



**PRIDE  
CYMRU**

# **Sponsorship Information Pack 2025**



# A huge thank you to all our incredible partners from the past couple of years, including:





# About Pride Cymru



## The Charity

Pride Cymru campaigns for the advancement of LGBTQ+ equality, celebrates LGBTQ+ life and creates opportunities within local communities for LGBTQ+ people to thrive.

We are committed to diversity and inclusivity within our community and we challenge discrimination in all its forms. We are the largest LGBTQ+ charity in Wales and a leading voice within the UK-wide network of Pride organisations.

**Accessibility and equality for all!**

## The Event

Wales' biggest, most diverse and most inclusive event with over 50,000 participants across the weekend.

It is the 6th biggest Pride event across the UK.

Supported by Cardiff Council and Welsh Government.

There is a core team of 26 volunteers organising the event who are joined by over 120 additional volunteers stewarding the event in June.



[pridecymru.com](http://pridecymru.com)



Pride Cymru



@lgbtpridecymru



# What We've Achieved

'Attitude is Everything' Gold Status for our commitment to accessibility, making Pride Cymru the only event in Wales to have this award and one of only two Pride events across the UK to have reached this standard.



Community Stage, hosting a variety of local acts and young performers. At the 2023 event this stage was incredibly popular with guests, creating a great family friendly environment.



With investment from incredible sponsors, designated Youth and Family Areas are available for everyone to enjoy,



Support from The First Minister of Wales, who opened the Pride event with a welcome address. This drove significant media coverage.



Largest Pride March that has taken place in Cardiff. ever! Over 15,000 people marched

Increased Press coverage with printed features in the newspapers and online. Plus, TV and Radio coverage on S4C, BBC Wales, ITV Cymru & Capital FM Coverage was not only local but national with features on BBC One and ITV.





## Parade Route

The parade route plays a crucial role in the event, serving as a vivid reminder of the fact that Pride is both a celebration and a protest in support of individuality.

The parade route for this year's event will begin outside of Cardiff Castle at 11am and proceed down St Mary's Street, passing by some of the city's most well-known LGBTQ+ venues. It will then continue down Mill Lane, The Hayes and Queen Street, before concluding at Cardiff Castle with a showcase of decorated static vehicles celebrating the parade.

The end of the parade will mark the beginning of the main event within the Castle grounds.

Parade route and organisation location will be issued closer to the event date.



[pridecymru.com](http://pridecymru.com)



[Pride Cymru](https://www.facebook.com/PrideCymru)



[@lgbtpridecymru](https://www.instagram.com/lgbtpridecymru)





## Main Event

Get ready to celebrate love, diversity, and inclusivity—Pride Cymru 2025 is coming to Coopers Field in Cardiff, and it's going to be bigger and bolder than ever before!

After the parade, the excitement never ends! With an array of activities suitable for all ages, the day is jam-packed with entertainment. The main stage features local and special performers, while the community stage showcases Welsh talents.

Explore the market stall area of the grounds, where independent traders, organisations, and support services offer a variety of unique offerings. As you wander around, indulge in some delicious refreshments from the numerous options available throughout the grounds.

# Benefits of Sponsoring Pride Cymru



## Brand Loyalty

LGBTQ+ individuals are arguably the most brand-loyal community. In fact, 76% of LGBTQ+ people say they are more likely to buy from a brand that they see as LGBTQ+ friendly, while only 11% of the community say friendly brands do not affect their purchasing decision. In addition to supporting queer positive brands, the community also has a powerful voice for change and support from organisation amplify their voice.

## Disposable Income

Beyond brand loyalty, the LGBTQ+ community is often in a position to spend more money than their heterosexual counterparts. Gay male couples make on average 55% more than straight couples, while lesbian couples make on average 11% more.

# Sponsorship Packages 2025

## Bronze Package

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

## Silver Package

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

## Gold Package

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

## Platinum Package

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



Please email [sponsorship@pridecymru.com](mailto:sponsorship@pridecymru.com) for a full breakdown of package prices.



# Sponsorship Packages 2025

How about making a impact by sponsoring a fabulous area during Pride Weekend? The following areas are available to sponsor:



**Access Area**

**Family Area**

**Youth Area**

**VIP Area**

**Parade  
Sponsor**

**e-Ticket  
Sponsor**

**Volunteer  
Sponsor**

Please email [sponsorship@pridecymru.com](mailto:sponsorship@pridecymru.com) for a full breakdown of package prices.



# New Sponsorship Opportunities for 2025

Check out the new additions to Pride Cymru 2025



## Discovery Stage

The Discovery Stage at Pride Cymru 2025 is a vibrant new addition, spotlighting the incredible local talent from across Wales. Celebrating creativity in all its forms, offering a platform for emerging voices and fresh perspectives within the LGBTQ+ community.

Please email [sponsorship@pridecymru.com](mailto:sponsorship@pridecymru.com) for a full breakdown of package prices.

## Cabaret Stage

The Cabaret Stage at Pride Cymru 2025 is where the fabulous and fierce come to shine! With an electrifying lineup of brilliant drag performers, this stage promises to showcase jaw-dropping lip-syncs, dazzling choreography, and boundless charisma. Get ready for a weekend of glitter, glamour, and unforgettable talent as some of the best drag acts take the spotlight and bring the house down!

\*If you are interested in sponsoring the Cabaret Stage, please reach out to discuss.



# Hotel Contra Partnership Package

## We Provide:

- Logo on Website as a Sponsor
- Social Media Announcement
- Logo on Event Guide
- Parade Entry
- 10 x Standard Entry Tickets
- Pre Built Market Stall

## You Provide:

- Hotel rooms to the value of sponsorship value
- Use of conference space if available

Please email [sponsorship@pridecymru.com](mailto:sponsorship@pridecymru.com) for a full breakdown of package prices.







**Join us on the 21st & 22nd of June 2025 for our big event!  
Keep an eye out on our socials for updates.**

**For more information on sponsorships, please contact  
[sponsorship@pridecymru.com](mailto:sponsorship@pridecymru.com)**

