



**SPONSORSHIP**  
**2026**





## **BUINESS VALUE OF PRIDE SPONSORSHIP**

Sponsoring Eastbourne Pride offers significant benefits for businesses, both in terms of social responsibility and brand visibility.

Firstly, it demonstrates a commitment to diversity, equity, and inclusion, showcasing support for the LGBTQ+ community and aligning the brand with values of acceptance and equality. This fosters a positive public image and strengthens relationships with customers who prioritize these values.

Eastbourne Pride attracts a diverse audience, providing an opportunity to reach and engage with new demographic groups. This visibility can lead to increased brand recognition and loyalty, as consumers often favour brands that champion social causes.

Moreover, supporting Eastbourne Pride fosters an inclusive workplace culture, boosting employee morale and attracting talent who seek employers with progressive values.

Overall, sponsoring Eastbourne Pride event is a meaningful way for businesses to contribute to social good while enhancing their brand identity and expanding their market reach.



## EMERALD SPONSOR

The Emerald Sponsorship Package will see your logo on our website as a Proud Sponsor, Brand aligned content on selected marketing materials and the Wall of Fame at Eastbourne Pride 2026, plus enjoy 5 free passes to Eastbourne Pride 2026

£1,000



## RUBY SPONSOR

The Ruby Sponsorship Package will see your logo on our website, all marketing materials, and social media, plus a marketing stand at Eastbourne Pride 2026, brand-aligned artwork, Wall of Fame recognition, and 10 free event passes.

£2,000



## DIAMOND SPONSOR

Stand out with the Diamond Sponsorship Package! Premium logo placement on our website and all marketing materials, a social media campaign, a marketing stand at Eastbourne Pride 2026, custom artwork, Wall of Fame recognition, and 15 free event passes.

£3,500







## SPONSOR A PERFORMER

Sponsor a Performer at Eastbourne Pride and see your logo featured on our website and marketing materials relevant to your chosen performer, as well as next to their name in the official programme. Plus, receive 5 free passes for Eastbourne Pride 2026 and recognition on our Sponsor Wall of Fame.

From **£1000**





## PARADE SPONSOR

Secure one of the limited, high-profile Parade Sponsorships and put your logo front and centre of Pride Parade 2026 featuring on the lead banner! Plus on all parade marketing and The Wall of Fame! 15 Free passes for Pride 2026 are also included in this package

From **£3,000**




## FACILITIES SPONSOR

Pride in the Park relies on great infrastructure and facilities! Sponsor part of our essential infrastructure and see your logo on our website, all Pride in the Park marketing and signage plus 15 free passes to Eastbourne Pride 2026! Your business will also have a spot on our Sponsor Wall of Fame.

From **£1,500**






# MAKE IT MORE PERSONAL



## MAKE IT YOUR OWN

If our tailor made packages don't quite fit, why not make your own? Contact us with details of what you would like included in your sponsorship package and we will bespoke one, just for you!



From  
**£1,000**

