



# Sponsorship Packages

**2024**

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[iwpride.org/sponsorship](http://iwpride.org/sponsorship)



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# INTRODUCTION

Isle of Wight Pride has established itself as a valued and expected annual event and is committed to being part of the calendar of community events on the Island. We see the charity as having long-term sustainability by being embedded into the community of the Isle of Wight.

Our aim is to use the annual event to champion the importance of equality and diversity by highlighting the advances that have been made for the LGBTQIA+ community in the UK and around the world, whilst also raising awareness of the prejudice and danger that many still face. We know that this event has allowed people who left the Isle of Wight, feeling that they did not belong, to return home with confidence that they can be themselves. Isle of Wight Pride has made a change for the better on the Isle of Wight.

Isle of Wight Pride is open for all to enjoy who share our vision for a world in which people can be their authentic selves with no fear of censure, judgement, inequality, or abuse.



## BACKGROUND

In 2017, Isle of Wight Pride was established as a charity and staged the island's first annual LGBTQIA+ festival in Ryde with a Pride parade and activities focused on the beach and Eastern Gardens for approximately 5,000 people. The charity was formed on the principles of promoting equality and diversity for the public benefit, the elimination of discrimination on the grounds of sexual orientation and gender identity, raising awareness to the public about the issues and difficulties affecting the lives of LGBTQIA+ people, cultivating a sentiment in favour of equality and diversity and staging an annual LGBTQIA+ festival.

In 2018, following the tremendous success of our first year, we hosted UK Pride, and a larger event was held for approximately 12,000 people on Ryde Esplanade. The following year Isle of Wight Pride staged another fantastic community event and parade and was making plans for 2020 when COVID-19 put a stop to events.

For the last two years, Isle of Wight Pride has returned with its LGBTQIA+ festival in Ryde. Each year played host to a three-day event starting on the Friday, the Pride Parade and Community Village on the Saturday and concluding with some fantastic local entertainment on the Sunday.

The unique location, being the only beach Pride in the UK, along with the appeal of the island brings visitors from all over the country.

# WHAT TO EXPECT



## LAUNCH PARTY

FRIDAY 19TH JULY 2024

At The Balcony in Ryde (above Superbowl), we have Radio 1 DJ **Dean McCullough** and island **DJ Omar** to kick off Pride weekend. Dean has become one of the most exciting broadcasters in the country. Awarded 'Top LGBTQ+ Broadcaster' by Attitude Magazine, Dean has filled dance floors across the UK & Europe. This will be a paid-for ticketed event.

## ENTERTAINMENT & COMMUNITY VILLAGE

SATURDAY 20TH JULY 2024

This year, IW Pride returns to the beach! Our main stage overlooks the sea and will provide a packed entertainment schedule throughout the day and evening including:

- Former Pussycat Doll **Kimberly Wyatt**
- RuPaul's Drag Race UK Season 5 Winner **Ginger Johnson**
- Drag King Host **Don One**
- Performances from **Smashby, Quivers** and Boy George Tribute - **Keith George plus much more!**

Our Community Village returns, on Eastern Gardens, featuring a range of stalls, activities, **Drag Queen Story Hour UK** and our Cabaret Tent. The entertainment arena on Harbour Beach will be a FREE ticketed event with VIP tickets available to purchase. Accessibility arrangements will be in place to ensure everyone is able to enjoy IW Pride 2024.

## PRIDE PARADE

SATURDAY 20TH JULY 2024

Departing from Ryde School at 11am, then making its way down Union Street and along Ryde Esplanade until it reaches the Pride site in Eastern Gardens and on Harbour Beach. We are working with businesses to 'Pride Up Ryde' with window displays along the Parade route.

## SYMPHONIX PRIDE

SUNDAY 21ST JULY 2024

A new addition to our Pride weekend, this stunning production features a 30 piece orchestra and band with **Andrew Browning as George Michael** and **Dave Jerome as Freddie Mercury**. Local Drag legend **Cherry Liquor** will be gracing the stage between shows. This is a spectacle not to be missed! This will be a paid-for ticketed event.

# Symphonix Orchestra



# OUR SPONSORS

Thank you to our 2023 supporters!



**RED FUNNEL**



**HOVERTRAVEL**



**RYDE TOWN COUNCIL**



**WRS SYSTEMS**



**SNOWS MINI**



**VISIT ISLE OF WIGHT**



**ASCENSOS**



**WIGHTLINK**



**SOUTHERN VECTIS**



**UNISON**



**ROYAL ESPLANADE HOTEL**



**TNL COMMUNITY FUND**

# SPONSOR BENEFITS



We welcome support and sponsorship, and work with individuals and companies to ensure their contribution is appropriately acknowledged and works for them as much as it does for Isle of Wight Pride. We offer a variety of sponsorship packages and are also happy to discuss further ideas with a sponsor. Align your business with values that resonate with diverse audiences whilst contributing to the success of an inclusive and empowering event and cause.

We will do everything we can to make sure that our ticketholders and the local community are aware of your support. This will be via our online channels plus traditional media and by making our sponsors visible during Pride weekend.

**IW Pride Social Media Followers**

**10,000**

# 2024 SPONSORSHIP PACKAGES

	Supporter	Bronze	Silver	Gold
	£500	£1,000	£2,500	£5,000
Business logo presence on iwpride.org	X	X	X	X
Free 3m x 3m pitch in Community Village	X	X	X	X
Logo shown on our LED screens*	X	X	X	X
Social Media presence in the run-up to the event: <ul style="list-style-type: none"> <li>Instagram (2k followers)</li> <li>Facebook (8k followers)</li> </ul>		X	X	X
Prominent position in Pride Parade		X	X	X
Banners placed in prominent locations around the entertainment arena/community village (banners to be provided by sponsor)		1	2	3
Complimentary VIP tickets for the main day (20th July)			2	5
Invites to join the Pride bus during the parade and VIP evening reception prior to the event			X	X
Regular 'Shout Out' from main stage				X
Logo included on IW Pride advertising materials and online ads				X
Sponsorship with your name linked to an event element e.g.: Launch Party, Community Village, VIP Area or Main Stage (Limited Availability)				X

\* - LED screens located by the Main Stage on Saturday 20th & Sunday 21st July 2024 only. Logos will be grouped with other sponsors of the same package tier. Gold sponsors will have their logos shown individually.



# GALLERY





# Thank You

## Interested? Get in touch!

- Email: [info@iwpride.org](mailto:info@iwpride.org)
- Visit: [iwpride.org/sponsorship](http://iwpride.org/sponsorship)

### **Isle of Wight Pride**

Registered Charity Number: 1175094

The Riverside Centre, The Quay, Newport, PO30 2QR

