

Pride in London 2020 Partnerships

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 **PRIDE IN
LONDON**

About Pride in London

- Set up in 2013 as a Community Interest Company (CIC)
- Supported by the Mayor of London
- Organised by over 150 year-round volunteers with more than 1000 volunteers stewarding the event on the day
- Four week Festival leading up to Pride weekend
- Pride's Got Talent competition - to find the best LGBT+ acts in London
- Britain's biggest, most diverse Pride ever!
- 30,000 people in the Parade and 1.6m visitors across the footprint
- Performance areas include Trafalgar Square, Leicester Square and Soho
- A central London community focused Pop Up Shop open for Pride month



Our Purpose and Mission

Our Purpose

To promote the visibility of London's LGBT+ community by delivering inclusive, safe and enjoyable annual Pride celebrations in London.

Our Mission

- Be fully inclusive of all sections of the LGBT+ community, free at the point of access
- Provide a celebration of LGBT+ life and a platform to continue the fight for equality and to challenge prejudice
- Establish Pride in London on a sustainable footing and grow the festival over time to serve better the needs of London's LGBT+ community and promote London as a beacon to the world



Why we do it?

- One in five LGBT people (21%) have experienced a hate crime or incident due to their sexual orientation and/or gender identity in the last 12 months
- Two in five trans people (41%) have experienced a hate crime or incident because of their gender identity in the last 12 months
- The number of lesbian, gay and bisexual people who have experienced a hate crime or incident in the last year because of their sexual orientation has risen by 78% from 9% in 2013 to 16% in 2017
- Four in five LGBT people (81%) who experienced a hate crime or incident didn't report it to the police
- Only half of lesbian, gay and bi people (46%) and trans people (47%) feel able to be open about their sexual orientation or gender identity to everyone in their family.

*Figures from Stonewall / YouGov report - LGBT in Britain, Hate Crime
September 2017*



2019 Highlights

- First dedicated Youth section
- New World Area in Golden Square
- New Family Zone in St Giles
- Partnerships with Juice, Scouts, Diva
- Positive partner feedback
- First ever 10K run (it sold out!)
- Biggest, most inclusive, diverse stages production yet
- PGT finals in the West End
- Seven Dials shop
- Retained Attitude is Everything Gold status
- Campaign (9.7m views) with an all queer cast
- Use of Piccadilly Circus screen to promote campaign messages
- Average approval rating was up on 2018 - 8.17 / 10
- Groups feel the Parade has become more diverse, inclusive and vibrant
- 581 groups in the parade in 2019 which was an increase of almost 24%
- All groups who applied and met the code of conduct had a presence in the parade
- Partners in the parade were 5% of groups and received 8% of the available wristband
- The parade had 15% fewer floats, reducing the environmental impact compared to 2018

"Pride is always a place where I come to be re-energised, it has always been a protest as much as it is a celebration. Pride in London was an exhilarating experience and I cannot wait to be back next year!"

Billy Porter

Marketing and Communications

- **1,179 articles** generated (614 on parade weekend)
- **Instagram** followers increased by 21,400 and reached **16 million** across **186 posts**
- **Facebook** likes increased by 7,200 and reached **7.7 million** across **630 posts**
- **Twitter** followers increased by 11,500 and reached **17 million** across **950 tweets**
- **58,319,800 out-of-home impacts delivered**
- Pride Jubilee **film viewed 9.7m** times across **Channel 4, ITV, Facebook, Twitter** and online

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...newall is biggest
...yet, say organisers

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"I'm trying to be a walking piece of clinical art," said actor Billy Porter head of headlining London Pride. Just as a human being, as an out Black gay Christian man, my very existence is political."

The star of *Kinky Boots* and TV series *Fur* performed to thousands in Trafalgar Square yesterday at what organisers claimed was the biggest, most inclusive Pride yet. About 30,000 people from more than 600 groups took part in the official parade through central London, which was attended by an estimated 1.5 million people.

