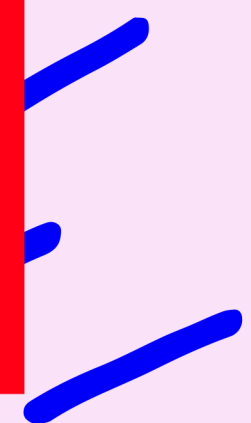
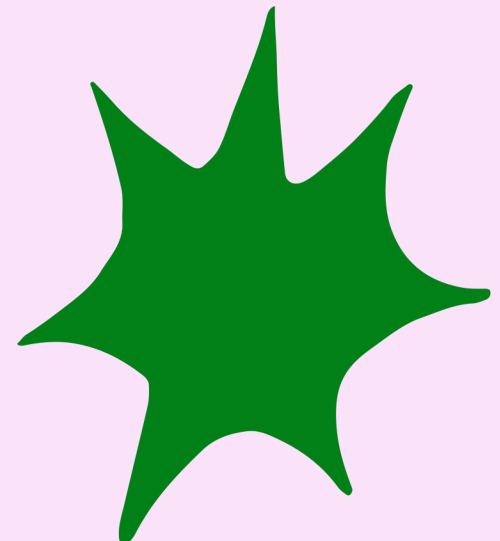




Pride
Dales in the

SPONSORSHIP





ABOUT PRIDE IN THE DALES

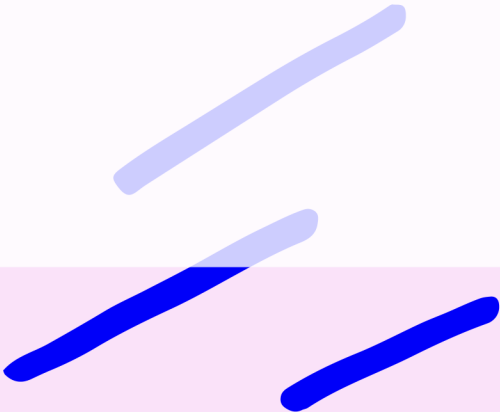
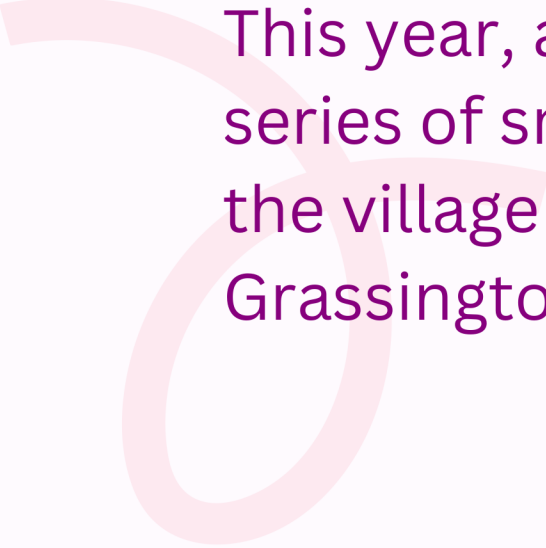



Held in the heart of Grassington, Pride in the Dales is a fun-filled day of parades, live performances, and activities that are suitable for all ages.

This event is an opportunity for everybody to come together and show their support for the LGBTQ+ community. We strive to create a safe and inclusive environment where everyone is able to express themselves and be accepted for who they are.

We also run workshops in schools leading up to the event and on the day itself, where local children get the chance to make banners and displays to include in the Pride parade.

This year, alongside the day event and school workshops, we will also be holding a series of smaller events throughout June. We hope to have something for everyone in the village including talks, bingo nights and cinema showings, and give everyone in Grassington a chance to celebrate Pride.





WHERE YOUR MONEY GOES

After the huge success of last year, we are determined to make Pride in the Dales even bigger and better in 2024, but to do this we need your support.

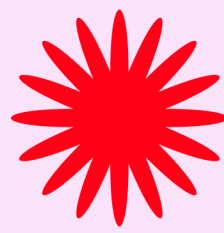
Money from donations helps us fund everything we do:
School workshops, decorations, first aid, security, village decorations, insurance, live acts, kids activities, venue hire and much much more.

We want to make sure you get as much back as possible, so we have put together a series of sponsorship packages you can choose from, which includes various levels of coverage for your business.

We had huge success with our marketing efforts in 2023, and hope to extend this coverage even further in 2024, which we hope will gain publicity for the event and all of our sponsors.

Thank you again for your continued support and we can't wait to celebrate Pride with you all in 2024.





