



CAMBRIDGE PRIDE

EVENT PACK **2027**

12 JUN 27 • JESUS GREEN



WAYS TO GET INVOLVED

SPONSOR

Back the day and reach thousands of people across Cambridge.

PARTNER

Bring your organisation alongside us in kind or in name.

STALL

Take a pitch for your community group or charity stand.

TRADER

Food, drink and retail pitches for the day.

VOLUNTEER

Crew, steward and welfare roles, plus walking in the parade.

Everything you need is inside →



HOW TO BE PART OF IT

In six years Cambridge Pride has become one of the best-loved events in the city's calendar. On Saturday 12 June 2027 we expect 10,000 people on Jesus Green.

We are committed to a free, family-friendly event every year: a parade, diverse entertainment, stalls, and an ever-growing range of ways to get involved.

The event is funded entirely through sponsorship, donations and community fundraising. This pack sets out every way your organisation, group or household can help us deliver it.

7TH

CAMBRIDGE PRIDE

10,000+

PEOPLE EXPECTED

FREE

ENTRY, EVERY YEAR

100%

VOLUNTEER RUN

WHAT'S INSIDE THIS PACK

FOR ORGANISATIONS & BUSINESSES

SPONSOR

P.[12]

PARTNER

P.[12]

TRADER

P.[17]

ADVERTISE

P.[16]

FOR INDIVIDUALS, GROUPS & CHARITIES

VOLUNTEER

P.[10]

STALL

P.[17]

DONATE & FUNDRAISE

P.[15]

**PINK
FESTIVAL**

SNAPSHOT

One afternoon on Jesus Green — Cambridge Pride, June 2026.



OUR VISION & VALUES

WHY PRIDE MATTERS

A free, welcoming Pride that belongs to Cambridge — where anyone can find community, support and a genuine sense of belonging, every single year.



CELEBRATE

One day a year when Cambridge's LGBTQ+ community takes over Jesus Green — a parade, live music and a city in full colour.

Fun

Safe

Diverse

Entertaining



INVOLVE

Free to attend, accessible by design, and open to everyone who wants to be part of it — not only those who can afford a ticket.

Open

Inclusive

Accessible

Equal



INSPIRE

Work that doesn't stop when the day ends — raising awareness, challenging prejudice, and making space for change across the city.

Unique

Creative

Challenging

Awareness-raising

CAMBRIDGE PRIDE · 2026 THE EVIDENCE

ONE DAY. A WHOLE CITY.

Saturday 13 June 2026, Jesus Green. Here is what it actually looked like — in attendance, in reach, and in what people told us afterwards.

11,000

PEOPLE ON JESUS GREEN

Free to every one of them

1.39M

CONTENT VIEWS

Our channels, Jan-Sep 2026

198,552

VIEWERS REACHED

63% of them in June

25,771

LIKES, COMMENTS & SHARES

across 275 posts

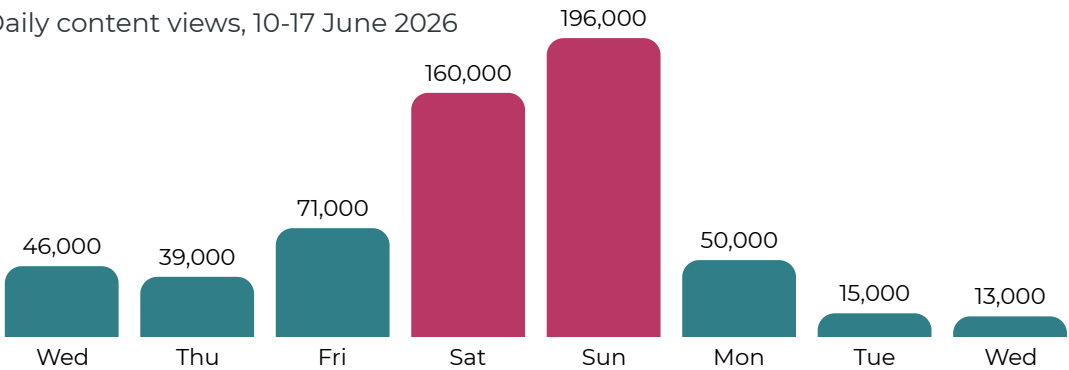
1,988

NEW FOLLOWERS

over half gained in June

PRIDE WEEK TAKES OVER THE FEED

Daily content views, 10-17 June 2026



752,346 views in the fortnight around the event - more than half our entire year, in two weeks

