

Available

A goal for some time, and hopefully with your help we'll get to deliver this event which will take over Greys Monument with a pop up stage to help celebrate our trans, non-binary and gender expressive community.

### Paws with Pride

Available

Missing for a number of years, this firm furry favourite is well over due a return. Lets get together and celebrate our four legged family members. Who will walk away with a colourful rosette?



# PROUD FRIEND

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, but may not be able to afford a sponsorship package.

The Supporters Package allows the gap to be bridged. As a thank you, each supporter will be given six platinum passes, their name will appear on our website with a click through to their site, and it'll also appear on our Supporters boards at the festival, used for photos and interviews with our acts and activists.

Supporters will also receive 20% off all other Northern Pride fees including advertising and tickets.

**Proud Friend**

£995 +VAT



# 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**





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.

