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**ADVERTISING AND
SPONSORSHIP
OPPORTUNITIES**



Belfast Pride Festival 2025 – Be Part of Something Bigger!

Belfast Pride is more than just a festival—it's the **largest LGBTQIA+ event on the island of Ireland**, a bold celebration of **visibility, diversity, and equality** that brings the city to life like never before. In 2024, we smashed records with **over 85,000 people** attending events and marching in the **biggest Belfast Pride Parade to date**. Now, we're ready to make **Belfast Pride Festival 2025** even bigger—and we want *you* to be part of it.

By partnering with **Belfast Pride 2025**, your brand will be at the heart of a **dynamic, high-energy festival** that attracts **tens of thousands** of engaged attendees, generates **huge media coverage**, and showcases a **commitment to diversity and inclusion**.

This year, we're delivering our **biggest and most exciting programme yet**, featuring:

- **Show-stopping live entertainment, music, and Belfast's best drag talent**
- **Powerful talks, debates, and workshops on LGBTQIA+ rights and inclusion**
- **A vibrant mix of arts, film, and cultural events**
- **Family fun days, community activities, and sports events**

And on **Saturday, 26th July 2025**, Belfast will explode with Pride as we host **the largest ever Belfast Pride Parade, filling the streets with colour and celebration**

- **A massive concert at Custom House Square**
- **The Pride Village family area at the Big Fish**
- **A city-wide celebration of joy, resilience, and progress**

This is your opportunity to support a **powerful movement**, reach a passionate and diverse audience, and **show your support for equality and inclusion on a massive scale**.

Join us. Stand with us. Celebrate with us. Let's make Belfast Pride 2025 the most unforgettable yet!



Belfast: A City Full of Pride

Belfast is one of **Europe's most vibrant and exciting cities**, rich in culture, home to award-winning attractions, and known for its **welcoming, friendly people**. The city has countless reasons to be proud, and our **diverse LGBTQIA+ community** is at the heart of Belfast's cultural resurgence. **Belfast Pride is a celebration of progress, inclusion, and visibility**, shining a spotlight on the city as a **modern, forward-thinking destination**.

A Must-Visit Destination

Belfast Pride is not just a local festival—it's a **global event** that attracts visitors from across Northern Ireland, the UK, Ireland, and beyond. More than just a celebration, **Belfast Pride is a powerful platform for LGBTQIA+ visibility and advocacy**, giving real voices a space to be heard. Beyond its social impact, **Belfast Pride is a major tourism driver**, bringing a **burst of colour, energy, and creativity** to the city. Each year, tens of thousands of visitors **fill hotels, bars, restaurants, and LGBTQIA+ venues**, creating an **economic boost** that benefits the entire city.

Looking to the Future

As Belfast Pride has grown, we've worked to ensure we're ready for the future. We've strengthened our **structure, governance, and leadership** by becoming a **registered charitable company** with the Charity Commission for Northern Ireland. Our expanded Board now includes representatives from key LGBTQIA+ charities: **Cara-Friend, HERe NI, and The Rainbow Project**, ensuring that we remain **community-led and representative**. Through **public consultations, skills audits, and stakeholder engagement**, we're ensuring that Belfast Pride is not just bigger—but **better, more inclusive, and truly reflective of our community**. Our commitment is to **keep growing, evolving, and delivering a Pride festival that is accessible, diverse, and a platform for change**.

Help Us Deliver the Belfast Pride Festival 2025

Belfast Pride is **entirely volunteer-led**—our festival is powered by **passion, community, and the generosity of our supporters**. However, with rising costs, delivering the **world-class Pride festival that Belfast deserves** is becoming increasingly challenging. We rely on **donations and sponsorships** to make Pride happen.

Join Us in Making Belfast Pride Bigger & Better

We've created **exciting sponsorship opportunities** designed to help businesses and organisations **maximise their impact** while supporting one of Belfast's most significant cultural events.

Sponsorship Opportunities Include:

- **Event Sponsorship** – Align your brand with one of our flagship events.
- **Advertising in the Official Belfast Pride Guide** – Reach a highly engaged audience.
- **Sponsoring a Belfast Pride Award** – Celebrate excellence and support the community.
- **Becoming an Official Belfast Pride Supporter** – Show your commitment to equality and inclusion.

