



CAMBRIDGE PRIDE

2026 EVENT PACK



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EVENT PACK

Everything you need to know if you want to

- join our team
- fundraise
- donate
- be a Sponsor
- partner with us
- book a stall
- advertise with us

In its first five years, Cambridge Pride has grown to become one of the most-loved events in the city's calendar. We expect to welcome 15,000 people to actively take part on Saturday 13 June 2025!

Cambridge Pride is produced by a team of dedicated volunteers led by the Cambridge-based charity, The Pink Festival Group.

The sixth Cambridge Pride is at Jesus Green on **SATURDAY 13 JUNE!**

The events are funded by donations, sponsorship, and community fundraising. This pack details the key ways in which organisations, individuals and groups can support us to deliver Cambridge Pride 2026.

We are committed to delivering an annual, free, family-friendly event, with a parade, diverse entertainment, stalls and a growing variety of opportunities to get involved.

**PiNK
FESTiVAL**

Cambridge Pride

SNAPSHOT



The FUTURE of Pride?

The chair of the Pink Festival Group charity explains why the event's working group never takes Cambridge Pride for granted.

Being part of the Cambridge Pride team is an absolute privilege. I know I speak for the whole working group when I say the positivity and impact we see is our reward for the time and effort we each put in. We are incredibly driven to continue creating a safe space where change happens.

However, the working group is currently just a handful of volunteers, and that means we are prioritising recruitment before anything else.

Without volunteers, we can't keep up the momentum. And without momentum we can't get funding, deliver for our sponsors or bring Cambridge Pride to the city.

The charity and volunteering sectors are facing serious challenges. The facts show that volunteering is at an historic low in England and that charity sector income has dropped year on year, with small charities like us being the hardest hit. And the costs of running the event are rising.

We don't plan to stop yet. We are looking at new ways to engage our stakeholders, bring in more volunteers and increase income so that Cambridge Pride can continue. We really hope it can.

Gordon Bateman
Chair of Cambridge Pride

“

EVERY YEAR, WE JUMP STRAIGHT BACK IN AND RAISE £100K+ AGAIN. AND EVERY YEAR IT GETS MORE DIFFICULT AND MORE SCARY.

”

Adam Olivant
Head of sponsorship

How **YOU** can make it happen

It is volunteers and businesses that make Cambridge Pride possible each year. We make hundreds of connections for every event, and it takes a lot of work. **Here's how you can help.**

JOIN THE WORKING GROUP

Join the Cambridge Pride team for a few hours a month to bring the event into reality.

BE A SPONSOR OR PARTNER

Help fund part of the £80k+ budget that gets the event off the ground every year.

FUND RAISE AND DONATE

We are incredibly grateful for every pound the event receives in personal donations and group fundraising.

PROMOTE YOUR ORGANISATION

Use our platform to promote your brand, service or product – either through advertising or a PR pitch.

JOIN **the working group**

It's the volunteers behind the scenes that bring Cambridge Pride to life each year. Why not bring your experience to the team?

Here at Cambridge Pride HQ, a handful of dedicated volunteers have been tirelessly organising the huge event you've come to know and love since the seed of an idea sprouted in 2016.

We are all passionate about creating a magical and positive day for thousands of people to enjoy. The sense of belonging that Cambridge Pride creates within the community makes our work immensely worth while and rewarding.

Do you have experience you could bring to the working group team?

We are growing our small team is looking with new members who can take on aspects of the event for 5 to 10 hours a month – such as project management, marketing, community engagement or admin.

Or, of course, anyone can join our volunteer team to help at the Cambridge Pride event itself. Simply get in touch to help make future Prides a success!

COMPLETE THE CONTACT FORM AT
cambridgepride.co.uk



Pictured: Some of the incredible team that delivered Cambridge Pride in 2024

“
**WE CREATE
SAFE SPACES
WHERE CHANGE
HAPPENS”**

Be a SPONSOR or partner

There are four partnership levels. Our partners are the key to making CambridgePride possible and we provide an impactful opportunity to show that you proudly stand with the LGBTQ+ community.

1 Be a sponsor

Starting at £2,200

Your commitment

Sponsors of Cambridge Pride receive a package of benefits which increase by sponsorship level. When communicating your sponsorship, you can refer to your company or organisation either as 'Sponsors of Cambridge Pride 2026' or 'Sponsors of [event area] at Cambridge Pride 2026'.

What we deliver

The Cambridge Pride Working Group is entirely responsible for planning and delivering the event with strategic areas that ensure a diverse range of activities and entertainment to meet our charitable aims. Your generous sponsorship makes the event possible. We are growing the Working Group team and want to ensure we continue to meet the expectations of our growing roster of sponsors.

Discount for returning sponsors

To recognise loyalty year-on-year, consecutive- year sponsors are offered the standard packages for the previous year's event or the closest equivalent.

