

Pride Week

2017



PRIDE
INHULL



UK Pride official

EVENTS DIARY • SPONSORSHIP OPPORTUNITIES



Our Heritage

The first ever Pride in Hull was in 2002, it was held in Queens Gardens and was really well attended and appreciated by our local community. Since then, there have been many iterations, moving to West Park and more recently onto Baker Street.

For the two most recent Prides, a community group was formed and that has developed into a not-for-profit charity. 2017 will be the third event produced and managed by Pride in Hull – Hull LGBT+ Community Pride. The group has been at pains to ensure that its objects around inclusivity are fully met, and, whilst pride events are not for all, the team works hard to provide full representation for all community members.

PIONEERING PRIDE

A number of trustees went on a fact-finding mission to Rotterdam intent on seeing how our Euro peers provided care and support to their own community. Those findings have informed our process and it is our intention to include many of the findings into our community offer within the remit of our charitable status.

- Working towards recruiting LGBT+ Ambassadors
- First class, LGBT+ aware Volunteers
- Diverse, inclusive and representative Pride in Hull events
- A burgeoning and participative Pride in Hull Parade



2016:

5899
ATTENDEES

1500
PARADERS

30
BUSINESSES

P is for Pride 2017

Parade

Pride in Hull Parade has been recording year-on-year growth since our inception with a record group of participants attending in 2016 with just under 1000 participants. 2016 witnessed the private sector engaging fully for the first time. Pride in Hull 2017 kicks off Hull UK City of Culture 2017 Freedom Season and we have the pleasure of the London-based Ducky Collective engaging with the paraders with a 50 icons/iconic moments for fifty years theme.



Park Party

Is the traditional Pride event staged in Queens Gardens for the first time since Hull Pride began with top notch stage and sound under the watchful gaze of William Wilberforce, 2017 promises to be bigger and better than ever with iconic performances to please every generation.



Market

Pride in Hull Community Market goes from strength to strength offering a fair mix of a community group, charity, public and private sector engagement. We are so proud of the stall holders contribution to our event as they offer equality of access to clear and vital information, business services and health campaigns.



Concert

This year, we are going to be canvassing our community, locally and nationally to ascertain which, song, theme or piece of music helped our LGBT+ community through the process of coming out. We are sure that music, film and TV have played such an important part in informing us who we are and how we have survived the difficult path to self-awareness and we aim to celebrate with a unique LGBT+ musical time-line.



LGBT 50

2017 marks the fiftieth anniversary of the Partial Decriminalisation of Male Homosexuality in England and Wales. We shall be working closely with our partners, Hull UK City of Culture to provide anecdotal evidence about what life was like pre and post decriminalisation. Just like our LGBT+ Musical Time-line concert, the theme will be celebrated in our five other events;

- Write Out - Spoken Word and Literature day and award-winning Polari Literary Salon
- 2nd Pride in Hull Film Festival 2017
- 'Acting Out' – specially commissioned play at Fruitspace
- 'Playing Out' – music event and performance
- 'Friends of Elsie' Red Ribbon Cabaret – fundraising ball and show
- 'Open all hours' - LGBT+ entrepreneur panel and support for LGBT+ businesses

Diary 2017

SAT - Pride in Hull Parade, Pride Party in the Park, Community Market, Q in the Park Concert, After Pride Parties

SUN Chill-OUT with local venues supporting

MON Theatre - 'Lads and Lasses' @Fruit Space

TUE Pride in Hull Film Festival 2017 @Kardomah 94

WED LGBT+ Entrepreneur Forum and Workshop 'Out for a Laugh' Comedy Night @Kardomah 94

THUR Polari Literary Salon @Kardomah 94

FRI 'Friends of Elsie' Adult Cabaret & Red Ribbon fundraiser @Guildhall

SAT Hull 2017 LGBT50 event Hull City Centre

SUN TBC

Perfect Day

22nd July

2017

Parade

It's official – we are UK Pride for 2017 so why not join us in our biggest ever Pride in Hull Parade ever! This pioneering status will see up to 108 regional Pride groups attending and parading alongside ourselves. 2017 will see our friendly and inclusive Parade reach record heights with representation from Police, Fire and Health services. The Humberside Police Brass Band will be in attendance along with a myriad colourful participants and revellers. We are proud to be working with Ducky Collective, the London-based and they shall be engaging with the Parade with up to fifty LGBT+ Icons to inspire and remind us of our rich heritage along the route.

