

ADVERTISE WITH PRIDE



The organisers of **Liverpool Pride**, the regions annual LGBT festival are delighted to announce that one of the city's most popular events will return on **Saturday, 29th and Sunday 30th July 2017**.

Established in 2010, Liverpool Pride will return for an 8th consecutive year, taking over St George's Quarter, including **St George's Hall, St Georges Plateau, William Brown Street and St John's Gardens**.

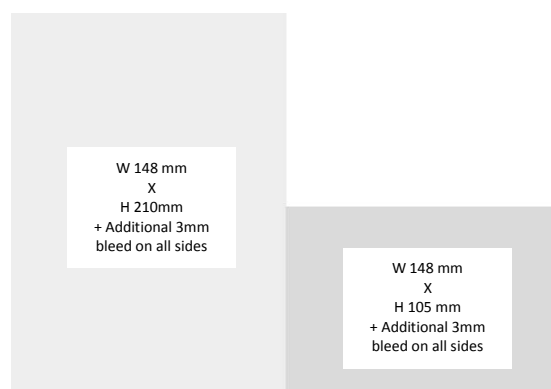
Liverpool Pride is offering opportunities to advertise at the event in The Liverpool Pride **Festival Brochure**, on **Heras fencing** around the Festival site and on the **Main Stage Media Wall**.

The Liverpool Pride 2017 Event Brochure

The 2017 festival brochure will be launched at the Liverpool pride Press Launch (22nd June 2017) and distributed to the LGBT and wider community from 23rd June. 15,000 brochures will be distributed around the Liverpool City Region, Greater Manchester, Chester and North Wales.

Electronic copies of the brochure will also be available on our website, and circulated via social media **Facebook (14k+)** and **Twitter (22k +)** before the event and over the festival weekend.

Liverpool Pride have set aside advertising opportunities within the brochure for you to advertise your business and events.



liverpoolpride.co.uk

Registered Address: Liverpool Pride, 96 Bold Street, Liverpool. L1 4HY
Company No 7331788 Registered Charity No 1140792 (England & Wales)

ADVERTISING SIZES AND COSTS

DOUBLE PAGE SPREAD - £700.00 (210mm H x 296mm W + 3mm bleed on all sides)

FULL PAGE - £400.00 (210mm H x 148mm W + 3mm bleed on all sides)

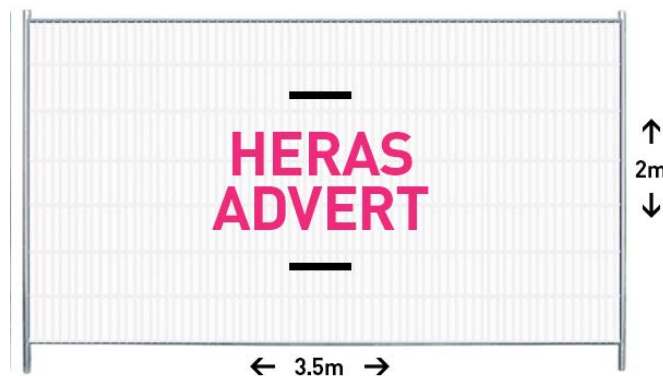
HALF PAGE - £250.00 (105mm H x 148mm W + 3mm bleed on all sides)

(Ads to be supplied in high resolution PDF format)

Deadline for artwork is Wednesday 31st May 2017

Heras Advert

Unique opportunities will be available to buy **limited advertising space** around the perimeter fencing at the Pride site located in and around **St George's Hall**. Heras adverts will be on display on Saturday 29th and Sunday 30th July 2017.



This is a grand and iconic backdrop for your organisation to use for promotion. It is also positioned opposite Lime Street Station, next to city centre bus lanes and sits on one of the busiest thoroughfares through the heart of the City Centre meaning **maximum exposure**. In addition to showing your support to Pride, you will also benefit from the **40,000+ people** that will visit the site over the Pride weekend.

Heras adverts will be available to keep afterwards, subject to agreement with the organisers.

