

Windsor & Eton 2016 PRIDE

BIGGER, BETTER, MORE FABULOUS
WITH MORE SPRAYPAINT
PARTNERSHIP GUIDE



Windsor & Eton Pride
 CELEBRATE THE BEAUTY
 OF FACT THAT WE ARE ALL
Uniquely HUMAN
 WE CREATE PLATFORMS
 THAT EMPOWER ALL LOCAL
LGBTQIA+ AND ALLY COMMUNITIES
 TO DEMONSTRATE THAT
**EVERYONE IS WELCOMED,
 SAFE AND LOVED HERE.**

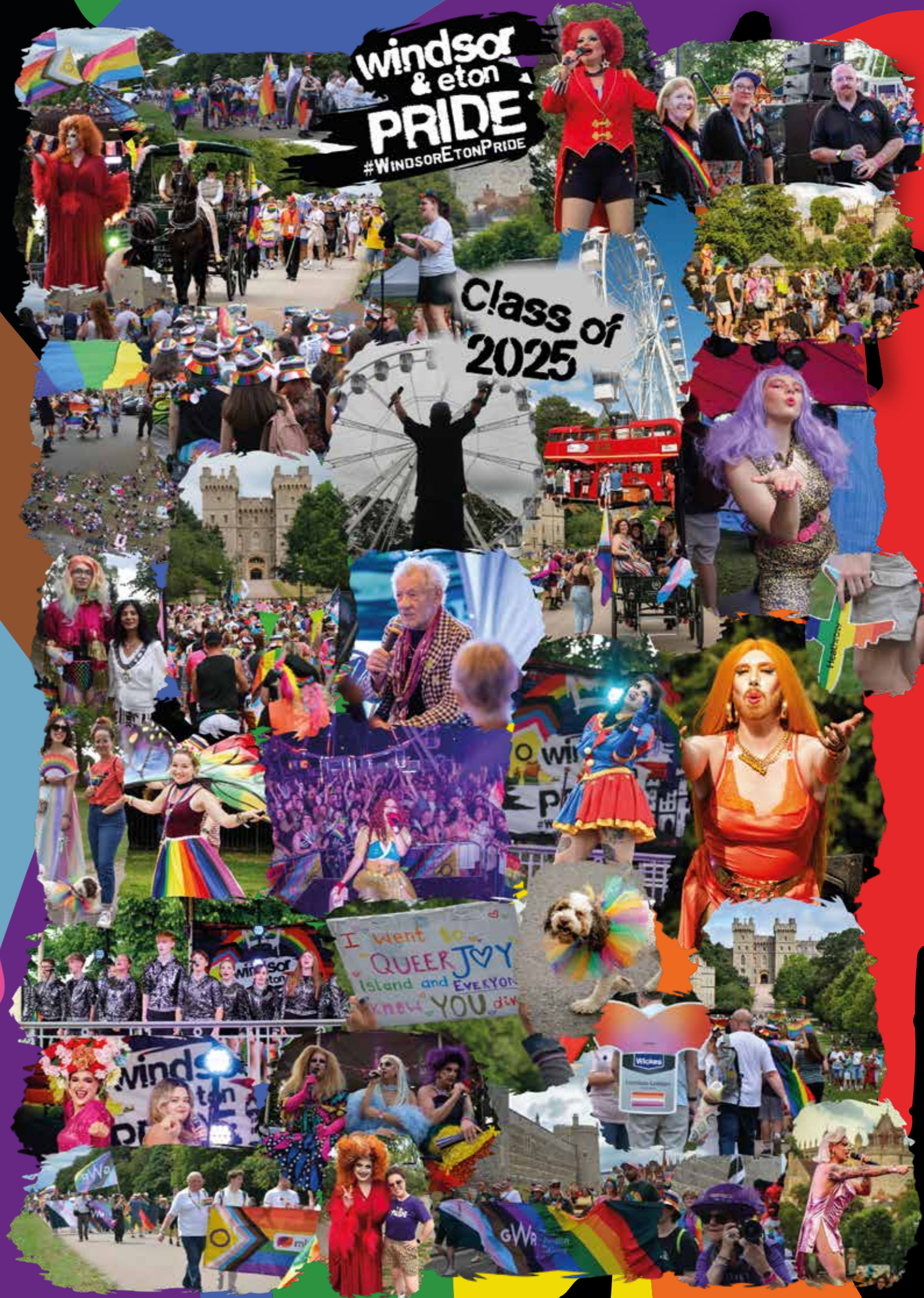
Since the first Pride March in London over 50 years ago, Pride events around the UK have become joyful celebrations of the contribution of LGBTQIA+ communities and individuals.

In 2025 we set out to deliver the first ever Pride Parade and Festival event for the communities of Windsor and Eton in the belief that they were waiting on an opportunity to join that celebration and show each other and the world that we celebrate our shared humanity.

