

PRIDE CYMRU

SPONSORSHIP INFORMATION PACK



A LETTER FROM OUR CHAIR



CROESO / WELCOME,

For nearly three decades, Pride Cymru has been the heartbeat of equality in Wales. Every year, the streets of Cardiff fill with color, music, and a profound sense of belonging.

As we look toward 2026, our mission is more than just a celebration; it is a vital platform for our nation. We are committed to honoring our history while building a future where every person in Wales can be their authentic self.

It is no secret that Pride events across the UK are facing a "perfect storm." From rising infrastructure costs to shifting economic climates, the "cost of celebrating" has grown significantly.

While some cities have been forced to scale back or close their doors, Pride Cymru remains resilient. We are evolving to stay sustainable, ensuring that Wales remains a leading beacon for diversity and inclusion despite these challenges.

Progress isn't guaranteed - after years of a liberalising society, we increasingly see pushbacks and intolerance infecting our national conversation. Pride allows people to find their tribe and a sense of community in a challenging world.

Sponsorship has never been more vital. Your partnership ensures we can navigate these rising costs, keep our stages live, and—most importantly—keep our event accessible to those who need it most.

By standing with us in 2026, you aren't just gaining visibility; you are ensuring that Pride remains a permanent part of Welsh life. Let's work together to make 2026 a year to remember.

Diolch yn fawr

Dan Walsh, Chair of Pride Cymru

A THANK YOU TO OUR INCREDIBLE SPONSORS



AMDANOM NI / ABOUT US



Elusen Yn Gyntaf | Charity First

Equality for every person. Pride for every community. Pride Cymru is a volunteer-led charity on a mission to eliminate discrimination in all its forms. We campaign for a Wales that truly embraces diversity across gender, race, religion, and ability.

By celebrating LGBTQ+ contributions and fostering year-round connection, we are building a legacy of support and acceptance that reaches every corner of our nation.

RAISING AWARENESS OF THE BARRIERS LGBTQ+ PEOPLE FACE.

Y Digwyddiad | The Event

Every June, Pride Cymru transforms the Welsh capital into a vibrant beacon of equality. As the UK's 6th largest Pride, we welcome over 50,000 people to celebrate diversity and stand in solidarity with the LGBTQ+ community.

What makes us unique? We are the largest Pride in the country delivered entirely by the power of volunteers. A dedicated year-round core team of 42 is joined by over 120 event-day stewards to ensure a professional, safe, and world-class experience for every visitor.

PRIDE CYMRU IN FIGURES

EIN HANES / OUR HISTORY

1985

THE VERY FIRST MARCH TOOK PLACE IN CARDIFF, CONSISTING OF c.30 PEOPLE

1999

FIRST CARDIFF MARDI GRAS EVENT TOOK PLACE IN COOPER'S FIELD

2012

THE 1ST PARADE THROUGH THE STREETS OF CARDIFF TAKES PLACE

2015

PRIDE CYMRU BECOMES THE FIRST PRIDE EVENT TO JOIN THE LIVE EVENTS ACCESS CHARTER

2024

PRIDE CYMRU CELEBRATES ITS 25TH ANNIVERSARY



PRIDE CYMRU IS THE
LARGEST

PRIDE EVENT TO BE HELD IN WALES

15K

TOTAL NUMBER OF PARADE PARTICIPANTS

50K

TOTAL NUMBER OF ATTENDEES ACROSS THE WEEKEND

SOCIAL MEDIA STATISTICS

FACEBOOK

23,000
FOLLOWERS

60,000
AVERAGE IMPRESSIONS PER MONTH



INSTAGRAM

13,500
FOLLOWERS

61,000
AVERAGE IMPRESSIONS PER MONTH



WE ARE THE
6th

BIGGEST PRIDE EVENT IN THE UK

WHAT TO EXPECT ON THE WEEKEND

THE PARADE: A City Transformed

The heartbeat of the weekend is our iconic Parade. It is a breathtaking spectacle that winds through the historic streets of Cardiff, painting the capital in every color of the rainbow. Thousands of marchers and community groups join forces in a high-energy demonstration of visibility and joy.

THE FESTIVAL: A Space for Everyone

At the heart of the celebration lies our festival grounds, featuring:
Main & Community Stages: Showcasing world-class talent and homegrown Welsh artists, Family Area & Youth Zone: Safe, alcohol-free spaces designed specifically for younger generations and families to celebrate together.

