

# NOTTS PRIDE EVENT PACK



# Welcome to Notts Pride

We are Notts Pride - one the East Midlands' leading LGBTQ+ charities  
**Visibility, education and celebration** are central to our work and we exist to advance equality and inclusivity in our city.

Every year, on the last Saturday of July, we bring these values to the heart of Nottingham city centre for the region's biggest and all-embracing free Pride event. This is where we remember our history, we make our voices heard and we celebrate Nottinghamshire's fabulous diversity.

## On the day

Our core values run throughout the day, which begins with a visibility march through the city centre of more than 11,000 LGBTQ+ people and allies. Many businesses, charities, groups and organisations join us, while many more march as individuals, couples and families.

Our march finishes in Hockley, which has its own rich LGBTQ+ heritage. Around 15,000 people join us in the afternoon, with educational stalls weaving their way through the streets of Nottingham's Creative Quarter. We welcome local grass-roots community groups, charities, organisations and staff networks who offer services, support and information to LGBTQ+ people.

The theme of celebration continues throughout the day as we provide a central stage for a host of artists from Nottinghamshire's LGBTQ+ community. From spoken word poets and musicians to drag artists, we recognise the importance of celebrating local talent and they will always be our headliners.

## What we believe in

As part of a global Pride movement, we believe in celebrating LGBTQ+ equality and challenging discrimination. On every level, we believe Nottinghamshire should be a place to be proud in, and we love to partner with businesses, organisations and individuals like you who share that vision.

In this pack, you will find a variety of ways you can get involved and all the details you need to join us at Notts Pride.



## Why your support is important

Notts Pride is a registered charity (Number 1165056) and we are run entirely by volunteers. It has always been important to us that our event is accessible to everyone and remains free to attend.

That means everything Notts Pride does happens because of fundraising, donations, sponsorship and stall fees. We continue to exist because of the ongoing support of businesses, organisations, other charities, community groups and individuals.

It is arguably more important than ever that events like Notts Pride are able to continue and carry on raising the visibility of Nottinghamshire's LGBTQ+ population and providing a safe space for our community and allies.

By offering your support, whether through sponsorship, taking a stall, holding fundraising events or volunteering as an individual, you are joining others across Nottinghamshire in saying we are inclusive, we are supportive, we are welcome and we are proud.

### **Become a Notts Pride sponsor**

Becoming an official sponsor of Notts Pride is a great way to achieve maximum brand exposure at one of the city's biggest events.

As a charity, we really value commercial partnerships but it is also important that we work with sponsors who share our values and are loud and proud about championing diversity.

Here are just some of the benefits of becoming a Notts Pride sponsor:

- An unlimited number of employees, associates, friends and family to take part in an organised section of the march with a corporate banner and vehicle promoting your company and services.
- Your logo on our website and on all associated marketing material.
- Our event is regularly covered by BBC East Midlands Today, ITV Central News, Notts TV and Nottingham Post / Nottingham Live. Our sponsors will also be listed in all press releases issued by Notts Pride.
- A stall in the market area of Hockley.
- Regular mentions on our social media channels, as well the reposting of any of your content relating to Notts Pride or LGBTQ+ friendly services that you offer.
- The use of the Notts Pride logo for your own marketing purposes.

Sponsorship package investment: £2,000 (inclusive of VAT).

Our sponsors are our partners and we are more than happy to work with you to create a bespoke sponsorship package.

If you are interested in becoming an official Notts Pride sponsor, please contact [chair@nottinghamshirepride.co.uk](mailto:chair@nottinghamshirepride.co.uk)



## Book a market stall

The Notts Pride market runs from 12 noon until 6pm. This is the busiest time of our Pride event, with the streets of Hockley attracting up to 15,000 people.

We have over 50 stalls available along George Street and Goose Gate for charities, organisations and businesses.

Given the diverse nature of the market, our stall booking prices vary depending on your organisation type:

- Small charities (turnover between £5000 and £25,000) - £70
- Larger charities (turnover over £25,000) - £90
- Non-profit organisations - £110
- Profit making organisations / businesses - £150

You can fill in a market stall booking form from our website.

Please complete all booking forms by 1st July so our volunteers have enough time to process your application.

## Stall terms and conditions

Now for the slightly more formal bit.

These are the terms and conditions for booking a stall at Notts Pride.