We were right! Over 6000 members of the local community came along to join the celebration and enjoy the platform we delivered with the support of our Sponsor Partners and Community of Volunteers.

The inaugural event provided a platform to over 40 artists and more that 70 local traders and community organisations to interact with the attendees throughout the day demonstrating that we celebrate all the people in our community.

We invite you and your organisation to join us in year 2 to help us build this initial success into a sustainable legacy of inclusion for everyone in our local communities.



About the Event



2025 event Survey



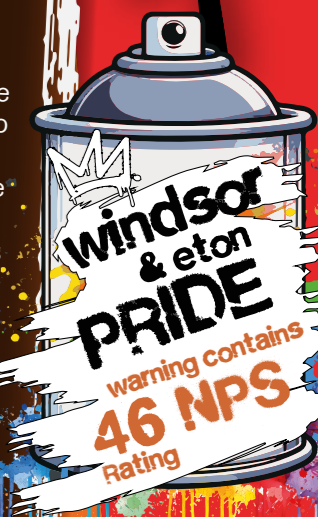
In 2026 we will take the lessons we learned from the experience we had delivering the event and importantly all feedback we gathered from key stakeholders including the 359 attendees who took the time to complete our survey to make year 2 even more fabulous!

- 2026 Parade route** will start on the Long Walk and proceed through the heart of Windsor to Alexandra Gardens
- Our Community Zone** will be extended to provide even better platforms for the entertainment and knowledge sharing on the topics of inclusion.
- The Pride Village** will continue to prioritise local artisans and community organisations so that they too have a platform to reach the local communities
- Our main stage** will be bigger, bolder and more colourful than ever before

In our first year we smashed all expectations and had over 6000 attendees on site throughout the day. Attendees who were willing to share some insightful feedback (based on 359 responses to online anonymous survey)

- 53% attendees live in the Royal Borough of Windsor and Maidenhead**
- 44% identified as LGBTQIA+, 38% as an Ally & 17% preferred not to say**
- The average response rating was 4.64 out of 5** to the question "I felt safe and welcomed at Windsor and Eton Pride"

We are keen to partner with an organisation who believes in our vision and ambition to create a sustainable legacy of inclusion by ensuring that we have the financial security required to deliver and grow. Ideally, as our Headline Platinum Partner you will be an organisation with roots in the communities of Windsor and Eton. Your branding will be prominently displayed around the main stage and at the entrances as people are welcomed on site. Your colleagues will be given priority access to volunteer opportunities including the opportunity to make the welcoming speech on the main stage before the opening act. Your organisation will be allocated a large outreach pitch in the Sponsor area to interact with attendees throughout the day. You will be assigned a Trustee relationship manager who will ensure that you are kept up to date with the plans as they evolve toward the event and enable you to provide input. This is your chance to show your local community that your organisation supports inclusion in a highly visible and meaningful way...and if you have any other ideas we'd love to chat to you about them.

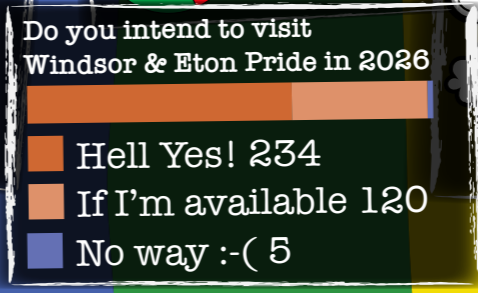
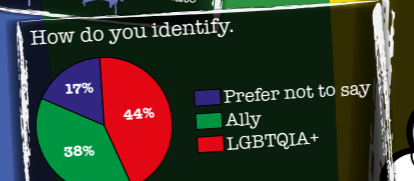
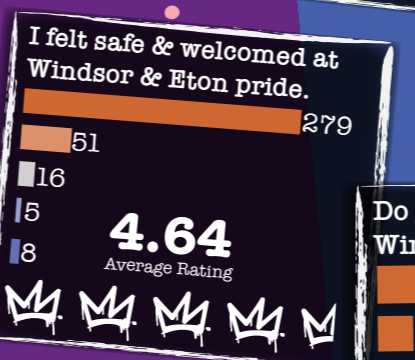
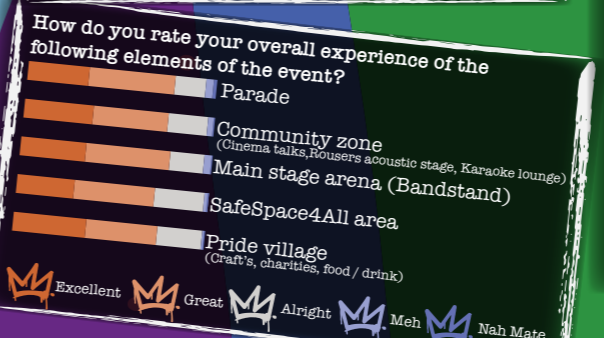
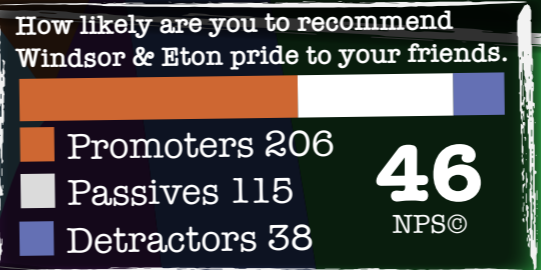