WHAT PEOPLE TOLD US

4.3/5

Overall rating – 83% scored the day 4 or 5

88%

Would come again – 79% “very likely”

84%

Of returning visitors said 2026 was as good as or better than last time

83%

Arrived on foot, by bike, or by public transport

54%

Stayed more than four hours

“One of the smoothest run Prides I’ve ever been to.”

PERFORMER, CAMBRIDGE PRIDE 2026

“I loved seeing so many people come up and say it was their first Pride.”

ATTENDEE

“Felt so safe and inclusive. Like it was truly integrated into the city.”

ATTENDEE

THIS IS THE AUDIENCE YOUR SUPPORT REACHES

WHAT IT COSTS TO KEEP PRIDE FREE

FREE COSTS. £107,113.

Cambridge Pride 2026 cost £109,362 to deliver and raised £106,535. We ran the day at a £2,827 loss. This is the whole picture —and it is why we ask.

£9.74

COST PER PERSON
to put on a day for 11,000

3.7%

CAME FROM TICKET SALES
Entry is free - 96.3% comes from elsewhere

47%

FUNDED BY ORGANISATIONS
£52,300 in sponsorship and corporate giving

24%

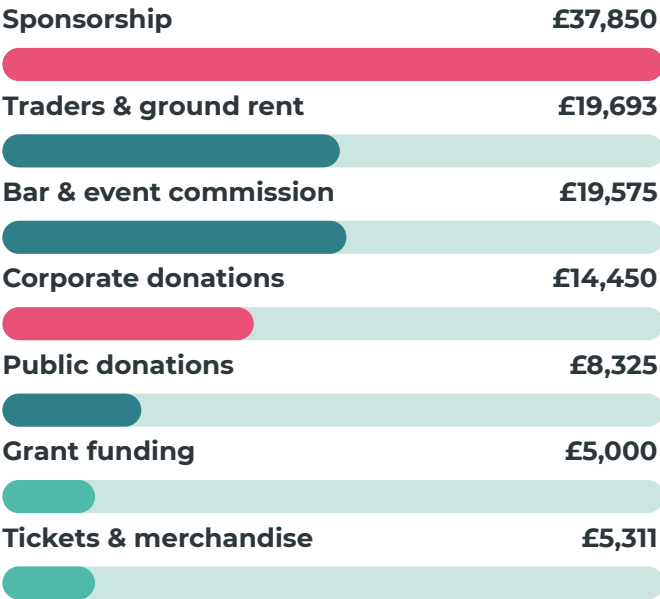
SPENT ON SAFETY
£25,393 on security, safety and facilities