Party in the Park

Building on our hugely successful street-based events in 2015 and 2016, Pride in Hull 2017 returns to its Queens Gardens home for Hull UK City of Culture year. We are incredibly proud to be kicking off the Freedom Party season with a stunning line-up of top quality entertainers, spokespeople and iconic stars. Watch this space...



Performance

Q in the Park will see the curating of an amazing LGBT+ Musical Time-line including special moments from our history, professionally arranged into an arresting piece of memorable music and performed by a specially commissioned LGBT+ Sinfonia. In keeping with our objects as a charity, we shall be doing a Shout Out for community members to inform us of their one special musical moment that got them through the travails of being LGBT+. From Bond to Bowie, Lisa to Madonna, Marc and Jimmy it's all yours to choose from. Watch out for our Out Shout.

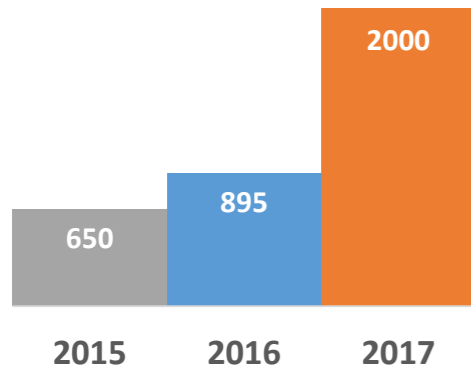
Participating

We would not be where we are today without our venue partners, Fuel Group with their massive support in 2015 and 2016. Watch this space for LGBT+ venues and sponsors participation with ourselves in 2017 – It's going to be a blast!

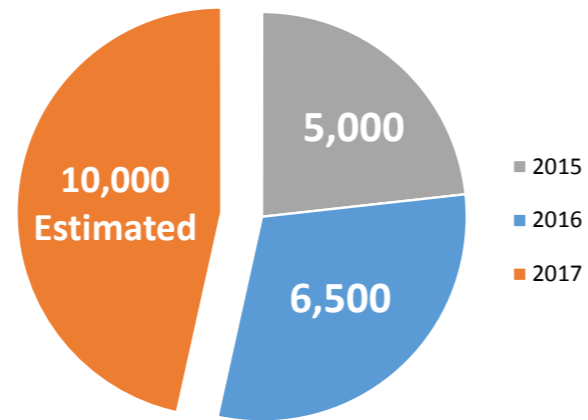


Outstanding Figures

Parade



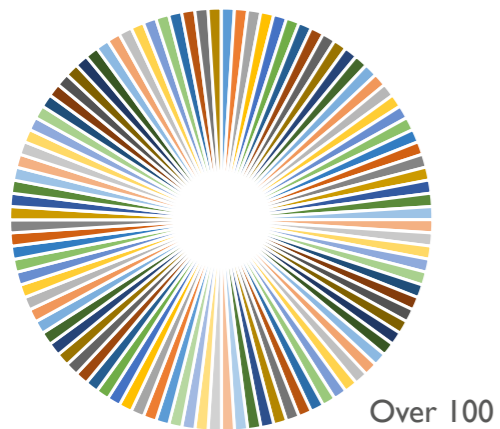
Pride attendance



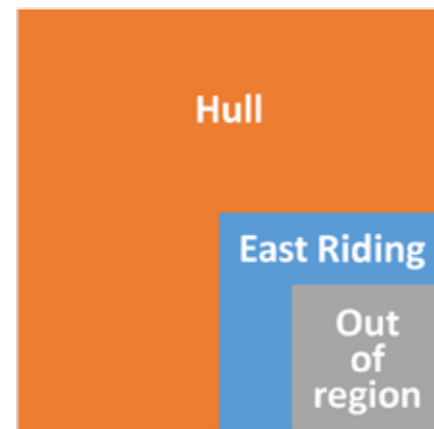
Fans on Facebook



Attending Prides



Visitors from



f 135,000
People reached

f 5,600
Likes on Facebook

t 4,200
Followers on Twitter

FILM FESTIVAL 400
Likes on Facebook



How to support Hull's biggest ever Parade...