A Partnership for the Future

We want to **build long-term relationships** with businesses, organisations, and stakeholders who share our vision for a **more inclusive Belfast**. Across the city, more companies are actively **supporting their LGBTQIA+ employees and creating safe, welcoming workplaces**—Belfast Pride is the perfect platform to showcase that commitment.

We have a **proven track record** of successful partnerships, working with organisations such as **Horatio Group, Fonacab, Public Health Agency, Policing Board, Department for Communities, Anthology, Maverick, PSNI, O2, NIPSA**, and many more.

Let's Work Together!

If you're interested in supporting Belfast Pride 2025, **we'd love to hear from you**. Contact us at john.odoherty@belfastpride.com to discuss a **custom sponsorship package** that aligns with your goals and maximises your impact.

The Official Belfast Pride Guide – Connect to LGBTQIA+ Audiences

The **Belfast Pride Guide** is the ultimate way to engage with **LGBTQIA+ audiences** across Belfast and Northern Ireland. In 2025, we distributed **10,000 physical copies** across the city and beyond, while our **online guide** was viewed **thousands of times**, offering incredible visibility for businesses, organisations, and supporters of Belfast Pride.

For **2025**, we're aiming for the same **wide-reaching distribution**, ensuring your brand is seen by an engaged and diverse audience.

Why Advertise in the Belfast Pride Guide?

- **Full promotion across our digital platforms** – Website, Facebook, Twitter, and Instagram.
- **Saturation distribution** – Your ad will be seen across key locations in Belfast.
- **A powerful statement of support** – Show your commitment to equality and inclusion.

Where Will the Guide Be Distributed?

The Belfast Pride Guide reaches every corner of the city, including:

- **Visit Belfast Welcome Centre**
- **Belfast City Hall**
- **All Belfast LGBTQIA+ venues**
- **Arts and community centres across Belfast**
- **Cafés, restaurants, bars, and clubs**

Get Involved

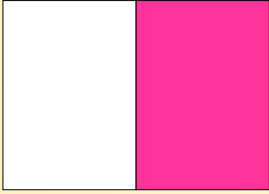
Advertising costs are available on the **attached rate card**.

For more information on securing your spot in the **Official Belfast Pride Guide**, contact:

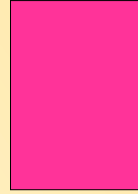
John.Odoherly@belfastpride.com



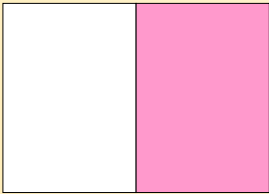
2025 Pride Guide — Rate Card



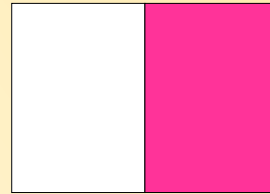
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First half of guide
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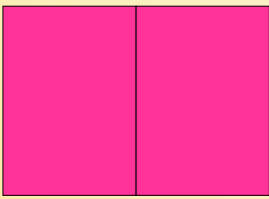
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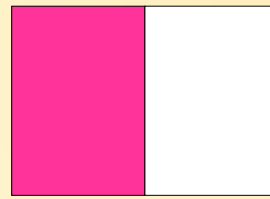
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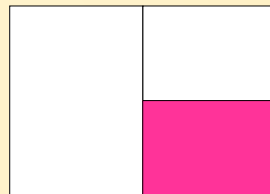
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Second half of guide
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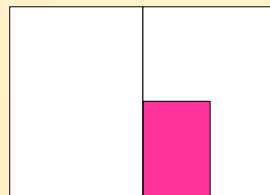
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Subject to availability
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Half page
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£350.00



Quarter page
(70mm x 100mm)
£250.00

Event Sponsorship – Be Part of Something Bigger!

Delivering **large-scale, professional, and free events** takes significant resources, and we're looking for **partners** to help us **grow and enhance Belfast Pride Festival**. By sponsoring one of our **signature events**, your brand will be front and centre at one of the **biggest celebrations of inclusion and diversity** in Northern Ireland.