£3,091

RAISED FROM THE DAY
to support 2027

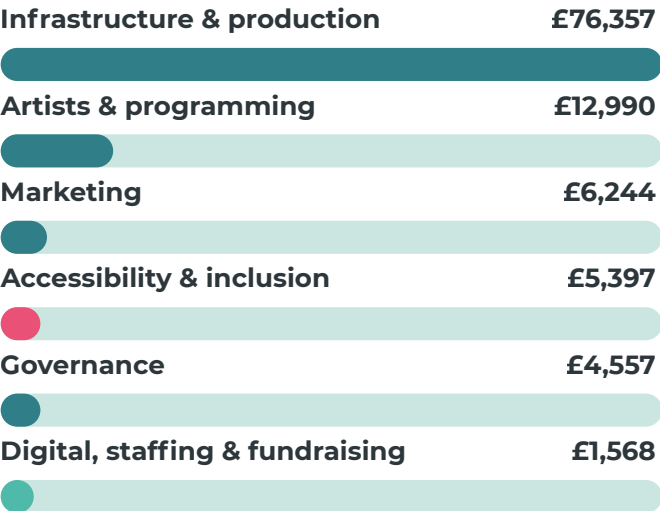
WHERE IT CAME FROM

INCOME £110,204



WHERE IT WENT

EXPENDITURE £107,113



Inside infrastructure: Inside infrastructure: £38,214 staging and equipment · £15,894 security · £10,674 event staffing · £4,869 toilets and facilities · £4,630 safety · £1,360 venue hire · £716 vehicles.

WHAT YOUR SUPPORT PAYS FOR



Illustrative comparisons against our 2026 accounts. Sponsorship is unrestricted and funds the event as a whole.

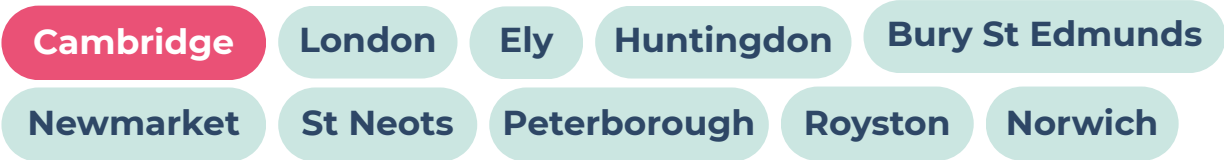
EVERY POUND HERE KEEPS THE GATE OPEN

WHO YOU REACH

A CAMBRIDGE AUDIENCE

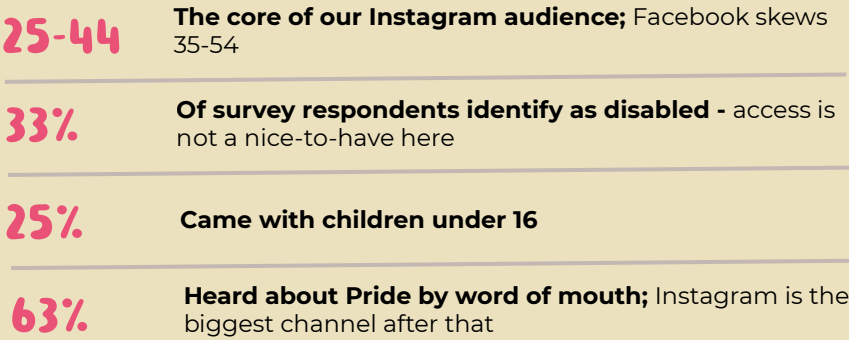
Not a national one. Our followers live where your customers live — Cambridge is the single largest city in our audience, and the rest of the top ten is the city’s travel-to-work area.

TOP TEN PLACES OUR AUDIENCE LIVES



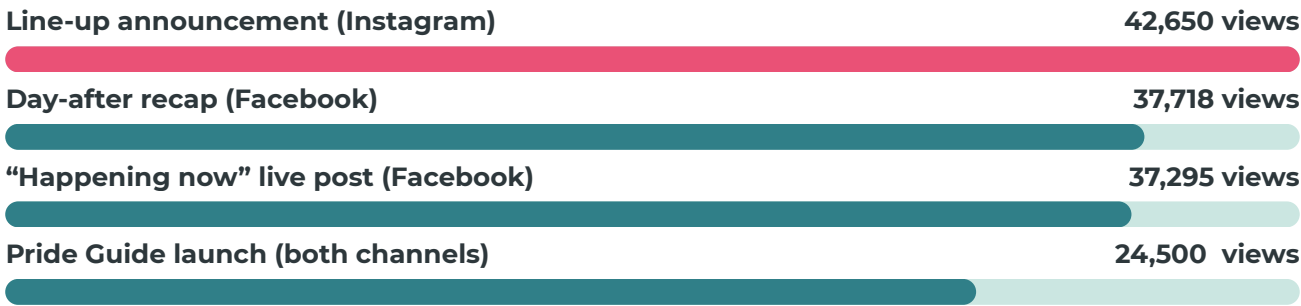
Cambridge alone is 21–27% of our audience, depending on the channel. Around nine in ten are in the UK. Survey respondents’ postcodes tell the same story: mostly CB, with visitors from Essex, Norfolk and Hertfordshire.

