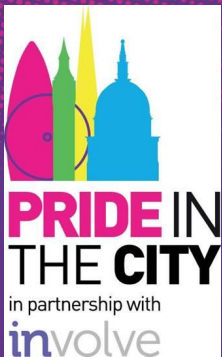


Pride in the City Virtual Partner Packages 2020

amplifying LGBT+ voices in business



Past Pride in the City partners



London
Stock Exchange Group



NTT DATA



Chartered
Insurance
Institute



Mercedes-Benz



About: Pride in London

- Set up in 2013 as a Community Interest Company (CIC), supported by the Mayor of London
- Britain's biggest, most diverse Pride:
 - 30,000 people in the Parade & 1.6m visitors across the footprint
 - Performance areas include Trafalgar Square, Leicester Square & Soho
 - Four week Festival leading up to Pride weekend
 - Pride's Got Talent - search for the best LGBT+ acts in London
- Pride in London is primarily funded by a year round fundraising, including commercial and brand partnerships

Pride in London: Our purpose & mission

Purpose

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

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 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

Pride in London 2019



About: Pride in the City

- We amplify LGBT+ stories in the workplace to support LGBT+ inclusion; our speakers tell their stories to illuminate LGBT+ inclusion dialogue
- We secure speakers and contributors for corporate and workplace LGBT+ inclusion programmes events, internal or external, live and virtual
- Delivery partner: INvolve, a membership organisation championing diversity and inclusion
- We're part of the Strategic Partnerships team; we play an integral role developing key partnerships with sponsors and partners that make Pride in London happen

Our speakers: a snapshot

- Antonia Belcher - Founding Partner of MHBC
- Marion Macdonald - Head of Strategy, Ogilvy
- Pips Bunce - Director, Credit Suisse
- Rachel Reese - Founder of Global Butterflies
- Jacqui Gavin - LGBT+ Activist
- Bisi Alimi - LGBT+ Activist
- Ali Berryman - Global Head of Fraud Operations, Barclays
- Peter Tatchell - LGBT+ Activist
- Michael Salter-Church - Co Chair, Pride in London



Amplifying LGBT+ inclusion voices



Partner packages

- Pride in the City partners secure:
 - access to an informed groups of LGBT+ speakers
 - use of the Pride in the City brand for promotional activity (internal or external, based on package booked)
 - support from the Pride in London's social media team to raise awareness of your event
 - dedicated Pride in the City account manager to support your activity and provide guidance

Virtual event partner packages

External + Activation (POA)

Audience: all stakeholders & public

- Speaker: LGBT+ business leader
- Pride in London - senior contributor attends
- Choose a PITC event themes
- Pride in the City logo use - all platforms
- Partner/brand activation support, via social media

External (POA)

Audience: internal & external stakeholders

- Speaker: LGBT+ business leader
- Pride in London - senior contributor attends
- Choose a PITC event themes
- Pride in the City logo use - internal & external

Internal (POA)

Audience: internal ERG's

- Speaker: LGBT+ business leader
- Pride in London contributor attends
- Choose a PITC event themes
- Pride in the City logo use - internal

Pride in the City - virtual event themes

LGBT+ mental health @ work and home	Building a strong & supportive network	Coming out @ work	Power of allies
Inclusive workplace cultures	Intersectional voices e.g. LGBT+, BAME & disability groups	Inclusive workplace policies	Corporate support for LGBT+ rights

External vs Internal packages

External virtual events can include

- Panel Discussion - we provide a speaker and Pride member to run/participate in a panel
- Keynote Speaker - we provide a speaker to for 30-45 minutes, followed by a Q&A session
- *For either above external event, we can help publicise the event through our social media channels*

Internal virtual events can include:

- Executive Engagement - strategic engagement speakers for senior/C-suite engagement
- Table Talk Session - speaker and discussion among your ERG leads, followed by a Q&A
- LGBT+ 101 Introduction Session - we provide a speaker to host a smaller round-table style discussion, followed by Q&A or our standard introduction to LGBT+ session, followed by Q&A.

LGBT+ inclusion in business

“Businesses in London play a vital role in helping us achieve that goal for their employees and colleagues, but also for clients and customers, ensuring that people can be their best self at work. I welcome Pride in London’s plans to further promote diversity and inclusion within the workplace and I urge organisations around the capital to throw their support behind this important initiative.” **Sadiq Khan, Mayor of London**

“The work of Pride in the City is to support businesses in understanding their role as an agent of change and accelerator of social acceptance. The businesses that have been leading on change, are the ones publicly supporting the LGBT+ community.”

Bisi Alimi, Bisi Alimi Foundation

“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. This generates superior results for companies, their clients, their people and, ultimately, wider society”

Simon Williams, CEO of NTT DATA UK

Talk to us: PrideInTheCity@PrideInLondon.org

#pride

#prideinlondon

#YouMeUsWe