2023 COVERAGE



prideinthedales [Follow](#) [Message](#) [+](#) [...](#)

70 posts 412 followers 96 following

Pride in the Dales 🌈
🌟Grassington's first ever Pride event 🌟
🇬🇧 29th July 2023
prideinthedales.co.uk + 4

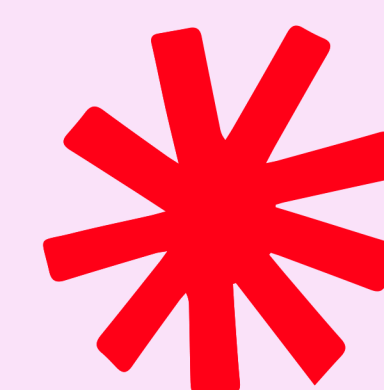
Followed by pollychapman914 and heidi_marfitt_photographer


[POSTS](#) [REELS](#) [TAGGED](#)



LIVE MUSIC & ENTERTAINMENT

ALL DAY	FACE PAINTING	THE SQUARE
10:00 - 11:00	KIDS WORKSHOPS	TOWN HALL
11:00 - 11:30	BOOK READING	THE SQUARE
11:00 - 12:30	PRIDE PARADE	THE SQUARE
11:30 - 11:00	SKIPTON SAMBA BAND	THE SQUARE
13:00 - 14:00	GRASSINGTON & BUCKDEN SINGERS	THE SQUARE
14:00 - 16:00	BEYH ARMITAGE	GRASSINGTON HOUSE
14:00 - 14:45	MARIA WATTON-GRAHAM	THE BLACK HORSE
15:00 - 17:15	TONY BAILEY	THE FORESTERS ARMS
15:30 - 17:45	FILM SCREENING: THE OCTAGON MOONAGE DREAM	(TOWN HALL)
14:00 - 18:00	GEORGE MICHAEL TRIBUTE	THE DEVONSHIRE
14:00 - 16:45	MARIA WATTON-GRAHAM	THE BLACK HORSE
14:00 - 18:45	MARIA WATTON-GRAHAM	THE BLACK HORSE
20:00 - 23:45	PRIDE PARTY (TICKETED)	TOWN HALL
21:00 - 00:00	DJ WILKO	THE FORESTERS ARMS





“WE THINK CELEBRATING EQUALITY AND DIVERSITY AS A COMMUNITY HAS A MUCH BIGGER MESSAGE AND IMPACT THAN PEOPLE OFTEN CONSCIOUSLY REALIZE. THINGS LIKE THIS AND THE VOLUNTEER BEHIND THEM MAKE US PROUD TO LIVE WHERE WE DO, AND JUST MAKING A DONATION DOESN’T FEEL LIKE ENOUGH!”

CHARLIE BAYSTON, DSMC



2024 SPONSORSHIP PACKAGES



BRONZE £150

LOGO PLACEMENT
Company logo on the event website with a link to your business website.

SOCIAL MEDIA EXPOSURE
Part of 'bronze sponsors' post on social media

PROGRAMME MENTION
Company name listed in program.

EVENT VISIBILITY
Acknowledgment signage at the event venue, showcasing Bronze sponsorship.

SILVER £300

EVERYTHING IN BRONZE PACKAGE PLUS:

LOGO PLACEMENT
Company logo on the event website with a link to your business website.

SOCIAL MEDIA EXPOSURE
Shout-out and recognition on event's social media platforms (Facebook, Instagram, Twitter) with your logo and a thank-you message, this will include a minimum of 1 post and 1 story.

PROGRAMME MENTION
Company name and logo mentioned in the event program under the Bronze Sponsors section.

COMMUNITY ENGAGEMENT
Opportunity to provide promotional materials or business cards for distribution at the event.

GOLD £750

EVERYTHING IN SILVER PACKAGE PLUS:

LOGO PLACEMENT
Larger and more prominent placement of your logo on the event website.

SOCIAL MEDIA EXPOSURE
Additional social media posts dedicated to the Silver sponsors, showcasing your commitment, includes a minimum of 3 posts and 5 stories.

PROGRAMME HIGHLIGHT
Company logo featured more prominently in the event program.

RECOGNITION DURING EVENT
Verbal acknowledgment of Silver sponsorship during key segments of the event, such as the parade and evening party.

COMPLIMENTARY TICKETS
Two complimentary tickets to the evening party for representatives from your company.

SPONSORS EVENING
Invitation for two guests to join our sponsors evening and meet other event sponsors, network and learn more about Pride in the Dales.

PLATINUM £1500

EVERYTHING IN GOLD PACKAGE PLUS:

LOGO PLACEMENT
Premium placement of your logo on the event website, with a dedicated section highlighting Platinum sponsors.

SOCIAL MEDIA EXPOSURE
Dedicated social media posts showcasing your company, its values, and support for the pride event, this will include a minimum of 5 posts and 10 stories, with potential for video footage as well.

PREMIUM PROGRAMME FEATURE
Dedicated section in the event program, recognising your company as a Gold sponsor.

EXCLUSIVE EVENT OPPORTUNITIES
Opportunity to host a stall or branded space at the day event

SPECIAL RECOGNITION DURING EVENT
Special mention during the parade and evening party, with a potential opportunity for a speaker from your company.

SIGNAGE DOMINANCE
Prominent and exclusive signage opportunities throughout the event venue.

COMPLIMENTARY TICKETS
Four complimentary tickets to the evening party for representatives from your company.