WHO THEY ARE



WHAT A SPONSORS’ LOGO SITS ALONGSIDE

BEST-PERFORMING POSTS OF 2026



275 posts across the year. Your package’s social mentions sit in this feed, in the weeks when the whole city is looking at it.

AND ON THE DAY

11,000 people on Jesus Green, more than half of them staying over four hours — a long dwell time in front of arena screens, banners and stalls.

29,890 visits to our pages across the year, a fifth of them in the week of the event: people actively looking us up, and seeing who backs us.

888 click-throughs to our website, two thirds of them in June.

TALK TO US ABOUT PARTNERING

partnerships@cambridgepride.co.uk



THE FUTURE OF PRIDE?

GORDON BATEMAN • CHAIR, THE PINK FESTIVAL GROUP



ONE DAY, A WHOLE YEAR OF WORK

Being part of Cambridge Pride is an enormous privilege. Each year, thousands of people come together on Jesus Green to celebrate LGBTQIA+ life in all its diversity, and to find community, support and a genuine sense of belonging.

Behind that one remarkable day is a small, dedicated team of volunteers working throughout the year. Together, we create the parade, stages and entertainment, as well as welcoming spaces such as the Community Hive, Wellbeing Area and Calm Corner. Seeing the difference these spaces make is what motivates us to keep going.

WE CAN'T TAKE IT FOR GRANTED

The cost of delivering a large, safe and accessible event continues to rise. As a free event, Cambridge Pride depends on volunteers, donations, community fundraising and responsible partnerships with organisations that share our commitment to equality and inclusion.

Growing our volunteer team is one of our greatest priorities. We need people with different experiences, ideas and skills — not only to help on the day, but to shape Pride's future and strengthen its impact across the community.

Cambridge Pride belongs to its community. With your time, support and belief in what it represents, we can make sure it continues for many years to come.

Gordon Bateman • Chair, The Pink Festival Group

£100,000+

**RAISED EVERY YEAR TO MAKE
CAMBRIDGE PRIDE POSSIBLE**

“Every year we start again. Costs rise and funding becomes harder to secure. But every partnership, donation and act of support brings us closer to delivering another free, safe and inclusive Pride for our community.”

Adam Olivant
Operations & Partnerships

HOW **YOU** CAN MAKE IT HAPPEN

Cambridge Pride is powered by volunteers, supporters and responsible partners. Here's how you can help keep Pride free, safe and inclusive.

SPONSOR

Help fund the event and keep Cambridge Pride free and accessible to everyone.

PACKAGES AND DETAILS — P.[13]

PARTNER

Build a meaningful partnership that supports our community and reflects shared values.

WHAT WE'RE LOOKING FOR — P.[12]

VOLUNTEER

Give a few hours a month and use your skills to help plan and deliver Cambridge Pride.

ROLES AND HOURS — P.[10]

DONATE & FUNDRAISE

Every contribution — large or small — helps turn our plans for Pride into reality.

WAYS TO GIVE — P.[15]

ALSO INSIDE

 **Stall** pitches p.[17]

 **Trader** pitches p.[17]

 **Advertising** p.[16]

READY TO MAKE A DIFFERENCE?

cambridgepride.co.uk/support-us



VOLUNTEER

JOIN THE WORKING GROUP

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

At Cambridge Pride HQ a handful of dedicated volunteers have been organising the event you have come to know and love, since the idea first took shape in 2016.

