

PRIDE YOUTH GAMES

Sponsorship Packages



“Attending Pride Youth Games allowed me to build confidence and speak to other young LGBTQ individuals. I suffer from anxiety and being in a welcoming environment made an amazing experience that I will treasure forever”



PRIDE YOUTH GAMES



Pride Youth Games (PYG) is a residential weekend of activities for LGBT+ young people, taking place in Manchester during August 2019. PYG provides a unique opportunity for LGBT+ young people to get together, have fun and experience sport and activity in a safe and inclusive environment. It is a joint initiative of Pride Sports, LEAP Sports Scotland and LGBT Sport Cymru.

Young people attend PYG from LGBT+ youth groups throughout the UK and many of them face hardships such as family rejection, homelessness, mental health issues and experiences of anti LGBT+ bullying and violence.

PYG brings diverse young LGBT+ people together at a time when they are vulnerable to social isolation and exclusion, and when they are developing confidence in their own identities following, often hostile, school experiences of sport and physical education.

It provides a space where ALL LGBT+ young people, trans, non-binary, intersex and queer, can reclaim autonomy across a range of sports spaces.

“I think it’s really important that LGBT youth can come together and enjoy experiences together when we wouldn’t normally”

“It’s nice to meet new LGBT people and do activities I’ve never done before”

“Something I’m really looking forward to is exploring new sports in a safe environment without having to pretend I’m something I’m not”

“It’s a place where people can be themselves and not be scared of what other people think of them”

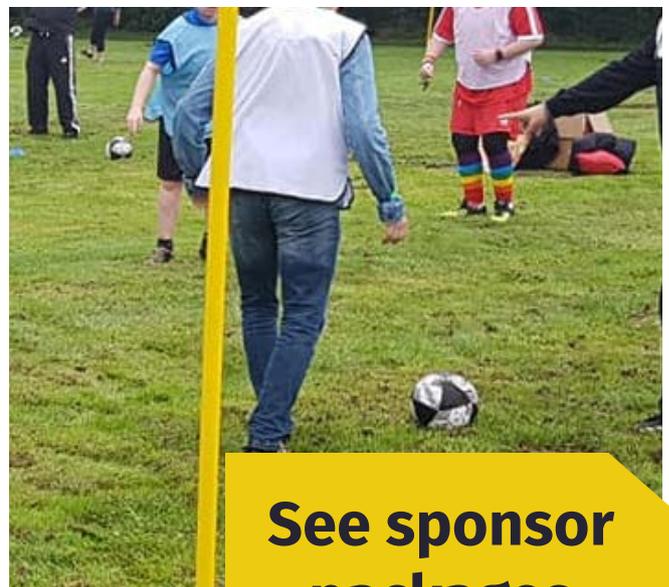


PRIDE YOUTH GAMES

Sponsorship Opportunities

Pride Youth Games 2019 provides unique opportunities for brand exposure whilst providing a chance to build an association with a high quality LGBT+ youth event with a fantastic reputation across the UK. By becoming a sponsor, you:

- Position your Company as a leader in relation to LGBT+ inclusion, sport & young people
- Extend Your Message Beyond the event through the combined social media platforms of the delivery organisations (e.g. 25,000 followers on Twitter)
- Separate Your Brand from Your Competitors



**See sponsor
packages**

Headline Sponsor (£10,000))

Our Headline Sponsor will enjoy prominent branding during the Youth Games weekend:

- 6 x branded flags at the event
- Logo on participant and staff t-shirts
- Present participation medals
- Social media posts mentioning sponsor from agreement date to August 2019
- Guest blog on the Pride Sports website
- Logo on the Pride Sports website
- Invitation to a VIP reception delivered on site during the event



Sport, Wellbeing & Physical Activity Sponsor (£3,500))

Help our young people experience sport in an environment that embraces and values diversity. Help us get young people hooked on sport for life! Sponsors can look forward to the following:

- An opportunity to welcome young people to the sports programme
- Social media posts mentioning sponsor from agreement date to August 2019
- Guest blog on the Pride Sports website
- Logo on the Pride Sports website
- Invitation to a VIP reception delivered on site during the event



Health & Nutrition Sponsor (£2,000 or in-kind))

Our Our Health & Nutrition sponsor will provide packed lunches, water and healthy drinks and snacks for participants on both days of the Games. Sponsorship can be provided in-kind. Sponsors can look forward to the following:

- Logo on lunch bags
- Social media posts mentioning sponsor from agreement date to August 2019
- Guest blog on the Pride Sports website
- Logo on the Pride Sports website
- Invitation to a VIP reception delivered on site during the event



Celebration Dinner Sponsor (£2,000)

After a day of sport, physical activity and fun, our participants will enjoy a celebration dinner before an evening of fun and entertainment. Sponsors can look forward to the following:

- A speaker to open the dinner event
- Table dressing including sponsor branding
- Social media posts mentioning sponsor from agreement date to August 2019
- Guest blog on the Pride Sports website
- Logo on the Pride Sports website
- Invitation to a VIP reception delivered on site during the event



Team Building Dinner Sponsor (£1,500)

Our participants will arrive hungry to the Games on Friday afternoon and we want to make them feel welcome with a hearty meal ready for the following day's activities. Sponsors can look forward to the following:

- Table dressing including sponsor branding
- Social media posts mentioning sponsor from agreement date to August 2019
- Guest blog on the Pride Sports website
- Logo on the Pride Sports website
- Invitation to a VIP reception delivered on site during the event



Participant Sponsor (£170)

For just £170 you can provide a young person with a fantastic opportunity to participate in our full accommodated and catered event. Sponsors of individual participants can look forward to the following:

- Social media posts mentioning sponsor from agreement date to August 2019
- Logo on the Pride Sports website
- Guest blog on the Pride Sports website



We appreciate that there may be other fantastic ideas about ways your company could support Pride Youth Games, and we look forward to discussing these with you.

To talk more about your involvement in Pride Youth Games 2019, please contact Lou Englefield, Director, Pride Sports, lou@pridesports.org.uk