2 Be an official partner

In-kind services

Donate services or products to Cambridge Pride on an "in kind" basis, and we'll promote your business in return as an Official Partner.

For 2026, we're looking for partners to deliver PR, print, merchandise, media, website, sustainability, marketing/communications, catering/hospitality and more.

3 Be a proud supporter

£1,000 donation

For any company, organisation or group wanting to formally affiliate itself with Cambridge Pride as an ally and supporter, we have created our official 'Proud Supporter' package. For £1,000, this package provides:

- the use of our logo for the duration of 2026, using 'official Proud Supporter' title a listing
- in our Cambridge Pride Guide 2026.

4 Be a Friend of Pride

£500+ donation

Our Friends of Pride are any individual or small group wanting to be recognised as an ally and supporter, and donating £100 or more. Our valued Friends of Pride are granted use of our logo for the duration of 2026 using 'official Friend of Pride' title.

2026 sponsorship packages

SILVER SPONSOR

2026	2025
£2,200	£2,000

GOLD SPONSOR

2026	2025
£3,850	£3,500

PLATINUM SPONSOR

2026	2025
£5,500	£5,000

TITLE SPONSOR

2025	2025
£11,825	£10,750

EMAIL

SPONSORSHIP@
cambridgepride.co.uk

IN MARKETING AND COMMUNICATIONS

-     Logo on Cambridge Pride website # of social media mentions Use of our name and official logo in your own communications
-    Ad space in our printed Guide (a: quarter, b: half, c: full page)

DURING THE EVENT

-     #ofmain arena big-screen logos/ adverts, on rotation*
-   Complimentary 3m x 3m pitch
-   Three guests per sponsor will join us from 12:30pm in the Cambridge Pride Champion Tent with dedicated premium facilities
-   Logo on event live-stream** and 1m x 2m main arena banner space
-  Platinum sponsors benefit from joint sponsorship of a prominent area of the event, choosing from Community Hive, Parade, Pride Champion Tent, Calm Corner, Youth & Families Tent or Dance Tent, with space for two 1m x 2m exterior banners.
-  The title sponsor uniquely benefits from:
 - logo on our website home page and Guide front cover
 - lead position in the parade
 - main stage banners and speaking slot
 - prominent PR, advertising and event presence

“Pride sits at the heart of ARU’s values, and we are delighted to once again be partnering with Cambridge Pride for this year’s event. At ARU we are proud to provide an inclusive, supportive environment in which to work and study. We have a vibrant LGBTQ+ staff and student community, and we are looking forward to celebrating our diversity at [the] event.”

Professor Roderick Watkins

Vice Chancellor, Anglia Ruskin University (ARU) Title sponsor 2022 - 2025



*We plan to replace printed banners with a large screen in the main arena. If this is not possible due to limited funding, we will revert to 1m x 2m arena banners.

**We plan to live-stream video content of event elements, pending budget limitations.

All sponsorships are subject to compliance with our Ethical Sponsorship & Partnership Policy, available at: <https://cambridgepride.co.uk/ethical-sponsorship-policy/>

Fund raise and DONATE

The spirit of pride extends into the local community with pride-inspired initiatives and events.

Hold your own fundraising event

We welcome local businesses, groups and venues to celebrate Cambridge Pride through self-organised activities.

If your business or brand is already recognising Pride Month in June, avoid rainbow washing and demonstrate meaningful support for the LGBTQ+ community by donating to Cambridge Pride at the same time.

Fundraising events are a wonderful way to raise LGBTQ+ awareness amongst your staff and customers, and also raise vital funds so that Cambridge Pride can continue.

Successful fundraising approaches include:

- hosting a themed fundraising party
- hosting a live music, cabaret or comedy event
- donating a percentage of profits from an existing product or event
- create a special pride-themed product and donate profits from its sales.

Get a shout out on our socials

Let us know about your fundraising plan so we can promote your event or product on our social channels to ensure it is a success.

Anyone who donates in this way can request our logo files and brand guidelines. We will not officially vet or endorse fundraising events. And you do not require our approval for any fundraising or marketing so long as you follow these simple rules:

- Follow our brand guidelines when using our logo, and only use it to promote the event or product
- Use your own brand when marketing your efforts.
- Do not imply our endorsement of an official Cambridge Pride event or product. Instead, please state 'in support of Cambridge Pride'.

Donate

It's so simple, and no application is required. If you feel moved to support Cambridge Pride you can donate online. No donation is too small, and every penny goes towards the event.



PLEASE DONATE ONLINE AT

<https://checkout.justgiving.com/4r5ochbgrd>

Through Just Giving, our charity gets 100% of every donation. Registered Charity No. 1163298 (The Pink Festival Group).

PROMOTE **your organisation**

Your company or organisation can benefit from marketing to a key demographic through our printed guide to the event or by being visible on the day.