We are all passionate about creating a magical, positive day for thousands of people to enjoy. The sense of belonging Pride creates in this community is what makes the work worth it.

WHAT WE'RE LOOKING FOR

5–10 hours a month, year round

Project Management

Marketing

Community Engagement

Admin

Social Media

Logistics

Graphic Design

Prefer to help on the day instead?

Event-day crew, stewarding and welfare roles are on p.[11].

“We create safe spaces where change happens.”

Katie, Cambridge Pride Working Group



The working group that delivered Cambridge Pride 2026.

WANT TO JOIN THE TEAM?

cambridgepride.co.uk/volunteer



VOLUNTEER

HELP ON THE DAY

Not able to commit to the working group? Give us one shift on 12 June. No experience needed — we will brief and train you before the day.

CREW

Build the site and keep it running: set-up, take-down, moving kit, and supporting the stages and stalls through the day.

Good if you like being hands-on and on your feet.

STEWARDING

Keep everyone safe and moving: marshalling the parade, staffing entrances, guiding people and answering questions.

Good if you are calm, friendly and happy talking to strangers.

WELFARE

Look after people who need a moment: staffing the Wellbeing Area and Calm Corner and being a first point of contact.

Good if you are a steady, reassuring presence.

THE PRACTICAL BITS

SHIFTS

Flexible shifts, morning or afternoon — pick the one that suits you.

WHO CAN HELP

Anyone aged 18 and over.

TRAINING

A briefing before the day, and a team leader with you throughout.

ON THE DAY

What we provide — volunteer t-shirt, refreshments, meeting point, and volunteer badge.



Volunteers on shift at Cambridge Pride 2026.

GIVE US A SHIFT ON 12 JUNE

cambridgepride.co.uk/volunteer



SPONSOR**PARTNER**

PARTNER WITH CAMBRIDGE PRIDE

FRIEND OF PRIDE

FROM £500

For individuals and smaller groups. Friends receive recognition in the 2027 Pride Guide and an approved Friend of Pride mark.

PROUD SUPPORTER

£1,250

A simple way for organisations to stand visibly with Cambridge Pride without committing to a full sponsorship package. Includes an approved Proud Supporter mark and a listing in the 2027 Pride Guide.

SPONSOR

FROM £2,350

Choose a tiered package with year-round recognition, event-day visibility and opportunities to connect with our community.

FULL TIER BREAKDOWN - P.[13]

OFFICIAL PARTNER

IN KIND

Donate services or products that help us deliver Pride. We especially welcome print, media, merchandise, digital services, sustainability and hospitality.

CONFIRM BY 1 DEC 2026

RETURNING SUPPORTERS & SPONSORS

Returning Proud Supporters pay **£1,000** instead of £1,250. Returning sponsors keep the 2026 package list price. Both need written confirmation by **1 December 2026**.

ETHICAL SPONSORSHIP

All sponsorships and partnerships are subject to our Ethical Sponsorship & Partnership Policy.

cambridgepride.co.uk/ethical-sponsorship-policy

LET'S TALK ABOUT PARTNERING

cambridgepride.co.uk/support-us →

SPONSOR

SPONSORSHIP PACKAGES

WHAT EACH PACKAGE INCLUDES

	Silver £2,350	Gold £4,100	Platinum £5,850	Title £12,500
In marketing and communications				
Logo on the Cambridge Pride website	✓	✓	✓	✓
Social media mentions	1	2	3	5
Use of our name and official logo in your own communications	✓	✓	✓	✓
Ad space in the printed Pride Guide	–	Quarter Page	Half Page	Full Page
During the event				
Main arena big-screen adverts, on rotation	1	2	3	5
Complimentary 3m × 3m pitch	–	✓	✓	✓
Three guests in the Pride Champion Tent from 12:30pm	–	✓	✓	✓
1m × 2m main arena banner	–	–	✓	✓
Joint sponsorship of a named area, with two 1m × 2m exterior banners	–	–	✓	–
The title sponsor also receives logo placement on our website home page and the Guide front cover, lead position in the parade, main stage banners and a speaking slot, and prominent PR and advertising presence.	–	–	–	✓

“Pride sits at the heart of ARU's values, and we are delighted to once again be partnering with Cambridge Pride.