Parade and Highlights



What was your favourite part of the day & why?
 "The atmosphere was excellent. As a gay man, I attended with my trans daughter and straight sister. We all felt very safe and that the event was inclusive of all of us. The music was amazing and the site was extremely well organised."
 **Survey Feedback Maidenhead resident who travelled by train

"I loved the whole day but being in the parade was something really special!"
 **Survey Feedback Windsor resident.



Is there anything you want to tell us?

358 responses

Main Stage
Stalls great
Fantastic Event
parade
Great Job
Great Event
Inclusive Event
people
10% Said Thank You
Great Day
Amazing event

What was your favourite part of the day.

358 responses

Main Stage
Stalls were great.
Lovely Atmosphere
Love
Feeling Safe
Community
Great Vibe
People
Great Day
Meeting People

Parade diamond partner

£7000

Our parade begins on the iconic long walk leading up to Windsor Castle before turning left to continue down the main street and round into the festival site at Alexandra Gardens.

At our first parade we had over 500 participants processed through the town with the support of bystanders who cheered and applauded.

As the Parade Sponsor your colleagues will lead the parade with exclusive rights to distribute merchandise to parade participants. Your logo will be prominently displayed on signage directing people to the parade starting point and around the welcome desk area. We are hoping to partner with an organisation who are rooted in our local community and keen to make the parade and even more colourful and joyful celebration than it was in 2025 where in response to the question What was your favourite part of the day & why? One participant from Windsor told us "I loved the whole day but being in the parade was something really special"



Platinum Main event Partner

£10000

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Headline sponsor rates	Platinum £10000
Gold silver bronze	Yes
Visible branding across site	Yes/v
Opening speech on the stage	Yes
Advert in the pride guide + logo on front page.	Full page
Parade wristbands	40
Stall size	Lrg Sponsor Area
Community stage naming	Yes



Parade sponsor rates and lead parade group	Diamond £7000
All Bronze, Silver, Gold. sponsor benefits.	Yes
Responsible for entertainment on parade.	Yes
Exclusive rights to give out merch on parade	Yes
Advert in the pride guide	Half-page
Parade wristbands	50
Lead parade group	

ALL THE SAME, WE ARE ALL
Uniquely Beautiful!
HUMANS



Other partnership opportunities



Standard sponsor rates	Bronze £1000	Silver £1500	Gold £2000
Logo & link on website	Yes	Yes	Yes
Use of W&E pride logo on website and marketing	Yes	Yes	Yes
Logo in the pride guide	Yes	Yes	Yes
Advert in the pride guide	No	Quarter-page	Half-page
Parade wristbands	10	20	30
Outreach pitch space*			Sml Sponsor Area.
Banner in stage area			Yes

*Please note pitch spaces are supplied for outreach / community engagement purposes and does not include the sale of any food or drink. Gazebos and other equipment not supplied.

Windsor and Eton Pride are keen to ensure that we have a range of partnership sponsor options that allow organisations of all sizes to support with the delivery of our vision. Whether it's an advert in the Pride Guide, an on-site banner or a bronze, silver your contribution is instrumental to the delivery of the platforms W&E Pride are creating for this celebration of our community's unique humanity. Thank you!



advertise with us

pride guide

Light Red area 5mm bleed
Green area safe.
Sizes :- Safe print areas

A5 Full page £250
138mm x 200 mm
A+B+C

A5 Half page £150
138 mm x 95mm
C

A7 Quarter page £100
64mm x 95mm
A

HARD Facts

4000 paper copies dist
Available online as PDF
On social media
& linktree **A memento**
of the day. **Printed on** Recycled paper.
Capped advert quantity = Exclusive opportunity
= More useful content & adverts's inbetween = more impact for audience.



printed banners on-site

210 x 70 cm £250
Printed and installed on-site
(design & artwork not included)

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Uniquely Beautiful!
HUMANS



Email : info@windsorpride.co.uk
Facebook : windsoretonpride
Instagram : @windsoretonpride
Twitter / X : @windsoretonpride
TikTok : @windsoretonpride
#WindsorEtonPride
linktr.ee/windsoretonpride
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W & E Pride charitable incorporated
organisation Reg no : 1210825