



**COLWYN
BAY PRIDE
PRIDE BAG
COLWYN**

2024

SPONSORSHIP PACK



OVERVIEW OF THIS PACK

The following pack has information about Colwyn Bay Pride. It covers the aims of the event, the activities planned at the event, the benefits to you as a sponsor and the sponsorship packages available.

We hope that it encourages you to become a sponsor for this groundbreaking day as we invite you to be a part of something uniquely diverse and fun filled.

-TOGETHER FOR COLWYN BAY EVENTS TEAM-



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THE EVENT

The event is back for it's second year! Together for Colwyn Bay Ltd. (T4CB) is facilitating this event and is encouraging the involvement of the local community in its organisation and management.

OUR EVENT AIMS:

- To celebrate diversity in the community by welcoming all to an inclusive event.
- To support the local LGBTQ+ community through event communication and branding
- To involve the local community in activities and events planning and ongoing delivery of the event.
- To involve the LGBTQ+ community in the design of the event.



What will the event look like?



Funfair Zone

A large funfair including a wide variety of thrilling rides.

Sports Zone

Physical activities delivered by local sporting organisations to get the body moving.



Activities Zone

Arts and crafts activities provided free of charge by local artisans.

Stalls Zone

A range of stalls selling locally made artisan goods, as well as information stalls from community groups and third sector organisations.



Entertainment Zone

Containing the main stage and a range of food and drinks outlets.



6000 people came through our gates on the day



32 fabulous volunteers helped to make the day possible





WHAT ARE THE BENEFITS OF BECOMING A SPONSOR?

Groundbreaking events such as this can't happen without your support.

Our Pride sponsorship packages offer businesses and organisations the opportunity to support the local community in delivering this event.

- Increased brand exposure via social media platforms.
- The chance to support a unique local event.
- Generate positive PR for your organisation.
- The possibility to influence how people perceive your organisation.
- The opportunity to engage and interact with clients.
- Help to meet your CSR goals.



What a great thing to see! Growing up as a closeted teenager in Old Colwyn, I didn't know a single openly LGBTQ+ person - so to see this event come to Colwyn Bay, I'm full of pride and hope.



PLATINUM SPONSOR

**Donations towards the event from
business or individuals of over £4000**

- Pre-event meeting with the Together for Colwyn Bay Ltd. team to discuss how we can best meet your communications needs before, during and post the event.
- Social media shoutouts on platforms such as X (Twitter), Facebook and Instagram.
- Pre-event sponsored giveaways.
- Your organisation's logo placed around the event.
- Shoutouts via our entertainment host on the main stage.
- The organisation's logo included on key marketing materials/signage displayed at the event.
- Large pitch at the event.
- Goody bag of merchandise.
- Access to professional event photos and videos via download.



GOLD SPONSOR

Donations towards the event from business or individuals between £1500 and £4000

- The organisation's logo on the Colwyn Bay Pride web page and any advertising material.
- Social media shoutouts on platforms such as X (Twitter), Facebook and Instagram.
- Your organisation's logo placed around the event on digital media and a shoutout via our entertainment host on the main stage.
- Small pitch at the event.
- Goody bag of merchandise.

SILVER SPONSOR

Donations towards the event from business or individuals of under £1500

- The organisation's logo on the Colwyn Bay Pride web page.
- Social media shoutouts on platforms such as Twitter, Facebook and Instagram.
- Goody bag of merchandise.

Together for Colwyn Bay Ltd. is proud to work with the local community to facilitate this ground breaking event in Colwyn Bay for a second year.

However none of this would be possible without sponsors and so we would like to recognise the support and sponsorship we have received from Conwy County Borough Council and Bayside Radio.

We would love for more organisations and businesses to be involved, enabling the event to be bigger and better, and to spread the love across Conwy County.

TOGETHER FOR COLWYN BAY



Thank you for reading this pack. If you're interested in sponsoring Colwyn Bay Pride, or have any questions on the event or the sponsorship packages don't hesitate to get in touch with Kai Davies at the email address shown below.

In order to ensure this event goes ahead we need to reach a minimum confirmed funding target within the next few months.

The deadline for Platinum Sponsors expression of interest is the 1st January 2024.

To pledge sponsorship, make a donation or raise any questions you might have, reach out to Kai.

Contact: Kai Davies -
Director of Events
info@togetherforcolwynbay.org

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FOR COLWYN BAY