



# **Pride Scotia Edinburgh 2011**

## **Sponsorship Information**

**Prepared on behalf of the board of Directors by  
Peter McDougall, Director Pride Scotia**

Edinburgh LGBT Centre, 58a Broughton Street, Edinburgh, EH1 3SA  
<http://www.pride-scotia.org>  
Tel: 0131-556 9471

# Table of Contents

Mission Statement.....	3
Mission.....	3
Vision.....	3
Values.....	3
What is Pride Scotia?.....	4
Events.....	4
Pride March.....	4
The Festival .....	4
Health and Community Fair.....	4
Youth Space.....	4
Sponsorship.....	5
Publicity Materials.....	5
T-Shirts.....	5
Programme.....	5
Venue Sponsorship.....	5
Miscellaneous Sponsorships.....	5
Community Fair.....	6
Pride Partners.....	6
Advertising Rates.....	7
Programme.....	7
T-Shirts.....	7
Community Fair.....	7
Who to Contact.....	7

# Mission Statement

## ***Mission***

Pride Scotia exists to promote equality and diversity and protect the future of the LGBT community in Scotland.

## ***Vision***

Pride Scotia will:

- Create a safe space to engage communities in the celebration of their sexual orientation.
- Coordinate the annual Pride celebration in Edinburgh
- Capture and build upon our organization's and our communities' history.
- Provide a platform for education through a significant public presence.
- Run a not-for-profit organization, committed to volunteers and staff.

## ***Values***

- Honour – our past by remembering our history.
- Protect – our future by reaching out, educating and defending our right to celebrate.
- Value Diversity – by accepting and respecting differences and working to understand the diverse cultural complexities that influence identity, assumptions, behaviours, expectations and beliefs.
- Celebrate – with provocative and outrageous events.
- Engage – the diversity of our communities to participate in events and facilitate community development.
- Recognise – and acknowledge, the involvement and contributions of volunteers, staff and sponsors.
- Respect – volunteers, staff and sponsors by creating and sustaining an environment where we treat each other with respect and dignity.
- Sustain – the organisation by ensuring transparency in our actions and accountability with, and to, our communities.
- Manage – with fiscal responsibility and foresight, ensuring the viability of the organisation and the fulfilment of its mission.

## What is Pride Scotia?

**Pride Scotia is Scotland's national LGBT (lesbian, gay, bisexual and transgender) pride festival.** *Run entirely by volunteers*, we organise both a pride march and a community based festival to celebrate diversity and personal identity. The traditional pride march and rally is where politicians, community activists, celebrities and most importantly individuals turn out to march through the city centre to celebrate pride. The festival encompasses a community fair.

## Events

### ***Pride March***

The Pride March will start outside the City Council Offices in East Market Street. It will then progress down the Royal Mile, passing the Scottish Parliament and Holyrood House, up Abbeymount, along Royal Terrace, up Leith Walk and will terminate at the Omni Centre where there will be speeches and some entertainment.

### ***Festival***

### **Health and Community Fair**

Will feature participation from LGBT community groups, health & support based organisation and capacity building / political groups.

### **Kids' Space**

Creche run on behalf of Pride Scotia by the Edinburgh Creche Co-operative.

### **Youth Space**

Independently hosted by LGBT Youth Scotland, a space for the Young People of the LGBT community.

## **Sponsorship**

Pride Scotia is run entirely using community and commercial sponsorship. The different opportunities are detailed below.

### ***Publicity Materials***

These include flyers, posters and advertising in ScotsGay Magazine. This opportunity is currently sponsored by ScotsGay Magazine. We will also be operating a web link exchange with interested parties.

### ***T-Shirts***

T-shirts – over 200 t-shirts will be printed for stewards, event managers, fundraisers and support staff. T-shirts would feature the sponsor's logo and along with appropriate Pride Scotia art work and text. T-shirts would be worn by all Pride Scotia staff throughout the day to ensure maximum exposure.

### ***Programme***

Official pride programme - a full colour, A5 size programme will be printed. The programme will contain both a parade map & venue listing but also feature advertising of the "official" pride party and other events. Advertising opportunities exist for individual bars, clubs, companies etc and can be negotiated as part of a sponsorship package.

We anticipate that 20,000 programmes will be printed with three quarters of these to be distributed to LGBT destinations throughout Scotland and the rest of the United Kingdom.

### ***Venue Sponsorship***

If you are a venue local to the Edinburgh Gay Scene or local to Pride's venue and you can offer discounts to those attending Pride or would simply like to donate some sponsorship money, drop us a line either by phone or email to discuss.

### ***Miscellaneous Sponsorships***

If you would like to place your logo on our website or on the Programme, march banners, stationery etc then please contact us for more information or to discuss a package.

### ***Community Fair***

Each stall will consist of a collapsible trestle table and two chairs. An increased space

allotment for large displays etc can be made available upon request and will be subject to additional cost. Stall pricing is negotiable and can be included as part of an over all package. We will not be making provisions for electricity supply.

### ***Pride Partners***

If you provide services you feel may be useful to us and would like to work with us and are able to offer discounts, you may consider becoming a Pride Partner. Please contact us for more information on this.

# Advertising Rates

## ***Programme***

Back Cover	£2,500.00
Inside Covers (each)	£1,500.00
Full Page (A5 Colour)	£500.00
Half Page	£275.00
Quarter Page	£150.00
Eighth Page	£80.00

## ***T-Shirts***

This is open to tender in two parts. The first part being the t-shirts for the March staff and stewards and the second being the Festival stewards and Pride Management committee.

## ***Community Fair***

Commercial Stall	£350
Community Stall	£150
Unfunded	£30

The figures presented above are for illustrative purposes only. Sponsorship packages and joint opportunities can be negotiated. Please contact us for more information.

## **Who to Contact**

General Enquiries to John Hein – 0131-556 9471 or [john@pride-scotia.org](mailto:john@pride-scotia.org)

By Post:

Pride Scotia  
LGBT Centre  
58a Broughton Street  
Edinburgh  
EH1 3SA