Porter suggested that concerns from Peter Tatchell and others that the event was being "pinkwashed" and hijacked by commercial inter-

mercial aspect of it is a result of how successful it's been," he told the BBC. "And when there's a version of commercial that's good... we always have to find the balance in these things."

Rainbow flags and banners lined the streets in celebration of what began as a protest march in London in 1972 and which this year marked 50 years since the Stonewall riots in New York that gave birth to the modern Pride movement.

The parade was opened by the mayor of London Sadiq Khan, who attacked Boris Johnson for using homophobic language in a 1998 column in which the Tory leadership frontman wrote that gay men were "tank-topped bumboys".

"You've got the next prime minister using homophobic language," Khan said. "When you speak to members of the LGBTQ+ community, they will tell you that some of the homophobia they suffered, the attackers used this language, the same sort of language he's used."

No 10 Downing Street was given



What our Partners say.....

"The leadership and organization of Pride in London was once again awesome this year!! "

Jon Thompson, Enterprise

"Tesco has been attending Pride events for over a decade and this year we were especially Proud to partner with Pride in London as their headline sponsor."

Barry Davies, Tesco

"Congratulations to you and the Pride in London team for organizing the largest pride in London ever! I have to say this [Pride in London 2019] was definitely the best Pride I've ever been to."

Tudor Havriliuc, Facebook

"We are proud and very excited to support Pride in the City. We believe that when people can be themselves, they perform at their best. At NTT DATA we ask people to be themselves and we are working to make our business somewhere everyone can perform to their best."

Simon Williams, NTT DATA UK

"The parade team kept us fully updated and helped with any queries we had whilst on the day the preparations seemed very well managed."

Steven McGunigel, NBC Universal

Nielsen Report 2019

Headlines

- Pride in London's **positive brand image** and **high levels of interest** offers partners a wide range of benefits and opportunities
- Nielsen have advised that "associating with this [Pride in London] **iconic property** and the opportunity to be a part of **something unique** [...] transcends other similar event propositions".
- Such is the prowess of our **Brand Equity and Event Prestige** that, according to Nielsen, we are amongst the **highest rankings** of similar events across culture, music, sport and entertainment in the world, with our current trajectory likening our partnership offering to properties including **The BAFTAs and London Fashion Week**.

nielsen
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2020 Packages



PARTNER

- Parade space
- Use of logo and campaign
- Featured on website and app
- On the day hospitality
- Social media post

BRONZE

- Branding at entrances to all stages and areas
- Lamp post branding across the footprint
- A large group in the Parade

PLUS all previous benefits

SILVER

- More space in the Parade
- Logo included in our advertising campaign running up to Pride
- Logo on Trafalgar Square plus other stage surrounds
- Tickets to the Gala Dinner

PLUS all previous benefits

GOLD

- Priority for case studies / involvement in PR activity
- Logo on step and repeat boards
- Featured on all printed marketing material
- Premium Parade placement

PLUS all previous benefits

HEADLINE

- Solus press launch of partnership
- Option to appear on stage
- Most prominent Partner in the Parade
- Additional branding in Trafalgar Square

PLUS all previous benefits

Prices start at c. £20k, please enquire for full terms and conditions

Additional Partnership Opportunities



Bespoke packages available for any of the following, please contact sponsor@prideinlondon.org for full terms and conditions

GALA DINNER

- Exclusive VIQueerP event
- Celebrity and keynote appearances

PRIDE'S GOT TALENT

- West End final - SOLD OUT
- We're the only people to have the "Got Talent" licence

WORLD AREA

- An area curated by and for the BAME community
- Partnered with Juice London

WOMEN'S STAGE

- Leicester Square
- C.16000 unique visitors

CABARET STAGE

- In the heart of Soho
- Celebrating the diversity of the LGBT+ scene

FAMILY AREA

- Brand new space for 2019
- Partnered with Scouts and Lego



Join us in 2020 for what promises to be the biggest
and best Pride in London to date! For more information
on partnerships please contact:

sponsor@prideinlondon.org

