






Sponsorship and Support
Opportunities

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Scottish Charity Number SC050189, HP-DOC-03, Issue 1, January 2023

Introduction






Summer pride event returns after three-year break

Highland Pride organisers have announced plans for a summer pride event in Inverness on Saturday 22 July 2023 with funding from The National Lottery Community Fund. The event, which is subject to license approval, will include a march through the streets of Inverness to the Northern Meeting Park for speeches, music, food, stalls and more.

Highland Pride Chair Sand Owsnett said “We’re delighted to announce the return of our summer pride event after a three-year break. We’d love to see our LGBT+ community and allies across the Highlands and Islands, and Moray, come together to celebrate with us.”



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Letter from our Chair

We're seeking local businesses, organisations, and individuals who want to make our 2023 Pride event a community success. As such, we hope that you will consider becoming a sponsor.

Why are pride events needed?

We get asked this a lot! Pride is about communities coming together in celebration, protest, unity, and solidarity. We are encouraging all communities across the Highlands, whether they be schools, businesses, young people, older people, religious groups etc. to get involved.

We should all feel safe to live, work and socialise in the areas we call home. Hate crime and violence is real for many and sadly on the increase. As a human race all we want is to be accepted for who we are. With your help and support we can educate and break down barriers, end misinformation and stigma, so that everyone in the Highland community can live their lives being their authentic self.

Why Sponsor?

As a leader in the Highland area, your charitable support would ensure that this community has vibrant Pride celebrations which promote diversity, inclusion and acceptance. Sponsorships are a great way to support Highland Pride while building a strong LGBT+ presence for your brand.




You can still help even if you don't have funding available. We have to fund a large amount of goods and services and we'd be grateful to receive a donation 'In Kind', or at a discount. Examples of items we require to fund are included on the Sponsorship opportunities page.

All our sponsorship packages include exposure on our social media channels. We have 4700 followers on Facebook, 2100 followers on Instagram, and 1600 followers on Twitter.

How will your sponsorship funds be used?

Your generous contributions will support costs associated with delivering our 2023 Pride event and keep it free!

Kindest regards
Sand Owsnett
Highland Pride SCIO Chair

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Statements from our 2019 sponsors*



LifeScan Scotland Ltd

"LifeScan was delighted to be one of the headline sponsors for 2019. We took great pride in supporting our community to stage such an important and successful event. The participation of LifeScan staff, their families and friends was incredible and was a tangible reflection of our commitment to celebrating diversity, inclusion, and acceptance."



Macleod & MacCallum, Inverness.

"We were delighted to become involved in the 2019 event and soon found ourselves to be in good company among the main sponsors. The social media exposure we received was great and the messages that our sponsorship has given to our staff and clients will hopefully pay dividends for years to come."






Prospect Union

"Prospect Union were proud to sponsor the 2019 event, to show our support to our members and to celebrate the diversity of the LGBT+ community. We believe that all workplaces and society generally, benefit from an inclusive environment, and the event was a wonderful example of this. There has been lots of positive change for LGBT+ people in recent years, and trade unions are proud of the part we have played in those achievements."



Wipro

Nitesh Jain, Vice President and Global Head, Public Sector Vertical, Wipro Limited said, "At Wipro, we foster a culture of inclusion irrespective of race, gender and sexual orientation. LGBTQ+ inclusion is a key pillar of our Inclusion & Diversity charter. We were proud to be partners with Highland Pride in building a better society that provides fair and equal opportunities for LGBTQ+ community in the Highlands."

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In July 2019, over forty Wiproites including their families joined close to 10,000 people to support the LGBTQ+ community in Inverness. This was a first Pride event for most of the participants. The environment at the event was very encouraging and exceeded expectations. In a bid to recognise this act of solidarity Wipro donated merchandise to The Highland Council and their Community Partners to be distributed on the event day.

*2019 was our last summer Pride event due to the pandemic.



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Sponsorship opportunities

Tier 1 - £250 donation support and in return we'll give you:

- A thank you on our social media sites – this includes Facebook, Instagram and Twitter
- Listed as a sponsor on our 'Sponsorship' page on our website: www.highlandpride.org
- Listed as a sponsor on our digital and printed poster artwork

Tier 2 - £500 donation support and in return we'll give you:

- A thank you on our social media sites – this includes Facebook, Instagram and Twitter
- Listed as a sponsor on our 'Sponsorship' page on our website: www.highlandpride.org
- Listed as a sponsor on our digital and printed poster artwork
- Opportunity to display a banner within the main Highland Pride event arena (banner artwork at your own cost and can be your company artwork or we can provide you with our logo artwork if you wish to do a bespoke banner showing your support for Highland Pride)




Tier 3 - £1,000 + donation support and in return we'll give you:

- A thank you on our social media sites – this includes Facebook, Instagram and Twitter
- Listed as **Headline** sponsor on our 'Sponsorship' page on our website: www.highlandpride.org
- Listed as a **Headline** sponsor on our digital and printed poster artwork
- A press release announcing your sponsorship with a photo opportunity
- Opportunity to display a banner within the main Highland Pride event arena across the **main stage** (banner artwork at your own cost and can be your company artwork or we can provide you with our logo artwork if you wish to do a bespoke banner showing your support for Highland Pride)
- For donations more than £1000, we can discuss a more tailored package

In-kind donation

The items we have to fund include: marquees, gazebos, staging + sound equipment + power supply, portaloos, site build/break crew and time, transportation, security fencing and personnel, medical support (first aiders), graphic design and printing. If you're able to support us to supply these items, in return we'll give you:

- A thank you on our social media sites – this includes Facebook, Instagram and Twitter
- If the value of your donation is equivalent to Tier 1, 2 or 3, we will offer you that sponsorship package

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Support opportunities

Are you're a smaller business who would like to help but find that as a small local business money is not always what you can offer?

Here are some examples, that you as an individual or your business, can do to support Highland Pride 2023 and ongoing events:

- **Plan an event**
 - Anything from a quiz night to walks, training in the workplace to book readings
 - Or perhaps you already have plans and just need to tell us?
 - The Highland Pride team will promote your event as part of our Summer Pride programme.
- **Provide space for an event**
 - Various size spaces required – for example a coffee shop for a bingo night, book shop for a book reading or business meeting rooms for workshops and training.
- **Sponsor an event**
 - Donate funds for the event you would like to support
 - Provide prizes for quizzes, bingo nights, raffles etc.
- **Decorate your business leading up to and during events**
 - Show your support for the LGBT+ community by decorating your business inside and out
 - Update your social media to show your support and share our social media posts.
- **Provide “specials” leading up to and on day of events, some examples:**
 - Design cocktails and donate a % of sales to Highland Pride
 - Decorate cupcakes with rainbow theme and donate a % of sales to Highland Pride.
- **Attend and share events**
 - Bring your colleagues, friends and family
 - Make banners and placards of support for the Pride march
 - Share events on social media.
- **Donate**
 - Donate funds to our charity

Please get in touch with us and we can help you with any ideas or suggestions you have with regards to fundraising for Highland Pride.

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Register your interest

If you would like to sponsor our Pride 2023 event, please complete this [online form](#), and we will be in touch with you soon after.

If you would like to take part in our parade and will have a group of 10 people or more, please register your parade group using our online form when it becomes live.

You will also get up to ten wristbands for entry into the Pride Village (in the Northern Meeting Park). You do not need to register online for these. However, if there will be more than ten people attending, each additional person should book a FREE ticket, which is exchangeable for a wristband. Ticket booking site will be open soon.

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