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# Introduction

## History is in the making...

On Saturday 18th June 2022, we hosted our first Official Blackburn Pride to champion inclusivity, empowerment, and togetherness. As promised, our event was a safe space for all.

We celebrated Blackburn, both past and present, and especially those that have been monumental in pushing for LGBTQ+ rights. The event was free to enter and indeed approximately 1000 people did just that, and featured a range of local entertainment, activities and stalls for all to enjoy.

June 2023 saw the second successful event with even more people in attendance and this year we are pleased to announce that King George's Hall will be hosting a post Pride Party in the evening once the main event in Town Hall Square has finished — we really do have the town behind us and Blackburn Pride is a regular date for the diary.

Just like the last two years, Pride in Blackburn would not be possible without our wonderful sponsors and we would like to invite you to be part of this hugely important event in Blackburn in June 2024.



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## Our Location

The main location of Blackburn Pride will be in front of the Blackburn Town Hall and building on the success of the last two years, there are many venues that will be putting on events for the whole family to compliment the main stage area fun and entertainment.



## Event Details

After a parade starting at 12 Blackburn Pride will officially open in front of the Town Hall at 12 30pm on Saturday 15th June 2024.



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# Our Values:

## Inclusivity

We believe that everybody has a contribution to make regardless of any differences and in particular respect of their protected characteristics.

## Empowerment

We believe that everybody should be supported to have the confidence and opportunity to live the way they want.

## Togetherness

We believe that great things can be achieved through working with individuals, organisations and communities.



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# Our Goals:

**Grow** an annual top-class, free at the point of entry celebration of LGBTQ+ life in Blackburn and beyond, acting as a beacon for LGBTQ+ equality in Blackburn, Lancashire and throughout the world.

**Campaign** for the advancement of LGBTQ+ equality in all aspects of life within Blackburn.

**Educate** the people of Blackburn and beyond to recognise, understand and challenge discrimination against LGBTQ+ people.

**Raise awareness and support** for LGBTQ+ mental health.

**Partner** with third party organisations to deliver a programme of work designed to support the mental health and wellbeing of LGBTQ+ people in Blackburn.



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# A message from the Chair



**Cllr Jim Shorrocks**

*Chair*

"It is indeed a privilege to be appointed as Chair of Blackburn Pride. As a Councillor of twenty years standing and former Mayor of Blackburn with Darwen, I am keen to see Blackburn host its own Pride event, giving our LGBTQ+ community a focal point and a great opportunity for all our townsfolk to celebrate the wonderful diversity of our borough."



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# Our Committee



## Blackburn Pride Committee



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# What we can offer

As a sponsor of Blackburn Pride, we can offer you the opportunity to promote your brand across different marketing tools and materials for the event. Depending on the package, you can have your name and logo on our main stage, website, promotional material, banners, social media and more. Please check the next page for the packages available.

This will be Blackburn's third official Pride event. We encourage those who are considering sponsoring the event to understand the significance of Pride and the impact it will have for the LGBTQ+ Community in Blackburn, who will feel the confidence to be themselves and live freely.

We look forward to collaborating with you to make this event as successful as the last two last years and building our legacy.



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# It makes Business sense

**One in sixteen people in the UK identify as LGBTQ**

It is estimated that nearly 1 in 16 consumers across Britain identify as gay, lesbian or bisexual.

Three in five gay, lesbian or bisexual people – that's over 2 million – are more likely to buy products if they think a company is gay-friendly.

One in three consumers aged 18 to 44 say that a brand's values on social issues is something they monitor when making a purchase.

56% of Britons support brands that take a stand on LGBTQ+ issues.

Over 1500 people attended last year's Blackburn Pride. They all saw the support of our fabulous 2023 sponsors.



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# Sponsorship Packs

## BRONZE— £100

Logo on Website

Appear within our sponsor/thank you page

Stall at event

## SILVER—£200

Logo on Website

Appear within our sponsor/thank you page

Stall at event

Logo on our email footer

## GOLD— £500

Logo on Website

Appear within our sponsor/thank you page

Stall at event

Logo on our email footer

Logo at bottom of festival promotion

Logo on Material

## PLATINUM HEADLINER — £2000

### Limited to 2 Sponsors

Sponsor the Main stage\* - named stage

Logo directly under ours on Material

Logo next to ours in festival promotion

Logo next to ours on Main Stage Banner

Logo on Website



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