### **Bookings, payments, changes and cancellations**

- Bookings will only be accepted by the Notts Pride Committee when forms are fully completed and we will only be able to provide the services that you request on the form.
- Any cancellations need to be made before 15th July. Any cancellation made after this date will incur a cancellation charge of £50.00.
- All payments must be received in full by 10th July or stalls and pitches may be reallocated.
- We cannot accept bookings for shared stalls.

### **Your stall/pitch**

- Notts Pride is a fully inclusive event so merchandise and advertising must not depict any homophobic, heterophobic, transphobic or discriminatory language, views or images.
- The type of adult material for sale must be no more risqué than that sold by the likes of Ann Summers. No X-rated or pornographic material is allowed.
- Notts Pride cannot accept liability for any injury, personal or business loss that occurs as a result of your attendance. You must supply information about your liability insurance to meet the booking process requirements.
- Once your application for a stall/pitch has been approved and payment received, you will be allocated a numbered stall or pitch. Please check the location of your stall/pitch upon arrival.
- You must not exceed your allocated pitch or encroach onto another pitch or stall, or the designated walkways. This is to ensure spacing is adequate for evacuation purposes.



### **On the day**

- You may set up your stall after 8.30am and no-one is allowed to keep cars/vans on the Pride streets around Hockley after 10.30am.
- Nottinghamshire Pride cannot guarantee parking facilities, however there should be adequate parking facilities around the city.
- Upon arriving in Hockley, please report to a Stalls Team member to have your pitch allocated.
- You may clear your stall at any time after 4.00pm, but vehicles are not permitted to return to the area until after 7.00pm at the earliest.
- All stallholders will be asked to remove their rubbish in order to reduce outgoings.

### **Non profit organisations (NPOs)**

- This category is strictly for non-profit organisations and by signing the booking form, you are agreeing not to sell any items on your stall. If you break this agreement, you will be asked to pay the full price of a commercial stall.

### **Charities**

- Charity stalls will only be granted to registered charities. Please supply us with your registered charity number on the application form to validate your charitable status.

## **Fundraising for Notts Pride**

We understand that summer is a busy time and not everyone will be able to support us on the day. Many businesses and organisations across Nottinghamshire choose to support Notts Pride via their ESG programmes with donations from fundraising events and activities.

For us, there is no such thing as a small donation, and every penny we receive is used to support our work with Nottinghamshire's LGBTQ+ community. We also love to share news of your fundraising efforts on our social media channels.

Donating to Notts Pride is simple via our website: [nottspride.co.uk](https://nottspride.co.uk)



# Volunteering

If you are unable to get involved via Notts Pride via your business or organisation, you may want to consider volunteering as an individual.

Notts Pride would not be possible without our amazing volunteers and it can be a rewarding way to support the LGBTQ+ community. Most of our volunteer roles only require a few hours each year so it doesn't have to be a huge time commitment for you. As a thank you, all of our volunteers receive a goodie bag, which in the past has included items such as rainbow umbrellas, t-shirts, lanyards, a free sandwich and drinks for after the march, all provided by supportive local businesses.

Here are the volunteer roles available at Notts Pride:

## **Pride march stewards**

As a Pride march steward, you will be required for a few hours on the last Saturday of July to help us support the safety of the march through the city centre. You are then free to enjoy the rest of the afternoon at Notts Pride.

We meet a few weeks prior to the event to provide a full briefing and to allow you to meet other volunteers.

## **Hockley donation collectors**

If you are keen to take part in the march or just be a spectator without responsibility, you can still get involved by helping us after the march collect donations in Hockley during the afternoon. As a free event, donations from the public are an important way to keep the event free for everyone for years to come.

We meet a few weeks prior to the event to brief you and let you meet fellow volunteers.

For both of the above roles, we have a dedicated Notts Pride volunteer coordinator who is on hand throughout the process to help with any questions.

If you are interested in getting involved, email [volunteer@nottinghamshirepride.co.uk](mailto:volunteer@nottinghamshirepride.co.uk)

## **Notts Pride committee support roles**

For those wanting to play a bigger role, we also welcome volunteers to support the committee by helping with planning, co-ordinating the volunteer recruitment and networking with local businesses.

For these roles, we ask for 4-5 hours a week for the 12 weeks leading up to Notts Pride.

To find out more please contact Craig Martin by email [craig@nottinghamshirepride.co.uk](mailto:craig@nottinghamshirepride.co.uk)