Sponsorship Opportunity: The Belfast Pride Awards

The **Belfast Pride Awards** shine a spotlight on the incredible work of **LGBTQIA+ charities, community groups, businesses, politicians, and entertainers** who champion equality and support Belfast's LGBTQIA+ community.

Cost of Sponsorship: £3,500

What's Included in Your Sponsorship Package?

- Logo featured at the **Belfast Pride Launch & Awards**
- Recognition as an **official event sponsor** in the **Belfast Pride Guide**
- Logo included on all **pop-ups, print materials, and the Belfast Pride website**
- **Full-page advert** in the Official **Belfast Pride Guide**
- **Opportunity to speak** at the **Belfast Pride Awards Ceremony**
- **Table for 10** at the **Belfast Pride Launch & Awards**
- **Sponsorship of a Belfast Pride Award**, aligning your brand with excellence and community impact



Sponsor a Belfast Pride Award – Celebrate & Champion LGBTQIA+ Excellence!

The **Belfast Pride Awards** recognise and celebrate the **incredible contributions of LGBTQIA+ individuals, entertainers, and organisations** across Belfast and beyond. They also honor the **work of allies**—including **trade unions, businesses, and community groups**—who help **improve the lives of LGBTQIA+ people and promote Pride**.

There are **13 awards available for sponsorship**—each sponsored by just **one organisation**, offering exclusive brand visibility and alignment with a **key pillar of LGBTQIA+ advocacy**.

Cost of Sponsorship: £500

What's Included in Your Sponsorship Package?

- **Exclusive Award Presentation** – Present the award **you sponsor** at the **Belfast Pride Awards Ceremony**.
- Receive **two tickets** to the **Belfast Pride Launch & Awards**.
- **Professional Recognition** – A **professional photograph** with award winners to commemorate your sponsorship.
- **Social Media Visibility** – Your **logo included** on all **social media posts** related to the sponsored award.

Why Sponsor a Belfast Pride Award?

- **Align your brand** with diversity, inclusion, and community impact.
- **Show your support** for the LGBTQIA+ community in a meaningful way.



Party in the Square – The Ultimate Pride Celebration!

The **Party in the Square** is the **heart of Pride Day** at **Custom House Square**, attracting a **record 11,000 attendees** across the entire event in 2025. This **high-energy, festival-style concert** is packed with **live music, drag performances, local talent, comedy**, and an unforgettable **party atmosphere**. With a **full bar, Pride Shop**, and the excitement of the **Belfast Pride Parade** kicking off the celebrations, the **Party in the Square** is the place to be!

Cost of Sponsorship: £7,000

What's Included in Your Sponsorship Package?

- Logo featured throughout **Party in the Square** at **Custom House Square**
- Recognition as an **event sponsor** in the **Belfast Pride Guide**
- Logo included on all **pop-ups, print materials, and the Belfast Pride website**
- **Full-page advert** in the **Belfast Pride Guide**
- **Two tickets** to the **Belfast Pride Launch & Awards**

Why Sponsor Party in the Square?

- **Reach a massive audience** and showcase your brand to **thousands of Pride attendees**.
- **Support Belfast's biggest Pride celebration** and align your brand with **diversity, inclusion, and community**.
- **Gain exposure** through a wide range of channels—**on-site, online, and on social media**.



Become a Supporter of Belfast Pride – Empower Change and Support Equality!

Becoming a **Supporter of Belfast Pride** is an incredible way to help us meet the growing costs of delivering this **vital, community-driven festival**. As expenses continue to rise for services, equipment, and everything needed to create a **safe, accessible, fun, and vibrant festival**, your support has never been more crucial.

