



Sponsorship and Support Opportunities

SHORT WEB COPY – March 2024

A word from our Chair

We're seeking local businesses, organisations, and individuals who want to enable us to make our 2024 Pride events programme a community success. As such, we hope that you will consider becoming a sponsor.

Why are pride events and visibility activities needed?

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, even here in the Highlands. 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?




Your charitable support would both ensure that this community has vibrant Pride celebrations which promote; diversity, inclusion, visibility, and acceptance, and that we can do our signposting and collaborative work. Sponsorships are a great way to support the work of the Highland Pride SCIO while building a strong LGBTQIA+ presence for your brand.

You can still help even if you don't have funding available, we'd be grateful to receive a donation 'In Kind'. Examples are included on the Sponsorship opportunities below.

How will your sponsorship funds be used?

Your generous contributions will be invested in meeting costs associated with delivering our programme of events, and the modest running costs of our volunteer run organisation, Highland Pride SCIO.

Kindest regards
Sand (They/Them)
Highland Pride SCIO Chair

Follow us on:   

www.highlandpride.org

Email: events@highlandpride.org

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Sponsorship opportunities

All our sponsorship packages include exposure on our social media channels. We have over 5,100 followers on Facebook, 2,500 followers on Instagram, and 1700 followers on X (formally known as Twitter), and these are growing.

Bronze	£250	<ul style="list-style-type: none"> Listed as a bronze sponsor on our 'Sponsorship' page on our website: www.highlandpride.org
Silver	£500	<ul style="list-style-type: none"> Listed as a silver sponsor on our 'Sponsorship' page on our website: www.highlandpride.org Listed as a silver sponsor on our digital and printed poster artwork
Gold	£1000	<ul style="list-style-type: none"> All the above listed as a Gold sponsor and... A quarterly shout out on all our social media, profiling what your support has done for the community. Opportunity to have your logo on the Pride march banner and join us at the front
Platinum	£2000	<ul style="list-style-type: none"> All the above listed as a Platinum Sponsor and... Opportunity to have your logo and business associated with a single event in our programme*. We'll complete the paperwork and support your "Rainbow Mark" application for any qualifying public serving premises that you have
Unicorn	£3000	<ul style="list-style-type: none"> All the above listed as a Unicorn Sponsor and... An "Impact statement" written by us, for your CSR/ESG team to use on your company website or company "impact reporting" highlighting the positive community support you have enabled by your sponsorship of the Charity.

*single events that are either organised solely by Highland Pride, or jointly organised with Highland Pride, with consent of event partner

Please get in touch if you would like to go beyond single event or programme sponsorship and become a "Rainbow Supporter" giving £3,000 per year, as we can help you with your annual EDI and CSR activities as well.

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In-kind donation

The items we have to fund include: graphic design and printing, materials for meet & greets at Fresher's Fairs, and transport to get to venues and events. If you're able to support us, and provide these items, in return we'll give you:

- A thank you on our social media sites – this includes Facebook, Instagram and X (formally known as Twitter) AND
- If the value of your donation is equivalent to any of our sponsorship levels, we will offer you that sponsorship package benefit.

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 2024 and ongoing events:




- **Plan an event** (The Highland Pride team will promote your event as part of our Pride 2024 programme!)
- **Provide space for an event**
- **Decorate your business leading up to and during events**
- **Provide "specials" leading up to and on day of events, e.g. Rainbow cupcakes, Cocktails or Ice-cream perhaps with a donation to the charity?**
- **Attend and share events** (Bring your colleagues, friends and family, and share on your Socials!)
- **Register for the Rainbow Mark (qualifying spaces)** Show your community you care by putting yourself on the Rainbow Mark map! It's easy and free and is a great way to show your public space is a safe & welcoming place for all.

Please get in touch with us and we can help you with any ideas or suggestions you have and we'll do what we can to support and promote you!

Register your interest

If you would like to sponsor the Pride 2024 programme, an event, or support our running costs please complete this [online form](#), and we will be in touch with you soon after.

If you would like to take part in our Pride parade and will have a group of 10 people or more, please register your parade group using our [online form](#).

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