Advertise in our Cambridge Pride Guide

We are expanding the Cambridge Pride Guide into a free, colourful digital magazine available online, packed with information about the event, listings, health and wellbeing and local LGBTQ+ groups and venues.

The guide will be downloadable from our website.

Advertising in the Cambridge Pride Guide is an excellent way for businesses, organisations, or groups to reach new clients, customers or members.

To order your advertising space, go to www.cambridgepride.co.uk and follow the steps in the form.

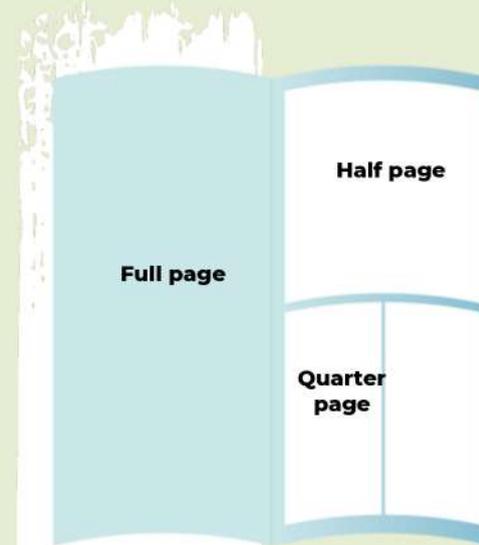
USE THE FORM ONLINE AT

cambridgepride.co.uk

- Provide basic information about you and your organisation
- Select the size of the advert you require
- We will contact you by email to arrange payment
- Email the artwork for your advert using the specifications listed to the right to advertise@cambridgepride.co.uk

We reserve the right to refuse any advert if it does not match our organisation's values. Adverts of either an adult or potentially offensive nature will be refunded.

As space in the guide is limited, we recommend you order your advert as soon as possible, if the size of advert you want has sold out, we will contact you to agree an alternative.



Full page
£440

105mm wide x 216mm high
Avoid text or important visuals less than 10 mm from the edge of the artwork. Size includes 3mm bleed (visible advert size is 99mm x 210mm).

Half page
£250

87mm wide x 99mm high
No bleed required (sits within page margin).

Quarter
page
£140

43mm wide x 99mm high
No bleed required (sits within page margin).

Do not include an outline around adverts. Please supply adverts in CMYK PDF format only.

Book a pitch at Cambridge Pride

Thousands of people pass through Cambridge Pride on Jesus Green. Booking a stall offers businesses, organisations, and groups the chance to interact directly with the LGBTQ+ community and our allies throughout the day.

Go to www.cambridgepride.co.uk and complete the contact form to apply for your space.

Full instructions will be sent out to all successful applicants on confirmation of your booking. Please note that power is not available to stallholders and generators are prohibited. When you apply, you will be asked to self-select your type of organisation, on which the fee will be based.

We book hot food, beverage and bar traders separately. Please contact us directly.

PITCH LOCATIONS AND PRICING STRUCTURE

Community Hive stall

If you provide services aimed at the LGBTQ+ community, your space (including one table and two chairs) will be located inside the Community Hive tent.

Free Cambridgeshire-based LGBTQ+ focused charity or group

£100 Not-for-profit, small charity or public-sector organisation

£175 Larger charity (over £1m income)

PR/trading stall pitch

All other organisations, such as retailers and companies, will be located outside in the traders area. Traders are required to provide their own stalls and tables. Hot food and beverage traders, please contact us directly via our website. The 50% discount ensures we are meeting our charitable aims by breaking down barriers for the LGBTQ+ community.

£200 Company, retailer or trader
£150 Cambridgeshire-based LGBTQ+ owned business (25% discount)

£20 Table hire, optional (2m x 1m)

USE THE FORM ONLINE AT

cambridgepride.co.uk

Notes for friends, fundraisers, supporters, sponsors, partners and advertisers

All orders will be invoiced immediately on 30-day payment terms. No refunds are offered for any reason without the authorisation from the trustees of Cambridge Pride.

