

Blackpool Pride 2026 | Partnership Information



**2026: BLACKPOOL PRIDE TURNS 20!**

**Join the Celebration**  
**Be Part of Something Bigger**

**Blackpool Pride  
is more than a  
festival. It's a  
movement of love,  
visibility and  
unity.**

Every year, thousands gather to celebrate diversity and inclusion in one of Britain's most iconic seaside towns.

Partnering with Blackpool Pride means standing shoulder to shoulder with the LGBTQ+ community and showing the world your brand believes in equality, creativity and joy.

This is your chance to be part of something truly meaningful, while connecting with a vibrant, loyal and engaged audience.



# About Us .

- Blackpool Pride is run by a dedicated group of volunteers, made up of local business owners, civic leaders and professionals who share the same vision.
- We are a registered charity which is totally reliant on partnerships, fundraising and tickets sales to put the event on for the people of our town. We aim to build an event to bring more tourists into Blackpool for the weekend.
- Last year we were thrilled to be voted Event of the Year in the Coastal Radio Local Business Awards.



What's on?

- We are bringing a three-day festival to the iconic Tower Festival Headland.
- Bringing amazing international performance artists plus some of our finest local talent.
- More to be announced, watch this space!

# Youth and Family Pride

- Our entire festival is family-friendly and welcoming for all ages.
- Dedicated Youth Pride zone supporting young LGBTQ+ people and their families with activities, stalls and is dry safe space.
- It is important that the young people of Blackpool have a voice and feel a sense of belonging and acceptance in our town.
- Feedback from young people:  
“It gives kids a chance to be themselves without judgement”
- UYA are also putting on two-day fringe event with families at Blackpool Central Library.
- UYA are launching with Blackpool Council a quality mark for businesses in the area.



# Why Partner With Blackpool Pride?

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## 6 Reasons to Partner with Pride:

- **Boost Your Brand Reputation:** Be seen as inclusive, progressive, and socially responsible.
- **Build Customer Loyalty:** LGBTQ+ consumers and allies support brands that support them.
- **Expand Market Reach:** Tap into a UK community with over £70 billion in annual spending power.
- **Strengthen Community Ties:** Join thousands celebrating together at one of the UK's biggest seaside Prides.
- **Attract & Retain Talent:** Inclusive workplaces appeal to top talent and inspire pride within your team.
- **Drive Footfall & Sales:** Pride brings huge crowds and opportunities for creative activations.





# Let's Build Something Beautiful Together!

Contact us  
[chair@blackpoolpride.org](mailto:chair@blackpoolpride.org)

## Optional Packages:

All our partnership packages can be tailored to meet your budget and requirements. We invite you to discuss your ideas with us: [sponsorship@blackpoolpride.org](mailto:sponsorship@blackpoolpride.org)

### Platinum Headline Partner:

Premium branding across Pride event, media coverage and exclusive on-stage branding. **Suggested Investment £10,000**

**Gold Partner:** Prominent logo placement, social media promotion and inclusion in official Pride communications. **Recommended Contribution £5,000**

**Silver Partner:** On-site opportunities, digital promotion and mid-level visibility. **Targeted Support £1,000**

**Bronze Partner:** Featured on select event materials, website and social media. **Starting from £300**

**Youth Pride Partnership:** Support our Youth Pride program and empower young LGBTQ+ voices. **Suggested Sponsorship: £5,000**

**Parade Partner:** Branded float and presence in the parade. **Recommended Contribution £100 - £500**

**Supporting Partner:** Logo inclusion and online promotion. **From £50**

**Arena Fencing Partner:** Brand the perimeter of our arena security fencing, standing for over 10 days in a prime location along Blackpool Promenade, over 200metres of advertising space with maximum visibility to tens of thousands of visitors. **Suggested Investment £10,000**