Professor Roderick Watkins · Vice Chancellor, Anglia Ruskin University · Title sponsor 2022–2026



a.r.u. | Proudly supporting the LGBTQ+ community

TALK TO US ABOUT SPONSORSHIP

partnerships@cambridgepride.co.uk



PARADE

WALK WITH US

The parade is the heart of the day — and whoever you are, there is a place in it for you. Not sure where you fit in, get in touch.

INDIVIDUALS & FAMILIES,
+ COMMUNITY GROUPS

FREE

Walk with us at no cost. Bring your friends, your family, your placards and your dog.

YOU MUST REGISTER FIRST

It is free, it takes a minute, and it tells us how many stewards the route needs to keep everyone safe.

SPONSORS

INCLUDED

Every Cambridge Pride sponsor gets their own section in the parade as part of their package — bring your team and your banners.

SPONSORSHIP PACKAGES - P.[13]

ORGANISATIONS

£150

Not a sponsor, but want your organisation to walk?

A £150 donation secures your section, whatever the size of your group.

RINGFENCED FOR THE PARADE

Every £150 goes directly towards the cost of running the parade (road closures, stewarding, accessibility).

ON THE DAY Assemblies at **Jesus Green** from **11:00**

sets off at **12:00**

Registration closes 1 April 2027

REGISTER TO WALK WITH US

cambridgepride.co.uk/parade



FUNDRAISE AND DONATE

The spirit of Pride extends into the local community through Pride-inspired initiatives and events — run by businesses, groups and venues across Cambridge.

HOLD YOUR OWN EVENT

We welcome local businesses, groups and venues to celebrate Cambridge Pride through self-organised activities. They raise LGBTQ+ awareness among your staff and customers, and raise vital funds so that Cambridge Pride can continue.

**Already marking Pride Month in June?
Make Pride Month mean something.
Back the event your LGBTQ+ staff and
customers actually turn up to.**

IDEAS THAT WORK

- Host a themed fundraising party
- Host a live music, cabaret or comedy night
- Donate a percentage of profits from an existing product or event
- Create a Pride-themed product and donate the profits

USING OUR NAME

You don't need our approval to fundraise or to market your event. Just follow three rules.

- 1 Follow our brand guidelines when using our logo, and use it only to promote the event or product.
- 2 Market your event or product under your own brand.
- 3 Don't imply an official Cambridge Pride event or product — say 'in support of Cambridge Pride'.

Tell us your plan and we'll give your event a shout-out on our social channels. Fundraisers can request our logo files and brand guidelines.

We don't formally vet or endorse individual fundraising events.

DONATE

It's simple, and no application is required. No donation is too small, and every penny goes towards the event.



SCAN TO GIVE

**checkout.justgiving.com
/4r5ochbgrd**

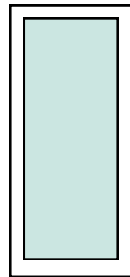
UK taxpayer? Add Gift Aid and the government adds 25% to your donation, at no cost to you.

Through JustGiving our charity receives 100% of every donation. The Pink Festival Group, registered charity no. 1163298.

PROMOTE YOUR ORGANISATION

Reach a key demographic two ways — in the Cambridge Pride Guide, and on the main arena big screen on the day.

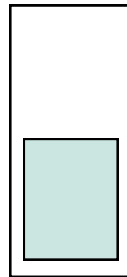
IN THE PRIDE GUIDE



FULL PAGE

£440

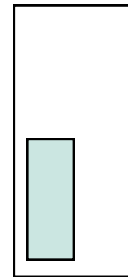
105 × 216 mm
incl. 3 mm bleed
(visible 99 × 210 mm)



HALF PAGE

£250

87 × 99 mm
no bleed — sits
within the page
margin



QUARTER PAGE

£140

43 × 99 mm
no bleed — sits
within the page
margin

A full page beats four
quarters

£440 against £560 for four quarters, and a half page is
£250 against £280 for two.