THE VIBE: Unapologetically Inclusive

Pride Cymru is defined by its warmth. We are a multi-generational event welcoming every age and identity. From the roar of the Main Stage to our dedicated "Quiet Zones," the atmosphere is one of total acceptance—a place where everyone in Wales can feel truly at home.



OUR SPONSORSHIP PACKAGES

BRONZE

Parade Entry
Logo on Website as a
Sponsor
Logo on Event Guide

SILVER

Parade Entry
Logo on Website as a
Sponsor
Logo on Event Guide
Side Screen advert
Social Media
Announcement
30 x Standard Entry Tickets
15 x Hospitality Tickets

GOLD

Premium Position in Parade
Logo on Website as a
Sponsor
Logo on Event Guide
Side Screen advert
Social Media
Announcement
PED Fencing x 5
Market Stall
30 x Standard Entry Tickets
15 x Hospitality Tickets

PLATINUM

Premium Position in Parade
+ Static Vehicle
Logo on Website as a
Sponsor
Logo on Event Guide
Side Screen advert
Social Media
Announcement
PED Fencing x 15
Market Stall
75 x Standard Entry Tickets
50 x Hospitality Tickets
Onsite Activation Space



Please note prices are ex. VAT

ADDITIONAL ACTIVATION AREAS

Elevate your brand by connecting with a dedicated audience. We are proud to offer a range of bespoke sponsorship opportunities designed to amplify your presence at Pride Cymru and beyond

MAIN STAGE
COMMUNITY STAGE
CABARET STAGE
ACCESSIBILITY AREA
E-TICKET SPONSOR

FAMILY AREA
PARADE SPONSOR
VIP AREA
VOLUNTEER SPONSOR
YOUTH AREA

With the exception of our stages, each area of sponsorship is £6,000 (ex. VAT) plus a sponsorship package of your choice

Please Note: To respect our long-standing partners, some sponsorship areas may already be secured. Inclusion in this pack provides an overview of opportunities and is not a guarantee of current availability



BENEFITS OF SPONSORING PRIDE CYMRU



Partnering with Pride Cymru is more than a donation; it is a strategic investment in one of the most loyal consumer demographics in the UK.



Brand Loyalty & Trust

Over 70% of LGBTQ+ adults prefer buying from companies that actively support the community. Partnering with us builds authentic, long-term trust with our 50,000+ attendees.

(Source: Community Marketing & Insights)

The "Pink Pound"

The UK LGBTQ+ community has an estimated spending power of over £6 billion annually. Sponsorship places your brand directly in front of a highly motivated, loyal consumer base.

(Source: LGBT Capital)



Attracting Top Talent

77% of Gen Z and Millennials say a company's diversity and inclusion initiatives drive their career choices. Sponsoring Pride visibly boosts your Employer Value Proposition to attract Wales' best talent.

(Source: Deloitte)

Reaching Allies

Your impact goes far beyond the LGBTQ+ community. 71% of non-LGBTQ+ allies are more likely to purchase from brands that visibly support LGBTQ+ rights and equality.

(Source: GLAAD)



HOTEL CONTRA PARTNERSHIP PACKAGE

Pride Cymru is proud to partner with city centre hotels who provide accommodation for our fantastic acts and volunteers throughout the weekend of the event.

We offer a bespoke Hotel-Exclusive Contra Package in lieu of financial sponsorship

WE PROVIDE

LOGO ON WEBSITE AS A SPONSOR

LOGO ON EVENT GUIDE

SOCIAL MEDIA ANNOUNCEMENT

PARADE ENTRY

10 X STANDARD ENTRY TICKETS

PRE-BUILT MARKET STALL

SIDE SCREEN ADVERT

YOU PROVIDE

HOTEL ROOMS TO THE VALUE OF £2500 + VAT

THE USE OF CONFERENCE SPACE, IF NEEDED



 www.pridecymru.com

 Pride Cymru

 @lgbtpridecymru



**JOIN US ON 13TH & 14TH JUNE 2026 FOR OUR BIG EVENT!
KEEP AN EYE ON OUR SOCIALS FOR UPDATES**

**FOR MORE INFORMATION ON SPONSORSHIPS
PLEASE CONTACT SPONSORSHIP@PRIDECYMRU.COM**

THANK YOU! DIOLCH YN FAWR!