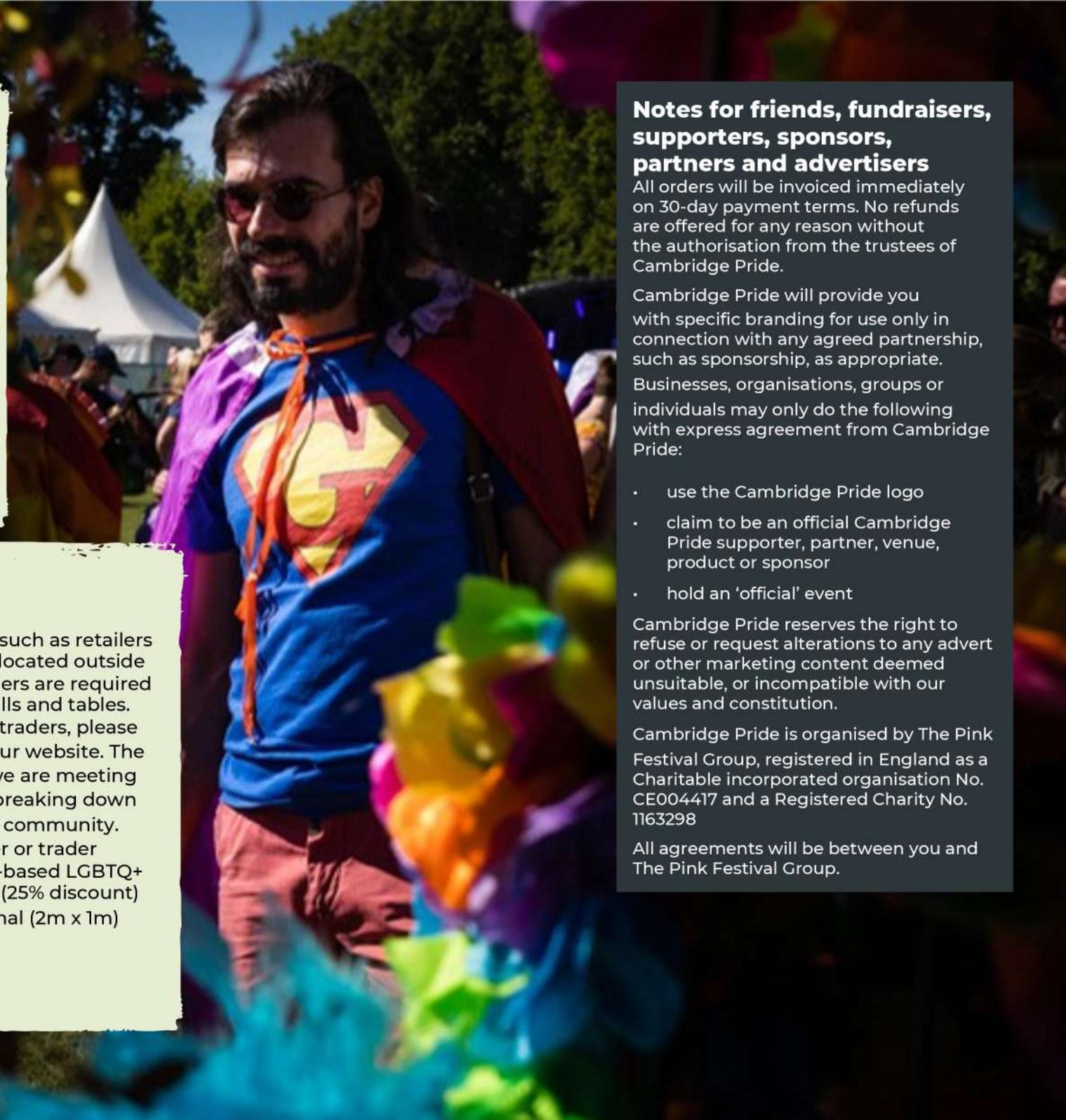
Cambridge Pride will provide you with specific branding for use only in connection with any agreed partnership, such as sponsorship, as appropriate. Businesses, organisations, groups or individuals may only do the following with express agreement from Cambridge Pride:

- use the Cambridge Pride logo
- claim to be an official Cambridge Pride supporter, partner, venue, product or sponsor
- hold an 'official' event

Cambridge Pride reserves the right to refuse or request alterations to any advert or other marketing content deemed unsuitable, or incompatible with our values and constitution.

Cambridge Pride is organised by The Pink Festival Group, registered in England as a Charitable incorporated organisation No. CE004417 and a Registered Charity No. 1163298

All agreements will be between you and The Pink Festival Group.





CELEBRATE

Fun, safe, diverse, entertaining

INVOLVE

Open, inclusive, accessible, equal



WHY PRIDE MATERS

Our vision and values



INSPIRE

Unique, creative, challenging, awareness-raising





Cambridge Pride's
charitable aims

What we do

Create a safe environment that brings communities together



Offer a fun and diverse experience



Provide a variety of entertainment, art and culture



Offer access to information and support

What we achieve

Raise awareness and promote acceptance by challenging stereotypes



Be visible throughout each year (beyond one-off events) and leave a legacy

How we do it

Offer meaningful opportunities to be involved



Be successful, sustainable and supported

**PINK
FESTIVAL**

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We'd love to hear from you



@CAMBRIDGEPRIDE

www.cambridgepride.co.uk
hello@cambridgepride.co.uk

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Photo credits: Jamie Thistlethwaite · Alice Chapman · Mark Nortcliffe · James Lovett · Clearshot Photography