Official Sponsor

£P.O.A.

- Associate Main event branding
- Main screen branding
- Flag branding
- Volunteer Clothing Branding

Corporate Groups

£1,000

SME Businesses and Public sector organisations...

£250

Charitable Organisations from...

£25

Groups of 10 paraders...

£50

Individuals suggested helpful donation...

£5

How to support Hull's biggest ever *Pride Day*

Main Event Sponsor

£P.O.A.

- Overarching branding; Parade, Pride Party, Concert in the Park
- Website Banner Header
- Brand Shout-outs from artist introductions
- All 5 Events throughout Pride Week
- Named Awards for selected competitions throughout Pride Week
- Pride in Hull App shots and updates
- Exclusive Social Media messaging
- Live Stream branding
- Volunteer clothing branding
- Front Cover Branding Pride in Hull Guide
- Large screen on-stage information messaging
- VIP Area Tickets x 20

Stage & Headline Sponsorship

£20,000

- Named and Branded Performance Stage
- Branded Artist running order and profiles
- Green Room branding
- Pride in Hull App
- Branding within Pride in Hull Guide
- VIP Area Tickets x 10

Corporate Sponsors

£20,000

- Associate Branding throughout
- Website Footer branding
- Pride in Hull App
- Social Media Opportunities
- Shout-outs from artist introductions
- Large screen on-stage information messaging
- Branding within Pride in Hull Guide
- VIP Area Tickets x 10

Business Stars

£1,500

- Side of Stage Branding
- On-site Brand exposure
- Large screen on-stage information messaging

Pride Partners

£15,000

- Exclusive Branding within Hospitality areas
- Associate Branding Green Room
- Pride in Hull Website page
- Pride in Hull App promo shots
- Social Media Opportunities
- VIP Area Tickets x 10

Raise Your Rainbow

£100 Per package

- Rainbow Flag
- Bunting
- Participation Certificate
- Listing in Wall of Fame Page in Pride in Hull Guide

Business Wall of Fame

£50

- Logo on Wall of Fame at the event
- Logo Wall of Fame Page in Pride in Hull Guide

How to support with your organisation

Community Market

CHARITIES: £100

This will be our third year of providing facilities and space for our successful Community Market. We endeavour to have an appropriate mix with community groups, public sector organisations and commercial enterprises.

FOOD & DRINK SALES: £500

With an engaged audience of around 10,000 for 2017, we are sure that our pitches for a diverse range of food drink and eateries will be incredibly popular.

BUSINESSES & CORPORATE: £250

What better way can there be to build brand engagement than to have a vibrant exhibition and display space at Hull's only Equality & Diversity event. Building superb brand and product connection with such a diverse audience, spanning all demographics has to be a winning strategy.

How to welcome friends from Europe

Fill the Ferry

3 Prides in 1 Season

WELCOME TO HULL 2017

We are working on a campaign to enlist the support of our colleagues and LGBT+ friends and family in other countries. In true pioneering spirit, Hull is intent on creating fantastic working partnerships with ferry operators, hotel groups and holiday specialists to develop an inter-pride passport for our European partner cities.

VISIT ROTTERDAM

Plan your trip to amazing Rotterdam Pride and get your Fill the Ferry with Pride passport with special discounts on fares, hotels and restaurants.

VISIT AMSTERDAM

Round off 2017 Pride season with a trip to Amsterdam to enjoy their fabulous event with all the benefits and offers above.

Get in touch

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#Prideinhull



@hullcommunitypride

HULL LGBT+ COMMUNITY PRIDE Registered Charity Number 1170314