Cost of Support: £1,000

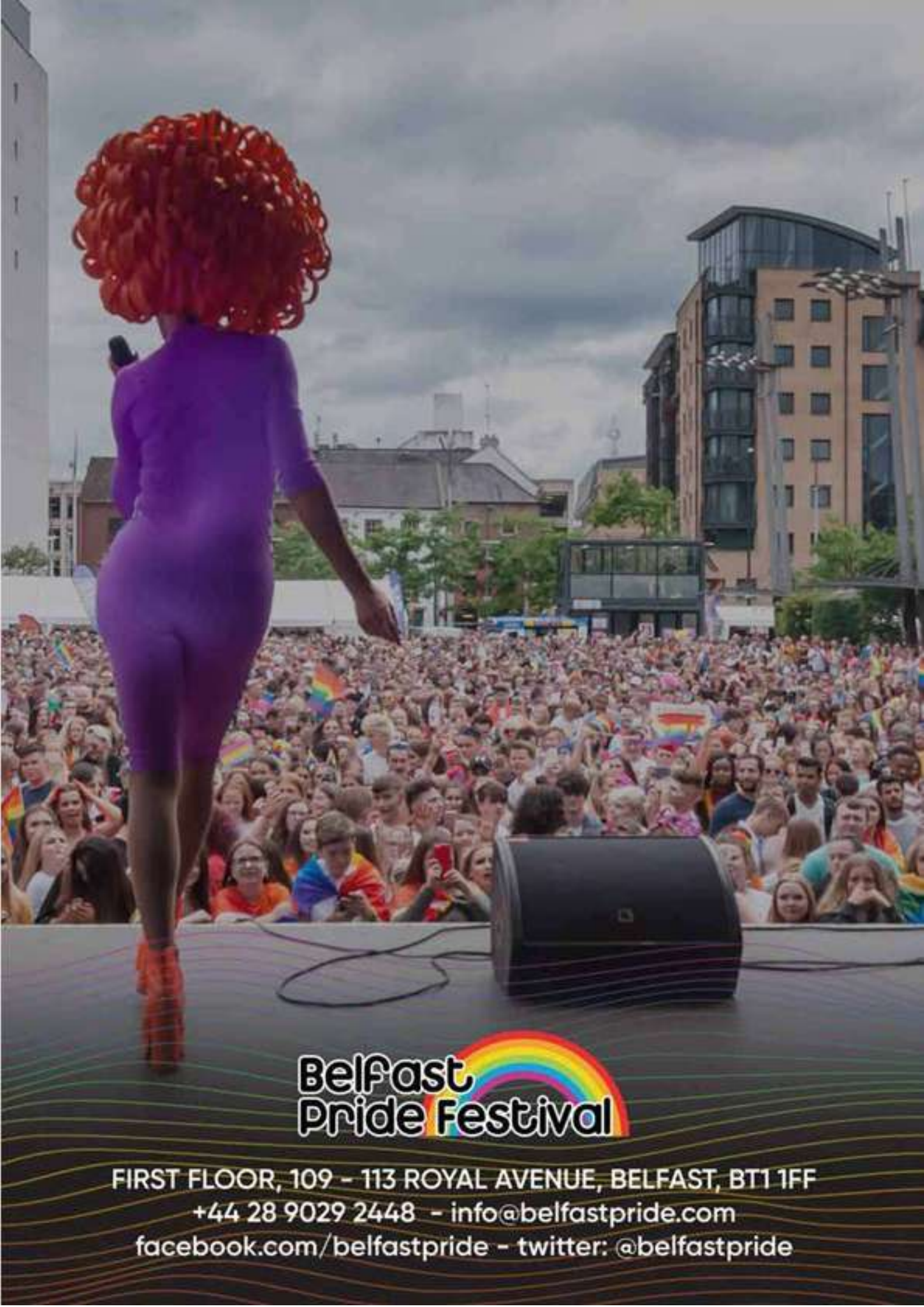
What's Included in Your Supporter Package?

- Logo featured on **pop-ups** and in the **Belfast Pride Guide** as a supporter of the festival.
- Logo included on the **Belfast Pride website** as a proud supporter of the festival.

Why Become a Supporter of Belfast Pride?

- **Support Diversity & Inclusion** – Your contribution helps create a festival that celebrates **LGBTQIA+ rights, visibility, and empowerment**.
- **Make an Impact** – Your support directly influences the success of Belfast Pride and ensures it continues to thrive.
- **Gain Visibility** – Showcase your brand alongside **Belfast's most inclusive event**, reaching a wide and engaged audience.





Belfast
Pride Festival

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