Supply artwork as print ready CMYK PDF. Keep text and important visuals at least 10 mm from the edge. Do not add an outline around your advert. Email artwork to advertise@cambridgepride.co.uk.

ON THE BIG SCREEN

Your advert on the main arena screen, on rotation through the day in front of a 10,000-strong crowd.

FROM

£250 PER SLOT

Supply as MP4 or JPG, 1920 × 1080 px,
landscape

Artwork deadline 1 April 2026

Screen slots are already included in every sponsorship package — from one slot at Silver to five at Title. See p. [13].

HOW TO ORDER

1

Fill in the online form
with your details

2

Choose your advert size
or screen slot

3

We email you to
arrange payment

4

Email us your artwork

Space is limited, so book early — if your size has sold out we'll offer an alternative. We may refuse any advert that doesn't match our values; adverts of an adult or potentially offensive nature will be refused and refunded.

STALL

TRADER

BOOK YOUR PITCH

Meet thousands of people on Jesus Green and connect directly with Cambridge's LGBTQ+ community and allies.

COMMUNITY HIVE

For charities, community groups and public-sector organisations.

FREE

Cambridgeshire-based LGBTQ+ charity or community group

£110

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

£190

Larger charity with annual income over £1 million

Pitch: 1m x 2m Table and 2 chairs, plus a space in the parade

TRADING PITCH

For retailers, businesses and traders.

FROM

£200

Company, retailer or trader

£150

Cambridgeshire-based LGBTQ+ owned business — **25% off**

+£35

Optional table (2m x 1m) and chair hire

Pitch size 3m x 3m. Food, drink and bar traders are booked separately — vendors@cambridgepride.co.uk.

BEFORE YOU BOOK

YOU'LL NEED TO

- ✓ Apply online — we send full instructions if you're successful.
- ✓ Bring your own stall and tables and gazebos, unless you book table hire.
- ✓ Your invoice must be paid by **30 April 2027**.
- ✓ Agree any use of our branding or logo with us in writing first.

GOOD TO KNOW

- ⊘ There is no power on site, and generators are not permitted.
- i Bookings and refunds follow The Pink Festival Group's terms.

Applications close 1 April 2027 Pitches sell out — the Community Hive is limited to 50 spaces and trading pitches to 80.

READY TO JOIN US?

cambridgepride.co.uk/contact



THE PINK FESTIVAL GROUP

OUR CHARITABLE AIMS

Cambridge Pride is delivered in pursuit of the charitable objects of The Pink Festival Group.

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

Every route in this pack — sponsorship, stalls, advertising, volunteering and donations — serves these aims.

1163298

REGISTERED CHARITY

Cambridge Pride is organised by The Pink Festival Group, registered in England as a Charitable Incorporated Organisation.

The aims above summarise our registered charitable objects; the full text is on the Charity Commission register.

**PiNK
FESTiVAL**



12 JUNE 27 · JESUS GREEN

WE'D LOVE TO HEAR FROM YOU

SPONSOR**PARTNER**

partnerships@
cambridgepride.co.uk

Packages, in-kind partnerships and Proud
Supporter.

ADVERTISE

advertise@
cambridgepride.co.uk

Pride Guide adverts and big-screen slots.

VOLUNTEER**STALL**

hello@
cambridgepride.co.uk

Pitches, volunteering, fundraising and everything
else.

APPLICATIONS CLOSE 1 APRIL 2027

[cambridgepride.co.uk →](https://cambridgepride.co.uk)

FOLLOW US

Facebook

Instagram

YouTube

@CAMBRIDGEPRIDE

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.

Photography Jamie Thistlewaite, Nadim Ahmed, Lee Davies, Katie Glenister-Soós, Jennifer Smith