
ESSEX
PRIDE
FESTIVAL
Essex Pride Festival 2027
Sponsorship Opportunities
Partner with us to celebrate diversity, inclusion and community.

About Essex Pride

Essex Pride is an annual celebration of LGBTQ+ life in Essex.

Established in 2004, the City Centre March and Pride Festival have become a showcase for diversity and inclusion.

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 4,500 attendees, to showcase your products or services, and to be part of a positive and visible movement for change.

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

In 2027 we will be celebrating the 23rd Essex Pride and we aim to make this the most successful, inclusive and engaging pride celebration yet for the LGBTQ+ community in Essex.

> *"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."*

Garry Ormes
Essex Pride Chair



Facebook
Followers - 7,700+
Review rating – 4.9

Twitter
Followers – 3,000+
Reach – 35,000+

Instagram
Followers – 6,200+

Welcome to the 23rd Essex Pride



Entertainment spans across multiple stages with dozens of previous artists including many familiar names such as The Vengaboys, Claire Richards, S Club, B*Witched, alongside Drag Queens from RuPaul's Drag Race US & UK, plus emerging local talent.

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 multiple stages, community stalls, 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 event.

Site plan





Sponsorship opportunities

EVENT MAIN SPONSOR

As our headline sponsor, your brand will be at the heart of Essex Pride 2027, with premium visibility across the event, digital platforms and marketing campaigns.

£10,000

(two available)

Headline presenting partner – £10,000

- 20 adult admission wristbands (plus 50% off additional)
- Your logo and weblink featured as headline sponsor on the Essex Pride website
- Social media shoutouts and collaboration opportunities
- Banner space around the festival site (up to 6 banners; sponsor to supply)
- One 6 × 3 metre outside space in a key festival location
- All headline marketing to feature sponsor name and logo
- Full-page allocation in the digital and printed Pride guide
- Your logo on Essex Pride step and repeat banners throughout the park
- Logo displayed prominently on-stage screens

Sponsorship packages

Headline Act Sponsor

£8,000
(up to three available)

- ✓ 15 adult admission wristbands (plus 50% off additional)
- ✓ Your logo and weblink on Essex Pride website
- ✓ Social media shoutouts and collaboration opportunities
- ✓ Banner space at festival in Central Park (up to 6 banners; sponsor to supply)
- ✓ One 6 × 3 metre outside space in a key festival location
- ✓ Full-page right-facing advert in the digital programme
- ✓ Main stage act introduced “in association” with your brand
- ✓ Logo on Essex Pride step and repeat banners throughout the festival

Silver Partner

£2,000
(six available)

- ✓ Full-page allocation in the digital and printed Pride guide
- ✓ Your 6 × 3 metre outside space in a prominent festival location
- ✓ Two banner allocation spots on the festival site
- ✓ Your logo/links on the sponsors page of the website
- ✓ Five entry tickets for the festival (plus 50% off additional wristbands)

Bronze Partner

£750

- ✓ One 3 × 3 metre gazebo space at the festival
- ✓ Social media and in-person collaboration options
- ✓ Five entry tickets for the festival (plus 50% off additional wristbands)
- ✓ Half-page allocation in the digital and printed guide
- ✓ Your logo/links on the sponsors page of the Essex Pride website

Other sponsorship opportunities

From £350

- Pride March Sponsorship
- City-wide Visibility
- Festival Activities
- Digital Promotion
- Banners & Gazebos
- Ticket Benefits



Show your support

Whether you're a small business, a local community group or a national brand, there's a sponsorship opportunity to suit you. Every partner helps us create a safe, inclusive and unforgettable event for our community.

Let's make Essex Pride 2027 even bigger and better.

ESSEX PRIDE

Get in touch

To discuss sponsorship opportunities or request further information, please contact our team at:

hello@essexpride.org



Your support makes a difference

As a sponsor of Essex Pride, you're not just supporting an event — you're supporting a more inclusive, diverse and equal Essex.

Stronger communities

Greater inclusion

Lasting impact

Our commitment

Proud to be 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 help deliver an inclusive festival and support our community across Essex throughout the year.



Together we are stronger

- **Equality & diversity**
- **Community & wellbeing**
- **Sustainability & inclusion**
- **A brighter, inclusive future**