

Marketing Pack for

Businesses, Organisations and Groups



Virtual Norwich Pride

Charity No 1184491

Saturday
25th July
2020



Norwich Pride is going 'virtual'!

This year, Norwich Pride, like so many other events around the world will not be happening in the format we all love. There will be no stalls, no march, and no city centre entertainment on the 25th July. However, we are working to bring Pride to Norwich in a new format, and we would love you to be involved.

From around midday on the 25th July we will be hosting a wide range of online content, including topical discussions, films (including a newly commissioned short film reliving the marches of previous years), live and pre-recorded entertainment from musicians, artists, performers, and DJs. Our social media channels will be buzzing with activity that will bring the LGBT+ community, our friends, relatives, and allies together in the virtual world. The wider community is pledging its support, flying Pride flags across the city, and holding virtual events of their own that will add colour and diversity to the day – We will still turn Norwich into a rainbow, just in a way we didn't plan for at the start of 2020.

As so much has changed from what we were planning earlier in the year we have revised our marketing pack. Elements that cannot happen have been removed, and we have reduced the pricing for what will still take place.

By significantly reducing the cost of marketing opportunities we hope to demonstrate how much we value the ongoing support and commitment from the fantastic businesses, organisations, and groups who have been a part of Norwich Pride in more financially stable years, and we actively welcome the chance to build new relationships with anyone wanting to get involved for the first time.

We still passionately believe all collaborators must sign our pledge, it takes more than advertising and rainbow flags to make our city a better place for LGBT+ people to live and work. The Pride Pledge is a short statement outlining of what we think it takes to be an LGBT+ friendly organisation.



To sign the pledge simply tick here

Ticking the box denotes you will uphold the principles of the Pride Pledge. We recommend you add it to your own website and share the fact you have signed it on social media. Everyone who signs the Pride Pledge will receive a PDF poster to print and display publicly, when yours is displayed take a photo and share it on social media, please use the hashtag #norwichpridepledge.

Here's the pledge

As an Official Supporter of Norwich Pride 2020 we pledge our business, organisation or group will be a safe, welcoming, and friendly place for LGBT+ customers and staff. We will visibly support and promote equality for LGBT+ people, challenge homophobic and transphobic behaviour, and have clear reporting mechanisms for harassment and discrimination. We will ensure our staff are trained to understand the experiences of LGBT+ people and how to be a proactive ally.

For details of
LGBT+ awareness training
options please email
info@norwichpride.org.uk



Virtual Norwich Pride 2020

Order form



Here are the ways your business, organisation or group can get involved to support Norwich Pride:

Donate – No application is required! If you feel moved to donate some money to Norwich Pride just go to www.norwichpride.org.uk/donate. No donation is too small.



Sponsor the Virtual Pride Show

Submit a graphic design image, with a message of support from your business, organisation, or group to the LGBT+ community. This will be included in the afternoon's entertainment and will be seen by everyone participating at home on the day and displayed on the Norwich Pride website for the next 12 months.

Please send a high resolution copy of your design to allies@norwichpride.org.uk by the 10th July, quoting the name of your business, organisation or group in the subject title of the email to ensure we correctly match your order to your design. We will invoice all applications straight away, on 30-day payments terms. Costs are below:

- Community Groups, Not-For-Profit, and Public Sector Organisations **£25**
- Small Businesses **£50**
- Corporate and Large Businesses **£150**



Buy a Window Sticker

£10 for an A6 vinyl sticker for your window

This is an inexpensive way to display year-round support for Norwich Pride. To order your sticker(s) please state how many you would like and tell us where we should post them.

FAO: _____

Address: _____

Postcode: _____



Subscribe

to the 'Our Allies' Page on the Norwich Pride website for 12-months visibility

Have your logo displayed on the 'Our Allies' page of the Norwich Pride website for 12 months of positive endorsement. The Pride Pledge is displayed at the top of the page, with all our allies' logos displayed below.

Tick the box below that applies to you:

- Community Groups, Not-For-Profit, and Public Sector Organisation subscriptions **£25**
- Small Business subscriptions **£50**
- Large / Corporate subscriptions **£150**

Please send a high resolution copy of your logo to allies@norwichpride.org.uk quoting the name of your business, organisation or group in the subject title of the email to ensure we correctly match your order to your logo. You may want to create an eye-catching LGBT+ themed version of your logo, for example using the colours of the Pride flag. We will invoice all applications straight away, on 30-day payments terms. Logos will be added to the 'Our Allies' as soon as our volunteer web team can manage it.



Advertise

in the 2020 Pride Guide

This year's Pride Guide will be an online version which people can view or download from the Norwich Pride website. Last year's guide was downloaded over 13,000 times.

To order your advert or logo select the size you want from the list below, and send an electronic copy of your advert or logo to allies@norwichpride.org.uk

Whole Page - 4 available **£300 each**

Half Page - 4 available **£200 each**

Quarter Page - 8 available **£100 each**

Eighth Page - 8 available **£50 each**

Logo only - 40 available **£20 each**

Due to the constraints of designing the guide all artwork must be submitted by the 10th July.

If the size of advert you want has sold out, we will contact you to agree an alternative. We will invoice all successful orders straight away. Norwich Pride reserves the right to refuse or request alterations to any advert content deemed unsuitable, or incompatible with the Norwich Pride constitution.

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To complete your order please provide contact details for your business, organisation:

Contact name: Contact number: _____

Contact email: _____

The name of your business, organisation or group: _____

Invoice email address (if different from above): _____

If you would like us to include your own purchase order number to your invoice, please add it here:

By completing this order form, you are consenting for Norwich Pride to process your data for the specific purpose of organising activities and events which fulfil the aims of Norwich Pride. Please ensure you have read our privacy notice which can be found on our website www.norwichpride.org.uk.