



**2025**  
**L** **LOVE** **U** **G** **H** **B** **O** **R** **O** **U** **G** **H**  
**PRIDE**

**Sponsorship Opportunities**

# Our Mission

Loughborough Pride C.I.C is a non-profit organisation committed to celebrating and including everyone under the LGBTQ+ umbrella, promoting safety, and encouraging community involvement through a range of events held throughout the year.

As a volunteer-driven nonprofit organisation, we reinvest all proceeds to enhance and expand outreach efforts, ensuring greater accessibility in collaboration with local businesses, organisations, and councils.

Loughborough Pride aims to promote equality and diversity within the Loughborough, Charnwood, and broader community, with a focus on eliminating discrimination based on sexual orientation and gender identity.

Loughborough Pride celebrates love, diversity, and unity, fostering a welcoming community for LGBTQ+ individuals and allies alike.



Visibility



Education



Celebration



Pride 2025

# **Our Events for 2026**

## **Our Main Event “Picnic In The Park” – Saturday 22<sup>nd</sup> August 2026 11:00 – 19:00**

Our exclusive “Picnic in the Park” returns for another memorable event in the heart of Loughborough at Queens Park. We were thrilled by the remarkable turnout of 3917, which greatly exceeded our expectations and demonstrated the strength and unity of our community in 2025.

Our 2026 event will feature a lively, inclusive atmosphere that allows attendees to express their pride and solidarity.

“Picnic in the Park” will feature a variety of engaging activities, including live tribute acts, talented dancers, singers, local choirs, and local dance groups, all hosted by a fabulous Drag Host. There will also be arts-and-crafts stations and a bouncing castle, offering fun for all ages.

Overall, it will be a vibrant celebration of acceptance, love, and community spirit.

## **Our first-ever “Youth Pride” – Saturday 12<sup>th</sup> September 2026 12:00 - 16:00**

Loughborough Pride is launching its first dedicated “Youth Pride” event for those aged 18 or under.

This idea came from feedback we received, and we are now collaborating with Fearon Hall to organise a fun-filled day for everyone at Fearon Hall in Loughborough.

“Youth Pride” will be designed to appeal to today's youth, featuring a youth-friendly drag host and entertainment suitable for both adults and children. Activities will include children’s arts-and-crafts stations, face painting, and a bouncing castle, ensuring fun for all.

Your sponsorship with Loughborough Pride 2026 can be allocated to either of the following:

“Picnic In The Park” or “Youth Pride” event.

If you wish to sponsor both events, a 25% discount will be applied to the Gold or Rainbow packages.

# Help us care for our community?

Supporting Loughborough Pride means investing in the community's core. Rooted in local businesses, our mission is to promote, celebrate, and advance diversity and equality within Loughborough and Charnwood.

Since our inaugural event in 2024, Loughborough Pride has attracted over 6,100 attendees across two years, with increasing participation each year from a diverse community within Charnwood.

We invite forward-thinking brands to join us in fostering a safer, more inclusive community while demonstrating their commitment to diversity and equality.

We have carefully developed a range of sponsorship packages designed to showcase various opportunities for your brand at Loughborough Pride 2026. Recognising that each organisation has unique objectives, we offer flexible options tailored to align with your goals and budget.

Please review the attached sponsorship information, which outlines a variety of engaging benefits and visibility opportunities for your brand.

We are happy to discuss customised arrangements to ensure that your partnership with Loughborough Pride 2026 aligns seamlessly with your strategic aims.

With your support, we look forward to making Loughborough Pride 2026 our most memorable celebration yet.



*Acceptance*

## **In-kind Community Partnership Agreement - £0.00**

**We would be delighted to collaborate with your company through product hire instead of traditional financial sponsorship.**

**This arrangement benefits both parties, providing exposure and support both ways.**

**As part of this partnership, Loughborough Pride will feature your company on our website and social media platforms for a period of 12 months, spanning from one Pride event to the next.**

**All In-Kind agreements will be classified as Rainbow Sponsorship.**

**Things that we are looking for as examples could be:**

- Stage Sound & Light**
- Power & Marquees**
- Fencing & Screening**
- Security & Medical Services**
- Toilet Facilities**

## **Rainbow Sponsor - £1000+**

**Use of the Loughborough Pride logo as an official supporter.**

**Your logo and a direct link on our website.**

**X6+ Social Media posts.**

**Your company logo will be featured on all promotional materials.**

**Featured as a “Rainbow Sponsor” on all banners and leaflets. (Large Logo Placement)**

**Your company's logo on save-the-date banners and social media versions.**

**Story to be published on the Loughborough Pride Website & Social platforms.**

**Press and Media recognition.**

**Up to a 15-minute slot for you to talk about your company. \***

**Complimentary 3x3m market pitch to promote your company. \*\***

## **GOLD - £750**

**Use of the Loughborough Pride logo as an official supporter.**

**Your logo and a direct link on our website.  
X4 Social Media posts.**

**Your company logo will be featured on all promotional materials.**

**Complimentary 3x3m market pitch to promote your company. \*\***

## **SILVER - £500**

**Use of the Loughborough Pride logo as an official supporter.**

**Your logo and a direct link on our website.  
X3 Social Media posts.**

**Your company logo will be featured on all promotional materials.**

**“Pride After Dark” - Sponsorship Package\*\*\***

## **BRONZE - £250**

**Use of the Loughborough Pride logo as an official supporter.**

**Your logo and a direct link on our website.  
X2 Social Media posts.**

**Your company logo will be on A4 & A5 leaflets.**

## Sponsorship T&C's

**All of the below to be confirmed by  
1<sup>st</sup> May 2026**

\* Up to a 15-minute slot to share and broadcast your company to the audience. It can be either pre-recorded or live on stage.

\*\* Loughborough Pride will provide a 3x3m gazebo with sides, one height-adjustable table, and one chair.

Loughborough Pride will set up and dismantle on the day of Pride (Equipment is on loan only).

All documentation, such as food and hygiene certificates, etc, is still required.  
These stalls are without power.

### \*\*\* Pride After Dark

The Silver tier represents the sponsorship level for all Pride After Dark sponsors.

It includes a curated list of drag hosts, performers, DJs, and others, with costs covered separately by the venue. Further details will be provided.



*Love*



*Laughter*



*Safety*



*Community*

**We hope you find our sponsorship package appealing.  
Our goal is to make our 2026 events the most unforgettable yet.**

**We're seeking more than just a one-time sponsorship. We aim to establish a long-term, mutually beneficial relationship with our sponsors and supporters.**

**Supporting Loughborough Pride will benefit your business, trust us.  
Join us and let's explore ways to elevate this partnership**

**Your support is essential — without it, these events wouldn't be possible.**

**Please get in touch by emailing:  
[ashley@loughboroughpride.co.uk](mailto:ashley@loughboroughpride.co.uk)**

**[www.loughboroughpride.co.uk](http://www.loughboroughpride.co.uk)**



*Making History in Loughborough.*

**L O U G  
H B O R  
O U G H  
PRIDE26**