



SPONSORSHIP OPPORTUNITIES



Essex Pride Festival 2025

Welcome to the 21st year of Essex Pride



Thank you for showing an interest



Essex Pride is an annual celebration of LGBTQ+ life in Essex. Established in 2003, the City Centre March and Pride Festival have become a showcase for diversity and inclusion.



In 2012, Essex Pride was cited as a factor in Chelmsford being granted city status by her Majesty the Queen.

The event is much more than just a huge party, pride demonstrates that people from all walks of life can join together and celebrate our differences. Pride encourages us to embrace acceptance, and raises awareness of issues affecting the LGBTQ+ community.



Essex Pride is a not-for-profit registered charity, run by and for the LGBTQ+ community in Essex and our allies. All proceeds from ticketing, partnerships and fundraising go towards delivering a high quality and inclusive event.

In 2025 we will be celebrating the 21st Essex Pride and we aim to make this the most successful, inclusive and engaging pride celebration yet for the LGBTQ+ community in Essex.

WHY SHOULD MY ORGANISATION GET INVOLVED?

By getting involved with Essex Pride as a sponsor or partner, you will be demonstrating your organisation's commitment to equality and diversity, and sending out a strong message about acceptance. Pride offers the opportunity to engage with over 4500 attendees, to showcase your products or services,

Garry Ormes

Essex Pride Chair

Facebook

Followers – 6,500+
Review rating – 4.9

Twitter

Followers – 3,000+

Instagram

Followers - 4800+
Reach – 35,000+

The Central Park Pride Festival

The festival event is the beating heart of Essex Pride. Each year over 4500 LGBTQ+ community members and allies join together to celebrate pride.

The festival includes 2 stages, community, merchandise and information stalls, activities for families, great food and licensed bars, and a silent disco. We offer BSL signing on stage, and a chilled space for those who need a break from the hubbub.



The site is step free providing easy access for wheelchair users and anyone with mobility requirements.

There are accessible toilets, plus a wheelchair viewing platform for the festival stage

Entertainment includes two stages; The Festival Stage and the Cabaret Stage with dozens of previous artists including many of familiar names such as; Claire Richards, Scub, Bwitched, alongside Drags Queens from RuPaul's Drag Race US & UK. The Cabaret stage also showcases local and emerging talent.

- Two entertainment stages with live acts, celebrities and emerging talent
- Silent Disco Dance Tent
- Engaging stalls and souvenir pride merchandise
- Community showcase marquee with supporting organisations and services
- Great choice of food and licensed bars
- Family Zone with workshops and activities
- Quiet zone to take time out and chill
- Safe, secure event, with something for everyone to enjoy



EVENT MAIN SPONSOR

Sponsorship opportunities



Headline Sponsor

£10,000

Sponsor Elements

- Your logo and weblink as lead partner at www.essexpride.org
- One 6x3m event space for your gazebo at key location in festival.
- Full page advert in Pride souvenir programme & digital event guide
- 6 banner locations in high footfall areas at the Central Park Festival.
- Logo prominent on stage branding, LED stage screen, and step and repeat banners across event site
- Social media collaboration and promotion across all Essex Pride socials.
- 20 entry tickets, plus 50% off additional wristbands



Headline Act Sponsor £8,000



- ☑ Main stage act introduced as "in association" with your organisation
- ☑ Full page right facing advert in the digital programme
- ☑ All Headline marketing will feature name and logo
- ☑ One 6x3 metre Outside space in key location in the festival
- ☑ Banner Space around the site Display up to 6 banners (Sponsor to supply)
- ☑ Your logo on the website homepage
- ☑ Social Media mentions and in collaboration opportunities
- ☑ Mentions on our 8 metre main Stage Screen
- ☑ 20 Adult admission wristbands (plus 50% off additional)

Pride March

SPONSORSHIP OPPORTUNITIES



The first Essex Pride Parade took place in 2022 when over a thousand members of the community marched through Chelmsford's City Centre, finishing at the entrance to Central Park.

The pride march in 2025 will continue to build on this success and creating a larger and more engaging parade to knowledge the pride movements demonstrating roots.

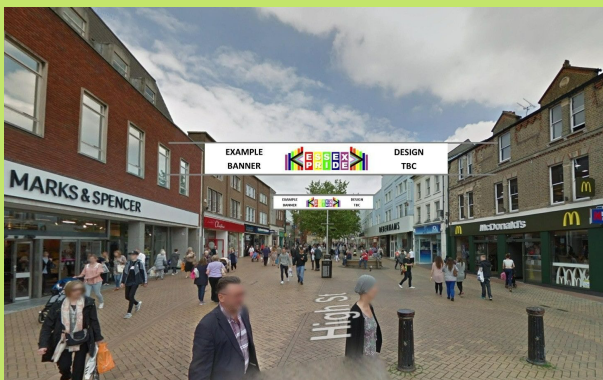
To keep our environmental impact as low as possible, we do not allow vehicles in the parade, only people!!

Pride March Sponsorship

£25,000

Working with Chelmsford City Council and Chelmsford For You, we have a unique opportunity to decorate Chelmsford High Street for the whole month of June 2025.

Utilising the existing overhead cables that are used for the Christmas lights, we will install 4 banners and bunting at the main entry points of the High Street. This will provide an impactful and visual platform to promote the partnership between your organisation, Essex Pride and the whole community.



Chelmsford City Council confirmed that in 2024, the city centre had over 800,000 visitors, so this package provides extensive exposure for Essex Pride and the sponsor

Leading the front of the pride march as an organisation

Chelmsford City Centre overhead banners running the length of High Street

Your weblink and logo as lead partner at www.essexpride.org

All event and pride march marketing will feature company name and logo

One 6x3m event space for your gazebo at key location in festival

Full page in pride souvenir programme and digital event guide

6 banner locations at the Central Park festival

Social media collaboration and promotion across all Essex Pride socials

20 entry tickets, plus 50% off all additional wristbands



Across the City

Sponsorship opportunities

Chelmsford City Centre fully embraces Essex Pride, from street art to murals painted on shop windows and flags flown from key buildings across the City.





Other Sponsorship opportunities



Bronze partner - £750

- Your logo on the partnerships page of the website
- One 3X3 meter gazebo space at the festival
- Two banner allocation spots on the festival site
- Five entry tickets for the festival (plus 50% off additional wristbands)

Silver partner - £2,000 (six available)

- In addition to bronze partner;
- Half page allocation in the digital and printed pride guide
- Your 3x3 metre outside space in the festival in a prominent location
- Four banner allocation spots on festival site
- Ten entry tickets for the festival (plus 50% off additional wristbands)

Gold Partner - £5000 (4 available)

- Your logo on the website homepage
- Six banner allocation points on the festival site in key spots
- Stage side branding (digital screens or banners)
- Full page allocation in the digital and printed pride guide
- One 6x3 metre gazebo space in the festival site
- Fifteen entry tickets for the festival (plus 50% off additional wristbands)



Photography by
DollFaceFoto.com

We'd love to hear from you



Partnerships@EssexPride.org

Apply to be a partner/sponsor:
www.essexpride.org/getinvolved/sponsor

Contact us with any general questions:
Email: hello@essexpride.org

For lots more information and photos of the event go to our website:
www.EssexPride.org