ADVERTISING SIZES AND COSTS

£300 (per panel)

Bundle offer 4 panels for £1000

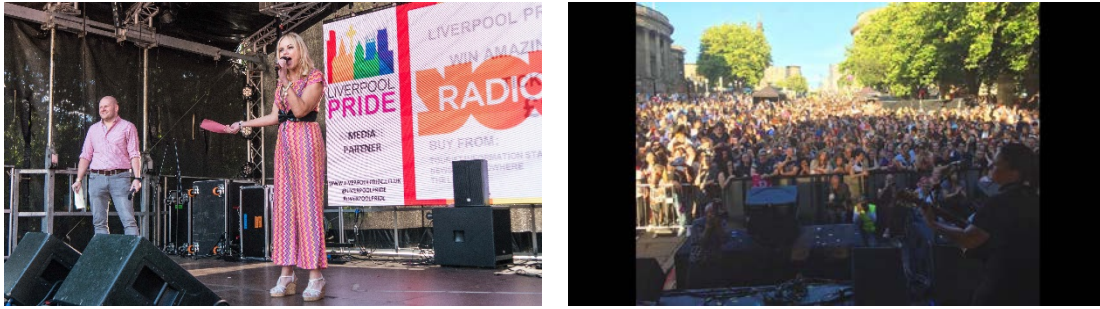
Deadline for artwork is Wednesday 30th June 2017

liverpoolpride.co.uk

Registered Address: Liverpool Pride, 96 Bold Street, Liverpool. L1 4HY

Company No 7331788 Registered Charity No 1140792 (England & Wales)

Main Stage Media Wall



This is a unique opportunity to advertise on the Liverpool Pride Main stage in front of 25k people on Saturday 29th July 2017. Media adverts will run on a rolling basis from 1pm until 9pm.

ADVERTISING SIZES AND COSTS

£500 (per advert)

Deadline for artwork is Wednesday 30th June 2017

We encourage all of our partners and collaborators to join us for the weekend of the event. More information about Liverpool Pride 2017 is available on our website www.liverpoolpride.co.uk or you can follow us on Twitter @liverpoolpride or Facebook.

If you'd like to register for the Liverpool Pride March, please use the following link <http://liverpoolpride.co.uk/liverpool-pride-2016/march-registration/>. The March will leave St Georges Plateau at 12 noon on Saturday 29th July 2017. The march takes around an hour, returning to St Georges Plateau at around 1pm when the main stage acts will begin. A map of the route is available on our website and will be publicised on social media in the run up to the event. The theme for 2017 is International Love and we encourage participants to dress up as brightly and as outrageously as they wish to show their support for LGBT communities around the world.

If you're interested in advertising with Liverpool Pride, please complete and return the booking form to Lucy Day via email at lucy.day@liverpoolpride.co.uk

liverpoolpride.co.uk

Registered Address: Liverpool Pride, 96 Bold Street, Liverpool. L1 4HY
Company No 7331788 Registered Charity No 1140792 (England & Wales)



ADVERTISE WITH PRIDE

Booking Form

Contact Name	
Company	
Address	
Post Code	
Email	
Phone	
Website	
Facebook	
Twitter	

Item	Price per unit	Quantity	Total
Brochure Advert – Double Page Spread	£700		
Brochure Advert – Full Page	£400		
Brochure Advert – Half page	£250		
Heras Advert (3m x 2m)	£300		
Heras Advert Bundle (4 x Heras Adverts)	£1000		
Main stage media screen advert (rolling advert shown on main stage screen between 1pm-9pm)	£500		
Advertising Bundle (1 x Heras Advert, 1 Media Screen Advert & 1 x full Page Brochure advert)	£1000		
Total amount to be invoiced			

Payment terms: All applications once confirmed will be invoiced. FULL payment will be required 14 days from the date of the invoice.

Please return the booking form to:
Lucy Day
lucy.day@liverpoolpride.co.uk
 Liverpool Pride, 96 Bold St, Liverpool, L1 4HY