



**PARTNER OPTIONS**  
**2024**

## HELLO AND WELCOME BACK TO PRIDE ! ...

After a wonderful 2023, Taunton Pride is back for 2024 and Beyond.

Last year, yet again saw over 5000 people attended and interact with both the main event, and Taunton's very own Pride Parade. This followed the town's very first event held in Goodlands Garden in 2021 and our plans now continue with our next event for all to enjoy in 2024, and that includes you.

Without our Commercial Partners Pride simply could not take place, and we'd love to now take you through the options for Partnerships for 2024, which could get you brand in front of upto 10,000 people at any one time.

This is not just Taunton Pride, but this is Pride, Your Way!



# OUR HISTORY ...

Originally created by Jenny Keogh and Liz Hutchin from Go Create, Taunton Pride started as part of The Taunton Live event.

The very first Pride took place in Goodlands Gardens against the backdrop of the Covid-19 Pandemic. The event was a great success, and over 500 people attended the event.

Heading into 2022 Jenny and Liz needed to find additional help, as it was very much apparent that there was a need and a passion for the event.

With that in mind, four additional volunteers stepped forward, and created Taunton Pride CIC to work alongside GoCreate to move the event to Vivary Park, and create Taunton Live & Pride, alongside the town's very first Pride March.

5,000 free tickets were released, and consequently sold out in hours.

As the second hottest day of the year landed in The County Town, just ahead of the 2022 Heatwave, the Community came together to enjoy the first large scale Arts and Pride Event Taunton had ever seen.

2023 then saw the next edition of the event take place, and albeit against some challenging Weather conditions, Vivary park, and Taunton Town Centre once again came to life to celebrate Pride.

2024's event will continue this, as it returns to Vivary Park on Saturday September 21st 2024 from noon until 8pm.



# OUR 2023 PRODUCTION HIGHLIGHTS ...

We're still working away at lots of this year's content but some of the highlights will include;

- A pre-event Pride March through Taunton
- A return of Taunton's own LGBTIA+ Film Festival
- ToneFM Main Stage
- Named artists
- Community Village
- Commitment Ceremonies & Weddings
- Traders Village
- Street Food Vendors
- Funfair
- Silent Disco



# PARTNERSHIP OPTIONS ...

To ensure everyone has a chance to be part of this years event we several options for all budgets. They are as follows;

- **Friend Of Taunton Pride - £150.00**  
Your business will be listed on our website, highlighted on our social media, listed in our event programme and you will receive a window sticker for your business plus two free tickets for the event.
- **Bronze Partner - £600.00**  
All of the above, plus a ¼ page advert in the programme and four free tickets to the event, plus access to the VIP Area.
- **Silver Partner - £1,200.00**  
All of the above plus a half page advert in the programme. Availability to sponsor a specific area (in accordance with availability), online social promotion, and dedicated service e-letter to all Pride subscribers. Placement of two banners on site and a free trade pitch (electric extra). Six free tickets and access to the VIP Area.
- **Gold Partner - £2,400.00**  
All of the above, a full page advert in the event programme. Availability to sponsor a specific area (in accordance with availability) online social promotion, and two dedicated service e-letters to all Pride subscribers. Placement of four banners on site and a free trade pitch with electric. Eight free tickets and access to the VIP Area.
- **Additional options**  
Alongside these we do have options for title partnerships, for the whole event, main stage, big screens or additional new features. For more information on these please request a conversation with our Event Director.

## CONTACTS ...



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